



News Release

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FOR IMMEDIATE RELEASE

BENDIX CVS STRENGTHENS MARKETING DEPARTMENT WITH REORGANIZATION

ELYRIA, Ohio – Oct. 17, 2011 – Bendix Commercial Vehicle Systems LLC, the North American leader in the development and manufacture of leading-edge active safety, energy management, and braking solutions, today announced three key appointments in its marketing organization, aimed at further strengthening promotional efforts and communications with fleets, owner-operators, OEMs, and its growing distribution channel.

As part of the reorganization, three longstanding Bendix employees were named to new roles: Dave Schultz will serve as the director of marketing and strategic pricing; Marylou Hornung was named director of sales operations; and Barbara Gould will serve as director of communications.

“Bendix remains focused on providing dynamic communications and comprehensive support to meet the needs of our customers,” said Robert Johnson, vice president of aftermarket sales and marketing at Bendix. “These key appointments in our marketing department will enable us to focus more deeply on customer needs, communications efforts, and sales operations. Dave, Marylou, and Barbara will play a critical role in furthering these efforts.”

Schultz has been with Bendix for eight years. He joined Bendix Commercial Vehicle Systems as a marketing manager for the Valves group in 2003, and most recently held the post of aftermarket marketing manager. In his new role, Schultz will be instrumental in driving further enhancements and expansion in areas including product life-cycle management, strategic pricing tools and processes, and technology integration across a variety of market segments. Partnering with key stakeholders, he will lead promotional program development in the aftermarket distribution channel.

A 20-year veteran in the automotive and heavy truck industry, Schultz holds a bachelor's of science degree in communications from Ohio University in Athens, Ohio, and an MBA from Baldwin-

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Wallace College in Berea, Ohio. He is a graduate of the Bendix Strategic Leadership Program. Schultz and his family are residents of Bay Village, Ohio.

Westlake resident, Hornung, previously the sales support manager for Bendix, has been with the company for 23 years. During her tenure at Bendix, Hornung has served in numerous key roles in operations, pricing, product marketing, and program management.

Hornung was instrumental in rolling out the company's SAP-based enterprise resource planning system, serving as the subject matter expert for order-to-delivery activities, and as an ongoing member of the Bendix Business Intelligence data team. She also operated as North American lead for consolidation of the business tools used to complete global strategic planning.

She received a bachelor's of science degree in marketing from Kent State University, Kent, Ohio, and an MBA from Baldwin-Wallace College in Berea, Ohio. She is a certified Six Sigma Green Belt and has a Certification in Production and Inventory Management (CPIM).

Formerly the Bendix manager of communications, Gould has been with the company for 10 years. She leads internal and external communications for the organization. Prior to joining Bendix, she served as the director of marketing at Interactive Information Systems from 2000 to 2001 and as a communications manager for Consolidated Natural Gas from 1997 to 2000. Beginning her career in 1979, Gould spent 17 years in financial services marketing, including her tenure as assistant vice president of corporate advertising at National City Bank.

A resident of Strongsville, Gould is a board member of the Truck Writers of North America (TWNA), and a charter member of the Motor & Equipment Manufacturers Association (MEMA) Brand Protection Council. She is a member of the International Association of Business Communicators (IABC), Public Relations Society of America (PRSA), and the Cleveland chapter of the American Advertising Federation.

Gould was named a Cleveland YWCA Woman of Professional Excellence in 2006, and her work has received numerous corporate, local, regional, national, and industry awards. A Six Sigma Green Belt, she earned a bachelor's of science degree in public relations and journalism from Bowling Green State University, Bowling Green, Ohio, and an MBA from Baldwin-Wallace College in Berea, Ohio.

About Bendix Commercial Vehicle Systems LLC

Bendix Commercial Vehicle Systems, a member of the Knorr-Bremse Group, develops and supplies leading-edge active safety technologies, energy management solutions, air brake charging, and control systems and components under the Bendix® brand name for medium- and heavy-duty trucks, tractors, trailers, buses, and other commercial vehicles throughout North America. An industry

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pioneer, employing more than 2,200 people, Bendix is driven to deliver solutions for improved vehicle performance, safety, and overall operating cost. Bendix Commercial Vehicle Systems is headquartered in Elyria, Ohio, with manufacturing plants in Acuña, Mexico; Bowling Green, Ky.; and Huntington, Ind. For more information, call 1-800-AIR-BRAKE (1-800-247-2725) or visit www.bendix.com. To learn more about career opportunities at Bendix, visit www.bendix.com/careers. Follow Bendix on Twitter at http://twitter.com/Bendix_CVS.

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