



SPOT GENUINE GATES QUALITY LOOK FOR THE HOLOSPOT®

Gates Power Transmission offers the most complete line of top quality belt drive products on the market. For over 80 years, Gates' leadership in products, distribution and customer satisfaction has kept Gates and its customers on top.

Unfortunately, as our products become more successful, they also become more attractive to product counterfeiters. Counterfeiting is a serious issue. Currently five to eight percent of all goods sold worldwide are counterfeit. The automotive parts industry also is often faced with fake, counterfeit vehicle components. Gates, as a leading manufacturer in belt drive systems, is taking all possible steps to prevent or stop counterfeited products from being sold under its logo.

While the appearance of counterfeit parts has dramatically improved over the years, their

quality, in most cases, hasn't. The physical dangers and risks involved in using or installing counterfeit parts can potentially be the most costly damages of all. Counterfeit automotive products are a risk to consumer safety, with the potential to injure car drivers and their passengers, as well as automotive technicians.

As an industry, we cannot compromise consumers' trust when they decide where to take their vehicle for service. Don't take the risk of selling and installing parts from questionable sources that can cause damages which can ultimately be traced back to you. After all, the consumers might decide to litigate against you, or – at least – you will lose them as a customer if you break their trust.

Make sure it's the real deal

Unfortunately, it is not always easy to spot a fake: some car part counterfeiters work long and hard to fool dealers and customers.

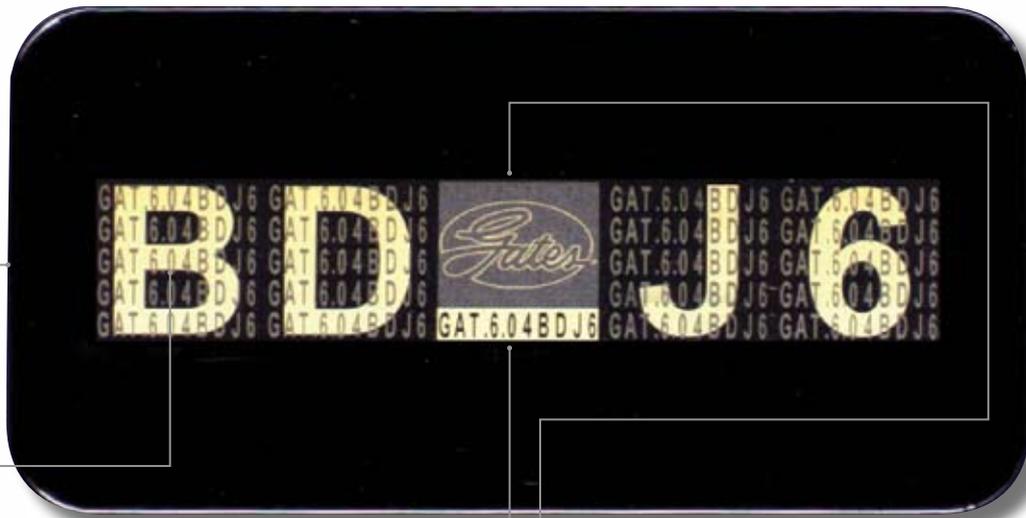
That's why Gates will apply to its PowerGrip® timing belts a new security marking that will help you to distinguish original Gates quality from counterfeit. If you want to distinguish a fake from the genuine article, just look for the Holospot®.



A Holospot® security mark is a multilayer label with a small data field containing several safety features.



Here's what you look for:



With the naked eye

- The paper label on every package features a 5 x 10 mm silver black Holospot® label with a 4 digit alphanumeric code.
- **Please check:**
 - This code shimmers in rainbow colours under direct light.
 - This code is different on each packaging.

With a magnifying glass

- **Please check:**
 - Gates logo is outlined in the center of the 4-digit code.
 - The complete 10-digit code. Compare the last 4 digits as they are identical to those seen with the naked eye.

This Holospot® will be applied to all Gates PowerGrip® timing belts, with a first focus on the most popular references. You can be sure to receive more information from Gates when the PowerGrip® timing belt boxes will feature a Holospot® label.



Take action: report counterfeit products. If you have any information on Gates counterfeit products or any suspicious events, please do not hesitate to contact Gates. Confidentiality is guaranteed.

The Gates Corporation strongly recommends that you purchase Gates products from authorized distributors only. For more information, contact Gates.

Your distributor:

