

Press Release

Farmington Hills, Mich., Feb. 1, 2023

MAHLE Aftermarket Extends Partnership with Motorsports Icon Casey Currie

MAHLE Aftermarket has renewed its partnership with motorsports legend, [Casey Currie](#), for the 2023 season, marking six years of collaboration including the development of a custom vehicle build for the inaugural “MAHLE: The Choice of Champions” technician promotion. Casey is also an integral member of the MAHLE engine parts test team and regularly participates in leading off-road competitions and exhibitions across the United States driving a MAHLE-branded vehicle.

“Since day 1 of our partnership with Casey, similar to his well-known motorsports persona, it’s been a non-stop adventure with many milestones already achieved and memories captured,” says Jim Kahut, Head of Marketing at MAHLE Aftermarket North America. “Casey and his team have become a part of the MAHLE family, seamlessly connecting with our customers, staff and product technicians and we look forward to what still lies ahead in our flourishing relationship.”

Kicking-off the first event of the year, Casey and his team will compete in the [2023 Progressive King of the Hammers](#), considered the toughest week of one-day, off-road races in the world, February 2-11 in Johnson Valley, California.

Other notable racing events slated for the 2023 season through the MAHLE Aftermarket and Casey Currie sponsorship include:

- **2/2-2/11** King of Hammers | Johnson Valley, CA
- **3/3-3/12** Daytona Bike Week | Daytona Beach, FL
- **4/1-4/9** Moab Easter Jeep Safari | Moab, UT
- **4/28-5/5** Norra 1000 - Baja Ca, Mexico
- **5/19-5/21** HyperFest | Alton, VA
- **6/11-6/16** Hot Rod Power Tour | Hampton, GA to Bristol, TN
- **8/4-8/6** Jeep Jamboree | Rubicon Springs, CA
- **8/16-8/20** Vegas 2 Reno | Las Vegas, NV to Reno, NV

- **11/13-11/18** Baja 1000 | Baja Ca, Mexico

Through the partnership agreement, Casey will also once again play a pivotal part in the second annual “MAHLE: The Choice of Champions” technician promotion, providing one of the two, custom-built vehicle prize options that will be offered: a one-of-a-kind, off-road-ready Jeep Gladiator. In addition to participating in various social media activities to help bring awareness to this year’s exciting program, Casey will join some of motorsports’ most notable personalities during an exclusive VIP reception at the 2023 Automotive Aftermarket Product Expo (AAPEX) in November for the Grand Prize drawing.

From a small test workshop to one of the top 20 automotive suppliers, MAHLE is proud to celebrate more than 100 years of delivering superior quality products around the world. For more information about MAHLE Aftermarket and its brands, visit www.mahle-aftermarket.com, or contact your local sales representative.

About MAHLE

MAHLE is a leading international development partner and supplier to the automotive industry with customers in both passenger car and commercial vehicle sectors. Founded in 1920, the technology group is working on the climate-neutral mobility of tomorrow, with a focus on the strategic areas of e-mobility and thermal management as well as further technology fields to reduce CO₂ emissions, such as fuel cells or highly efficient combustion engines that also run on e-fuels or hydrogen. MAHLE already generates over 60 percent of its sales independently of the passenger car combustion engine. This should increase to 75 percent by 2030. Today, one in every two vehicles globally is equipped with MAHLE components.

MAHLE generated sales of around EUR 11 billion in 2021. The company is represented with over 71,000 employees at 160 production locations and 12 major research and development centers in more than 30 countries. (Last revised: 12/31/2021)

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About MAHLE Aftermarket

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from original equipment series production for its product range and supplies partners in trade, workshops, and engine repair shops. The products developed by the MAHLE Service Solutions business segment for workshop equipment, as well as comprehensive services and individual training offers, round out the offer. MAHLE Aftermarket operates out of 25 locations around the world and has additional sales offices with around 1,700 employees. In 2021, the business unit recorded a sales volume of around EUR 1.1 billion globally.