



For Immediate Release:

Plews & Edelmann Celebrates 115 Years of Innovation and Industry Leadership

- *A Legacy of Innovation from Steam Gauges to Automotive Excellence*
- *Transformative Growth Leading the Future of Steering Technology*

(DIXON, IL – November 1, 2024) — Plews & Edelmann®, a pioneer in automotive technology and innovation, marks its 115th anniversary this year, celebrating more than a century of contributions to the automotive aftermarket industry. From its humble beginnings in 1909 as a wholesale business selling air valves and steam gauges, to its current position as a leading manufacturer of power steering solutions, Plews & Edelmann continues to drive innovation in the automotive aftermarket.

Founded by Erich Edelmann (Ay-del-man) in Chicago, the company quickly recognized the extraordinary potential of the emerging automobile industry. This early vision led to the development of essential automotive tools and parts, establishing a foundation for over a century of innovation and growth.

"As we celebrate 115 years of excellence, we reflect on our rich heritage while focusing on our future as a leader in power steering technology," said Dan Billie, CEO of Plews & Edelmann. "Our commitment to innovation and quality continues to drive our success as we develop solutions that meet the evolving needs of the automotive aftermarket."

Recent years have marked significant transformations for Plews & Edelmann. During the challenges of the 2020 pandemic, the company's established North American supply chain proved invaluable, enabling it to maintain consistent operations while others faced disruptions. Throughout this period, the company maintained its ISO 9001:2015 certification with near-perfect audit performances, demonstrating its unwavering commitment to quality management and manufacturing excellence.

This operational stability enabled the company to emerge stronger, strategically realigning its focus on application parts within the power steering category. This specialization led to the launch of what is now known as the Total Solution® power steering program in 2021,

featuring all-new manufactured hard parts, a patented universal filter, and the aftermarket's first high-performance power steering hose lines.

In 2022, the company further bolstered its Total Solution program in the power steering aftermarket through the strategic acquisition of Blissfield Manufacturing, a third-generation Tier 1 manufacturer. This acquisition enabled Plews & Edelmann to expand its offering to include OE-quality power steering coolers, reinforcing its commitment to providing comprehensive steering solutions to the aftermarket.

Today, Plews & Edelmann stands as a testament to manufacturing excellence, offering:

- Comprehensive line of hard parts: rack & pinion assemblies, pumps, and gear boxes
- Industry-leading power steering hoses and repair kits
- Innovative patented universal filter
- Power steering coolers built to OE specifications
- Synthetic universal and Honda/Acura power steering fluids

Looking ahead, Plews & Edelmann is expanding its expertise into Electric Power Steering (EPS) solutions, positioning itself at the forefront of evolving automotive technology. This strategic expansion into EPS components – belt kits, couplings, & tools - demonstrates the company's commitment to leading the industry's transition toward advanced steering systems while maintaining its legacy of innovation and quality.

"Our 115-year journey represents more than just longevity; it demonstrates our ability to evolve with the industry while maintaining our commitment to quality and innovation," added Billie. "As we look to the future, we remain dedicated to developing solutions that revolutionize the automotive aftermarket and serve the changing needs of our customers, particularly as we expand into electric power steering technology."

For more information about Plews & Edelmann and its products, please visit www.plews-edelmann.com or call 1-800-770-4639.

About Plews & Edelmann

Plews & Edelmann® is a leading manufacturer and marketer of Edelmann® power steering hoses, electric power steering repair kits and tools, power steering seal and rebuild kits, turbocharger oil lines, Edelmann Elite® high performance power steering hoses, all new manufactured power steering rack and pinion assemblies, pumps, gear boxes, power steering coolers, premium universal power steering filter and fluid.

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Caption: Plews & Edelmann Celebrates 115 Years



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