



New ANCOWipers.com Drives Consumer Engagement Through Streamlined Interface, Exclusive Tie-ins to NHL®

Southfield, Michigan, November 11, 2013...ANCO® Wipers, “The Clearest Choice® in Wiper Blades,” has introduced an extensively enhanced website – www.ANCOWipers.com – that helps drive consumer engagement through streamlined access to product and purchasing information as well as a variety of interactive activities linked to the brand’s exclusive status as the official wiper blade of the National Hockey League®.

Consumers can use the new site to quickly determine which of the latest ANCO wiper designs best matches their driving needs, and then look up the corresponding part number for their vehicle. Product highlight pages – covering innovative ANCO Contour® premium beam blades, Profile® beam blades, Transform™ hybrid blades, AeroVantage® premium bridge blades, 31 Series blades, Rear blades, and Winter blades – also include helpful, short videos describing key features and benefits. Detailed installation instructions for each blade design are available to help ensure increased customer convenience and satisfaction. Visitors can also click on links to the brand’s Facebook (www.facebook.com/ANCOWiperBlades) and YouTube (www.youtube.com/user/ANCOWipers) pages and Twitter feed (www.twitter.com/ANCOWiperBlades) to keep up on exciting promotions and the latest news related to the ANCO brand.

Fans of NHL competition are encouraged to visit the site on a regular basis to participate in an upcoming series of hockey-themed contests and special offers that will build on the 2013 season and allow fans to further support their favorite teams.

“Millions of consumers are being re-introduced to ANCO through our NHL sponsorship, innovative promotions and fast-growing network of dealers,” said ANCO Brand Manager Tracy Neil. “Our new website will play a central role in our continued growth as these consumers connect with us online to learn why the right blades matter and discover world-class ANCO technologies that can help keep them safe on the road.”

ANCOWipers.com highlights the brand's technology advantage through a comprehensive library of U.S. patents received by ANCO product engineers. The most recent patent is the exclusive Articulated Contact™ technology – featured in Contour and Profile beam blades – that permits unrestricted blade flexing for more uniform pressure distribution and improved conformance to today's curved windshields.

For additional information regarding ANCO products, please contact your ANCO distributor or Federal-Mogul representative or visit www.ANCOWipers.com. To identify the right ANCO product for virtually any application, simply use the convenient www.FMe-cat.com electronic catalog or, for smart phone users, visit www.GetANCO.mobi. [Like ANCO on Facebook \(https://www.Facebook.com/ANCOWiperBlades\)](https://www.Facebook.com/ANCOWiperBlades) and follow the brand on twitter (www.twitter.com/ANCOWiperBlades) for product updates and special promotions.

About Federal-Mogul

Federal-Mogul Corporation (NASDAQ: FDML) is a leading global supplier of products and services to the world's manufacturers and servicers of vehicles and equipment in the automotive, light, medium and heavy-duty commercial, marine, rail, aerospace, power generation and industrial markets. The company's products and services enable improved fuel economy, reduced emissions and enhanced vehicle safety.

Federal-Mogul operates two independent business segments, each with a chief executive officer reporting to Federal-Mogul's Board of Directors. Federal-Mogul's Powertrain segment designs and manufactures original equipment powertrain components and systems protection products for automotive, heavy-duty, industrial and transport applications. Federal-Mogul's Vehicle Components segment sells and distributes a broad portfolio of products through more than 20 of the world's most recognized brands in the global vehicle aftermarket, while also serving original equipment vehicle manufacturers with products including braking, chassis, wipers and other vehicle components. The company's aftermarket brands include ANCO® wiper blades; Champion® spark plugs, wipers and filters; AE®, Fel-Pro®, FP Diesel®, Goetze®, Glyco®, Nüral®, Payen® and Sealed Power® engine products; MOOG® steering and suspension parts; and Ferodo® and Wagner® brake products.

Federal-Mogul was founded in Detroit in 1899. The company employs 44,500 people in 34 countries, and its worldwide headquarters is in Southfield, Michigan, United States. For more information, please visit www.federalmogul.com.

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