

## **Sogefi has appointed Françoise Blais to head the Filtration Independent Aftermarket**

**Guyancourt, 25th September, 2017** – Sogefi has appointed Françoise Blais as Independent Aftermarket General Manager within its Filtration Business Unit.

Françoise Blais, 52 years old, brings with her 12 years of experience in Independent Aftermarket, and for the last 2 years as Marketing Strategy and Digital Director for Valeo Service worldwide.

Before that she worked 15 years in the powertool industry, where she held several international positions as Marketing Director, Commercial Director and General Manager for France and Benelux.

“Françoise has a successful history in delivering excellent business results. With her background, market knowledge and industry experience she will greatly contribute to further strengthen Sogefi's position as a European leader in the IAM segment, in line with ambitions announced by the Group”, said Frédéric Chaussat, Filtration Business Unit CEO.

“I am excited to join Sogefi Aftermarket. This is a leading company with strong premium Brands, a genuine customer focus, and a defining moment in the company history, I'm looking forward to this new opportunity”, commented Françoise Blais.

In the Independent Aftermarket, Sogefi is one of Europe's leading vehicle filter suppliers, providing a comprehensive range of products including oil, petrol, diesel fuel, air and cabin air filters with the same high level quality features of the OE/OES products. On the market Sogefi is well recognized thanks to its brands: Purflux, FRAM®, CoopersFiaam, Tecnocar and Sogefi Pro.