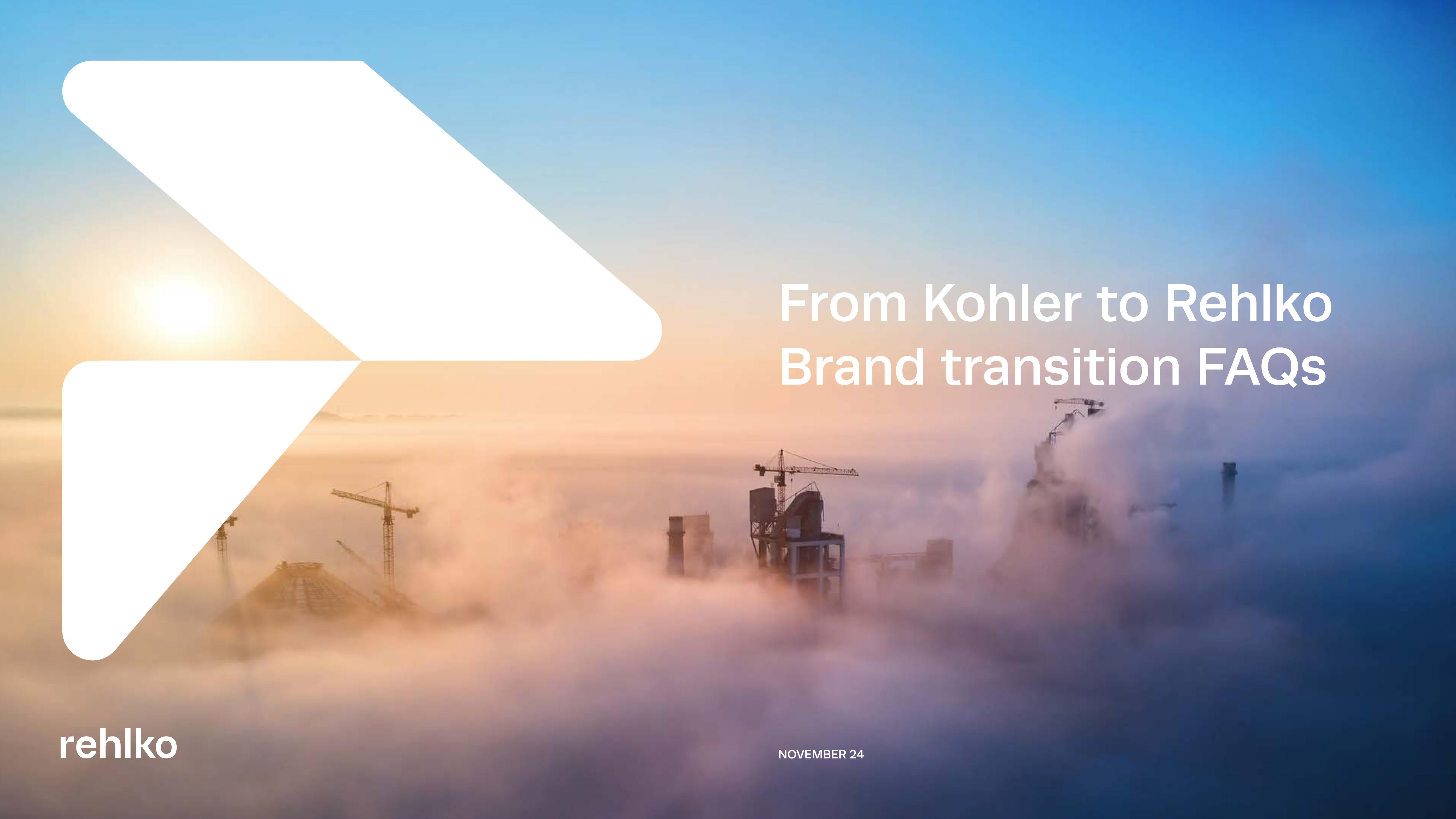




From Kohler to Rehlko Brand transition FAQs

rehlko

NOVEMBER 24

From Kohler to Rehlko Brand transition FAQs

This document is intended to communicate the main information about the transition from Kohler Engines to Rehlko to its customers.

If you have any question, please get in contact with your Rehlko sales representative and/or Channel Manager

FAQ

- What’s new with Kohler Engines?

→
- Why a new brand?

→
- Who is Rehlko?

→
- Is Rehlko a brand-new company?

→
- What is Rehlko Engines communication plan?

→
- What changes for me, as a customer?

→
- I want to communicate this change to my network. Do I get any support?

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- How do I stay in touch?

