ELYRIA, Ohio – March 11, 2008 – One of the leaders of Bendix Commercial Vehicle System’s movement to end counterfeiting will take an even larger role in shaping the commercial vehicle industry’s response to intellectual property issues. Andrew Cifranic, brand manager for Bendix Commercial Vehicle Systems LLC, has been selected to serve as the co-chair of the Motor & Equipment Manufacturers Association (MEMA) Brand Protection Council.

The council helps direct MEMA and the industry’s response to the growing challenges of intellectual property, diversion, noncompliant products, and counterfeiting issues, as well as provides a forum for industry members to share best practices and dialogue. In addition to overseeing the council’s quarterly meetings, Cifranic will help guide the council as it directs the industry’s collective actions with lawmakers and other important groups. As co-chair, he will have the opportunity to recommend solutions to counterfeiting issues and suggest future seminar topics.

“I’m proud to represent Bendix as co-chair of the Brand Protection Council,” Cifranic said. “The efforts of this council have far-reaching benefits for our industry, not the least of which is to help protect the safety of our roadways. I look forward to helping the council guide MEMA in a proactive effort to end counterfeiting and intellectual property infringement.”

Cifranic exemplifies Bendix’s reputation as a leader in the fight against the entry of counterfeit parts into the U.S. market. He was the featured speaker at the Technology Anti-counterfeiting and Gray Market Fraud Summit in March 2007. He also represented the transportation industry on a U.S. Chamber of Commerce panel, where he spoke about the risk counterfeit parts can pose to highway safety.
Bendix is recognized as a leader in the fight against counterfeiting in the commercial vehicle industry, and on a national level. Company officials shared their best practices at a Senate subcommittee hearing and have participated in many national anti-counterfeiting panels alongside consumer brands such as Louis Vuitton, Oakley, New Balance, and the National Basketball Association (NBA).

As a leader in highway safety, Bendix believes it’s important to halt counterfeiting and prevent inferior products from reaching the market. These products are a threat to drivers of commercial vehicles, as well as the drivers with whom they share the road. Not only can counterfeiting compromise public safety, it also leads to loss of revenue for many U.S. companies. Bendix developed its “Genuine Bendix” program to address these issues. The program’s three-pronged approach includes extensive education and outreach, intellectual property protection, and enforcement of patents and trademarks.

A graduate of Kettering University, Cifranic has been an employee of Bendix and its European affiliate, Knorr-Bremse, for eight years. He has served as the company’s brand manager since July 2006. Prior to his appointment as brand manager, he served as the global sales planning coordinator for Knorr-Bremse in Germany.

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, 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 pioneer, employing more than 2,000 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.

# # #