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## Gates Features COMPLETE™ Serpentine Kits at Automotive Aftermarket Products Expo

*Virtual Garage experience gives attendees fresh insights for profitability*

DENVER, Oct. 25, 2018 – [Gates Industrial Corp.](#) plc (NYSE: GTES), a leading global provider of application-specific fluid power and power transmission solutions, will feature its newest line of automotive aftermarket products, the Gates COMPLETE™ Serpentine Kit line, at its booth during the [Automotive Aftermarket Products Expo \(AAPEX\)](#) in Las Vegas, Oct. 30 – Nov. 1. The company is also offering an innovative virtual reality experience and business consultation meetings to help channel partners take their business to the next level.

AAPEX attendees, including automotive aftermarket professionals representing warehouse distributors, auto parts stores and professional repair centers, will have the opportunity to visit Gates' booth, #4038, to experience the Gates COMPLETE™ Serpentine Kit line like never before.

The Gates 'Virtual Garage' will be up and running at the Gates booth, providing a fully immersive virtual reality experience that allows visitors to understand the automotive belt system and the value of complete repairs. Gates is also offering customized smartphone calculators to show potential shop profitability, as well as one-on-one meetings with Gates experts to provide technical training and insights on business development strategies.

Gates developed its COMPLETE™ Serpentine Kit line based on input from professional repair centers. The line was specifically designed to drive business growth for channel partners and provide more effective preventive repairs for vehicle owners.

“Early adoption of our COMPLETE™ Serpentine Kit line has been exceptional,” said Jack Ramsey, senior vice president, North America Automotive Replacement, Gates Industrial. “Warehouse distributors have already seen positive sales in the category as a result of adding the line, and becoming advocates for complete system repairs.”

Gates COMPLETE™ Serpentine Kits are packed in a premium sealed tray to ensure all components are received in superior condition. The kits include the Serpentine belt(s) as well as the tensioner and pulley(s) needed for the application - all in one box. The Gates COMPLETE™ Serpentine Kit line also comes with a Lifetime Parts and Labor Warranty.

### **About Gates Industrial Corp. plc**

Gates is a global manufacturer of innovative, highly engineered power transmission and fluid power solutions. Gates offers a broad portfolio of products to diverse replacement channel customers and to original equipment ("first-fit") manufacturers as specified components. Gates participates in many sectors of the industrial and consumer markets. Gates products play essential roles in a diverse range of applications across a wide variety of end markets ranging from harsh and hazardous industries such as agriculture,



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construction, manufacturing and energy, to everyday consumer applications such as printers, power washers, automatic doors and vacuum cleaners, and virtually every form of transportation. Gates products are sold in 128 countries across four commercial regions: the Americas; Europe, Middle East and Africa; Greater China; and East Asia and India. More about Gates Industrial Corp. can be found at [www.gates.com](http://www.gates.com).

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