



MERITOR®

an **ArvinMeritor** brand



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Dear Customer,

We are pleased to introduce you to our revised format for all future “Meritor” product information and news – with many customers now requesting “Meritor” information updates by e-mail, this new style of paper is designed to be:

- more simple
- a multi-purpose bulletin
- a replacement for all previous ‘coded pages’ intended for use with the original customer “Communications Manual”.

These new bulletins will use a revised numbering system and our aim is to provide a more effective frequent flow of useful and relevant information to you.

The decision to change our bulletin style is part of a bigger ArvinMeritor Commercial Vehicle Aftermarket project, which aims to improve and enhance the “Meritor” brand in Europe. As part of this project we are utilising this first new style of bulletin to announce a change to the “Meritor” packaging image.

This new image will be progressively introduced over the coming months as stocks of the current boxes are used up – the first product with this new design to reach your shelves will be our own “Meritor” brake discs.

The current image, created in 2002 shortly after the brand was introduced to the European markets, has established a sound base from which the Meritor brand has gained recognition and when you compare with the new, we feel you will appreciate the changes made.

The same, now familiar, “Meritor” colour is maintained but you will discover a cleaner and more modern image – it represents quality products for both light and heavy commercial vehicles and text has been removed reflecting the expansion of our business across all European markets - languages now too numerous to mention.

Coming Soon

