

ebm-papst St. Georgen: Successful showing at the International Automobile Exhibition

Judith Rieger
Assistant to the Managing Directors
ebm-papst St. Georgen

Phone: +49 7724 / 81-1280
Fax: +49 7724 / 81-1377
judith.rieger@de.ebmpapst.com

Contact for Group press office

Phone: +49 7939 / 81-7105
presse@de.ebmpapst.com
http://twitter.com/ebmpapst_news
<http://facebook.com/ebmpapstnews>
www.ebmpapst.com

2011-09-30 - Page 1 of 2

St. Georgen, Germany. The International Automobile Exhibition (IAA trade fair) in Frankfurt was a marked success for ebm-papst St. Georgen: the newly introduced water pump resonated with the public. Furthermore, the showing confirmed that the long-established St. Georgen part of ebm-papst Group is optimally positioned with its wide range of energy-efficient products.

ebm-papst St. Georgen's trade fair motto for the IAA was chosen with care: "Into the new" was the slogan. And, in fact, there was truly something new being offered as the world market leader in fans launched a new product. A water pump for the automotive area was presented for the first time. "Interest in this new ebm-papst product was very high," concluded Peter Metzger, Automotive Sales Manager, at the eleven-day event.

One of the reasons for this lies in the technical details. Minimal size, a wide temperature range from -40 to +130 degrees, a high operating pressure of 0.35 bar and a delivery volume of up to 35 litres per minute drew attention, as well as the low power draw of 20 watts, the smooth operation and the pump's minimal noise. For Metzger other things were just as important: "No prospective buyer was in doubt that we could offer this quality in large-scale production." Here ebm-papst clearly benefits from its high standing as a long-time solutions partner of the automotive industry: "Customers don't just trust our entry into a new product segment, they have no doubt that we'll be good from the start," according to Metzger.

There are already serious queries filling the sales manager's appointment schedule. "In a short time we will present the pump directly to R&D departments," said Metzger. For Dirk Schallock, spokesperson for the Managing Directors in St. Georgen, the water pump product group demonstrates an important building block for future growth, "since there's a wide range of applications. Battery conditioning, return-flow pumps for start-stop systems, or even cooling for transmission parts are possible." They don't mean add-on parts, but rather standard series with corresponding production numbers.



ebm-papst St. Georgen: Successful showing at the International Automobile Exhibition

Judith Rieger
Assistant to the Managing Directors
ebm-papst St. Georgen

Phone: +49 7724 / 81-1280
Fax: +49 7724 / 81-1377
judith.rieger@de.ebmpapst.com

At the IAA trade fair ebm-papst St. Georgen was not just in demand as an accomplished solution provider and development partner in the thermal management area. The broad selection of energy-efficient actuators and fans is precisely that which manufacturers are currently looking for in their search to make overall automotive products more economical to manufacture.

It is essential to point out that ebm-papst doesn't just offer economical fans, pumps, motors and overall systems, but also possesses the expertise for the electronic integration into vehicle electronics as a whole. "The interaction of energy-efficient products with intelligent electronic control systems unlocks the greatest potential savings," explains Marketing Manager Bernd-Jürgen Dietrich. That way the already efficient output of ebm-papst products is only called forth when it's truly needed. "We can count on decades of skill and knowledge in the key areas of motor technology, fluidics, and electronics here," says Metzger, citing a significant advantage in development for ebm-papst.

Contact for Group press office

Phone: +49 7939 / 81-7105
presse@de.ebmpapst.com
http://twitter.com/ebmpapst_news
<http://facebook.com/ebmpapstnews>
www.ebmpapst.com

2011-09-30 - Page 2 of 2

About ebm-papst

ebm-papst St. Georgen is a subsidiary of the ebm-papst Group. The ebm-papst Group is the world's leading manufacturer of fans and motors and is a pioneer and pacesetter for ultra-efficient GreenTech EC technology (Electronic Commutation). In the last fiscal year 10/11, the company generated turnover of over 1.3 billion EUR. ebm-papst employs over 11,000 people at 17 production facilities (including in Germany, China and the USA) and 57 sales locations worldwide. Fans and motors of the global market leader are represented in many industries, including ventilation, air-conditioning and refrigeration systems, household appliances, heating engineering, in IT/telecommunications as well as applications in automotive and commercial vehicle engineering.

More information can be found at www.ebmpapst.com or is available from
Judith Rieger – judith.rieger@de.ebmpapst.com – +49 7724-81-1280