

## Press release

Nanterre (France), February 9, 2017

### FAURECIA'S NEW VISUAL IDENTITY REFLECTS ITS NEW TRAJECTORY



Faurecia today revealed its new logo and tagline designed to fully reflect the Group's strategic evolution and new ambition. Faurecia is accelerating its transformation, and this renewal of its visual identity reflects the beginning of an important new era in its development.

The automotive industry is being revolutionized by several major trends and in particular those for connected and autonomous vehicles and the growing need for clean mobility. As a global leader in the industry and with its unique positioning, Faurecia's clear strategy is to focus on developing technologies for Sustainable Mobility and Smart Life on Board. The new tagline "Inspiring Mobility" fully reflects this mission.

The logo itself has been liberated from its box as a symbol of the Group's strategy to work in an open innovation ecosystem. The evolution of the typeface demonstrates the Group's modernity and a shift towards accelerating technology. Finally the addition of a ruby square at the beginning of the logo symbolizes the beginning of a new era in Faurecia's history.

**Patrick Koller, Faurecia CEO said** *"I am pleased to reveal to our 100, 000 employees, our customers and our partners our new visual identify which perfectly matches our ambition. It symbolizes an important moment in our history as we embark on a new trajectory of accelerating profitable growth and technology innovation."*

By [clicking here](#) you will have access to the video of the new Faurecia visual identity

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#### About Faurecia

Faurecia is one of the world's largest automotive equipment suppliers, with three key Business Groups: Seating, Interiors and Clean Mobility. In 2016, the Group posted total sales of €18.7 billion. At December 31, 2016, Faurecia employed 100,000 people in 34 countries at 330 sites and 30 R&D centers. Faurecia is listed on the NYSE Euronext Paris stock exchange and trades in the U.S. over-the-counter (OTC) market. For more information, visit [www.faurecia.com](http://www.faurecia.com)