

Press release

VALEO LAUNCHES AD CAMPAIGN AND UNVEILS NEW BRAND SIGNATURE

Paris, September 28, 2016 – Valeo unveiled the Group's new advertising campaign, "Smarter cars need smart people". The campaign comprises print ads and short videos that take a comical, off-beat approach, featuring an inept engineer who is completely overwhelmed by autonomous and clean vehicle technologies. Through a variety of scenarios, Valeo sends the clear message that without the Group's talented engineers, there would be no car of the future.



Unveiled at the Paris Motor Show and launched in six countries (China, France, Germany, India, Japan and the United States) to coincide with the Paris Motor Show, the new advertising campaign primarily targets engineers – the key to Valeo's innovation success. Aiming to reach as wide an audience as possible, the ad appears in a variety of media, ranging from print format via national dailies, including *Die Zeit*, *The New York Times*, *Le Figaro*, *The Times of India* and *Yomiuri Shimbun*, to digital and video platforms such as LinkedIn, Facebook and YouTube.

VALEO'S NEW BRAND SIGNATURE

The campaign has the two-pronged objective of increasing general awareness of Valeo and attracting top talent, both in fast-growing markets and in fields of high technological value. Valeo believes that the expertise of its teams is the best guarantee of innovation and quality and, as such, is a key factor to its success. The Group plans to significantly step up hiring over the coming years to support its expansion strategy and thereby continue to invest heavily in innovation.

On the same occasion, Valeo is unveiling its new brand signature "Smart technology for smarter cars", reaffirming its position as a technology leader in the automotive market and reinforcing the image of a Group that continuously innovates for increasingly cleaner and smarter vehicles.



Get the latest news on the Group and the advertising campaign on:

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YouTube: <https://www.youtube.com/user/ValeoGroup>

Valeo is an automotive supplier, partner to all automakers worldwide. As a technology company, Valeo proposes innovative products and systems that contribute to the reduction of CO₂ emissions and to the development of intuitive driving. In 2015, the Group generated sales of €14.5 billion and invested over 10% of its original equipment sales in research and development. Valeo has 148 plants, 19 research centers, 35 development centers and 15 distribution platforms, and employs 88,800 people in 32 countries worldwide. Valeo is listed on the Paris stock exchange and is a member of the CAC 40 index.

Media Relations

press-contact.mailbox@valeo.com

Tél.: +33 (0)1 40 55 21 20 / 29 72

www.valeo.com

@Valeo_Group