



## GKN Adopts New Name For its Global Automotive Group

*GKN Driveline, the largest automotive driveline component supplier in the world, has a new name and logo as part of a recently adopted corporate identity program.*

AUBURN HILLS, MI ([PRWEB](#)) February 18, 2004 --GKN Driveline, the largest automotive driveline component supplier in the world, has a new name and logo as part of a recently adopted corporate identity program.

The company will operate in North America under the name of GKN Driveline North America, Inc.

Known formerly as GKN Automotive Driveline, the company has 2,000 employees at eight locations in North America. Worldwide, GKN Driveline employs more than 21,000 people at 49 locations in 31 countries. It is the largest business unit within GKN plc, a UK-based global engineering group with annual sales of more than \$8 billion.

Ted Rodewig, GKN Driveline's marketing director, said the identity program is designed to bring new focus to the company by creating a common banner under which it will operate on a global basis.

"GKN's driveline business has experienced tremendous growth through acquisition and diversification," said Rodewig. "Today, we are the largest automotive driveline component supplier in the world with a heritage of brand names and operational units that signal diversity, rather than focus.

"In view of the many challenges facing our industry on a global basis, we decided the time was right for us to review our marketing strategies and structure. As a result, we are introducing a new name for our global organization that will portray a new unity of purpose."

Although many industry observers think of GKN Driveline primarily as a constant velocity joint (CVJ) supplier, Rodewig noted that GKN and its partner in Japan, Tochigi Fuji Sangyo, offer an unmatched range of products that cover the complete vehicle driveline, from the output of the transmission to the wheel hubs.

"Of course, a new name in itself changes nothing," said Rodewig. "But our new name and logo are intended to symbolize significant changes within our business that I am confident will enable us to build on our strengths and align our performance even more closely with our customers' expectations and demands."

### About GKN Driveline

GKN Driveline is one of the world's leading suppliers of vehicle driveline products and systems and has a commanding 43 percent share of the market for CVJs. The company is the largest business unit within GKN plc, a UK-based global engineering group, with 2002 annual sales of more than \$8 billion.

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