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## **HONEYWELL UPDATES BRANDING OF INDEPENDENT AFTERMARKET BUSINESS**

*“Honeywell Garrett” aligns today’s corporate identity initiatives for energy efficiency with Garrett name already symbolizing six decades of technology innovation and leadership in turbocharging solutions*

**FRANKFURT, Sept. 13, 2016** -- Honeywell (**NYSE: HON**) Transportation Systems is unveiling a subtle change to its independent aftermarket brand in converting “Garrett by Honeywell” to “Honeywell Garrett” in order to better convey the full capability and promise of the legendary brand in automotive turbocharging.

The new Honeywell Garrett construction aligns with corporate initiatives to leverage the strong global Honeywell brand which is recognized for providing innovative technologies making our world cleaner as well as more sustainable, secure, connected, energy efficient, and productive. Transportation Systems and its aftermarket business is a significant contributor to the nearly 50 percent of Honeywell’s portfolio which is dedicated to energy solutions.

While the original equipment business within Transportation Systems is solely branded Honeywell, it was a priority to retain the legendary Garrett name which has become synonymous with automotive turbocharging for many industry professionals and by which the independent aftermarket replacement business as well as the high performance equipment business has been known for decades. Honeywell’s turbo origins date back to the 1950s when engineer Cliff Garrett led a project team to develop a turbocharger for a Caterpillar D9 crawler tractor which launched in 1954 marking the beginning of the turbocharged era for the automotive industry.

Honeywell’s global operations are in more than 70 countries consisting of more than 1,300 sites employing roughly 130,000 people of which some 30,000 are engineers and scientists. As turbo penetration grows to nearly 50 percent of the global market by 2020, the Honeywell Garrett brand name will convey the genuine technology advantage message in emerging markets and across all regions.

“We are enhancing our ability to convey an established value proposition that reflects the expertise of the corporation and the business,” said Eric Fraysse, Aftermarket vice president and general manager at Honeywell Transportation Systems. “We want our distributors and end customers to know that the whole of our design, engineering, and manufacturing capabilities are

part of every turbocharger we sell, and backed by the same customer service mindset that has made us a turbo leader for more than 60 years.”

The Honeywell Garrett portfolio of replacement turbochargers covers gasoline and diesel passenger vehicles – including numerous advanced two stage and variable geometry applications – commercial vehicles, high-performance turbo upgrades and also remanufactured replacement turbos manufactured and tested to the same standards as new turbos for those seeking a less expensive option without compromising on performance or reliability.

## **More Supporting Resources**

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## **About Honeywell Aerospace**

Honeywell Aerospace products and services are found on virtually every commercial, defense and space aircraft, and its turbochargers are used by nearly every automaker and truck manufacturer around the world. The Aerospace business unit develops innovative solutions for more fuel efficient automobiles and airplanes, more direct and on-time flights, safer flying and runway traffic, along with aircraft engines, cockpit and cabin electronics, wireless connectivity services, logistics and more. The business delivers safer, faster, and more efficient and comfortable transportation-related experiences worldwide. For more information, visit [www.honeywell.com](http://www.honeywell.com) or follow us at [@Honeywell\\_Aero](#), [@Honeywell\\_Turbo](#).

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