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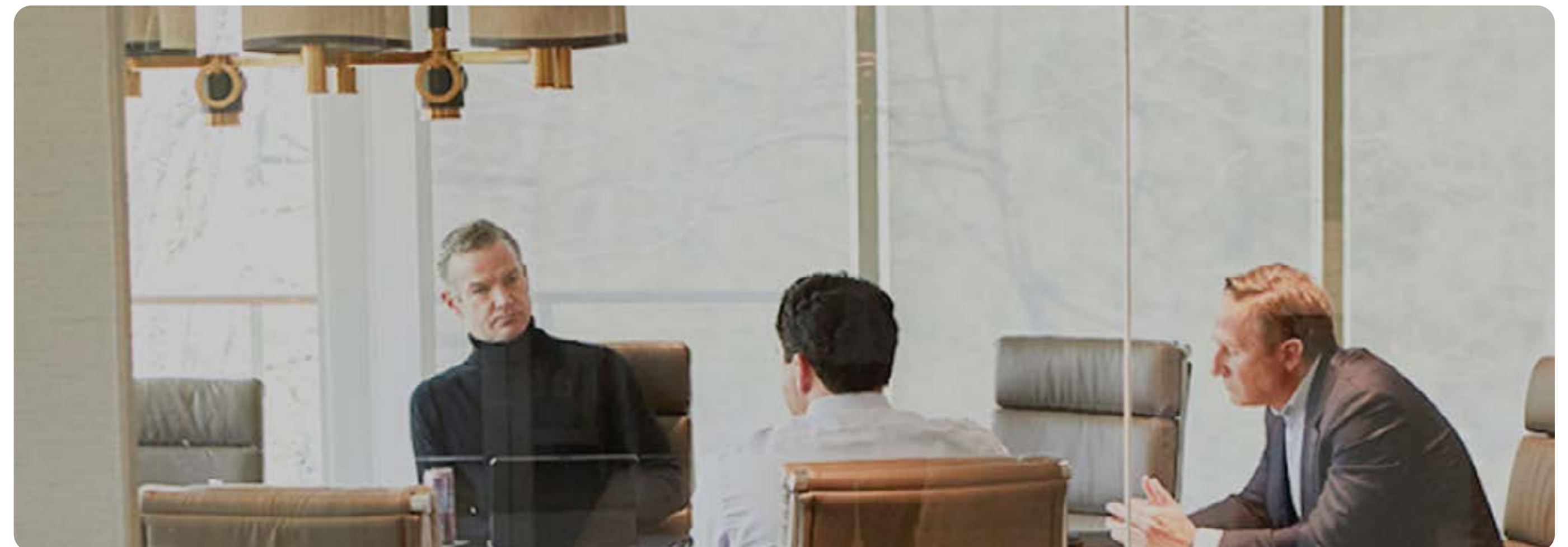


What's new with Kohler Engines?

Kohler Energy group and its Kohler Engines division have been **rebranded as Rehlko**.

Kohler Energy group became a stand-alone company in May 2024 when Platinum Equity completed a transaction with Kohler Company to establish then-Kohler Energy as a stand-alone business.

Platinum Equity is the majority owner of Rehlko with Kohler Company remaining an investment partner.



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Why a new brand?

With the establishment of Kohler Energy as a stand-alone business, Kohler Company continues to exist. Kohler Energy needed a new name to establish its identity as an independent entity.



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Who is Rehlko?

Rehlko is a global leader in energy resilience, providing innovative solutions for home energy, industrial energy systems, and powertrain technologies. Leveraging a diverse portfolio of businesses, including **Engines**, Power Systems, Home Energy, Kohler Uninterruptible Power, Clarke Energy, Heila Technologies, and Willmott Group. Rehlko builds resilience and improves lives and communities, ensuring a more reliable energy future.



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Is Rehlko a brand-new company?

No, Rehlko is Kohler Energy and Kohler Engines' new brand name. With the separation from Kohler Company, some regional headquarters are undergoing a change in their legal entity:

North America: now Discovery Energy LLC

India: now Rehlko Energy India Private Limited

China: now Chongqing Rehlko Engines Ltd

The Italian legal entity Lombardini srl has not changed.



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What is Rehlko Engines communication plan?

We are working on several channels to make sure everybody knows about Rehlko. Our motto is "Kohler Engines is now Rehlko"

WEBSITE



- [New Rehlko website is live](#) (Former "Kohler Energy")
- "Rehlko" section within Kohler Engines website

SOCIAL

Our social media pages are always up-to-date with the promotion of our brand and activities.

 LinkedIn: Engine page has been merged into [Rehlko](#) profile.

 Instagram: Kohler Engines profile was renamed [rehlko_engines](#)

 YouTube: Kohler Energy_Engines was renamed [Rehlko – Engines](#)

 Facebook: Kohler Energy – Engines was renamed [Rehlko – Engines](#)

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What is Rehlko Engines communication plan?



MAGAZINES

Throughout 2025, “Kohler Engines is now Rehlko” campaign will be present on all main magazines of the different industries Rehlko is present in.

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What is Rehlko Engines communication plan?

TRADESHOWS



Tradeshows will feature the Rehlko brand on our booth, although we will continue to register as Kohler through 2025.

Co-marketing opportunities with customers are possible at any tradeshow:

- Kohler Engines is now Rehlko hangtags/stickers on the machines
- Rollup banners on the booth
- Brochures

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What is Rehlko Engines communication plan?

EVENTS



A **global virtual event** in Q1 2025 will reinforce the brand key messages. It will be streamed across our social media channels and shared with all key stakeholders.



Industry events will be sponsored under the motto "Kohler Engines is now Rehlko".

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What changes for me, as a customer?

The structure of our company stays the same – including people, product range, production facilities, service network, and product part numbers.

In Italy we kept the **same legal entity** name Lombardini srl.
In the U.S., we have changed our legal entity to Discovery Energy LLC.
In Mexico, China and India we are undergoing a change in our legal entity name as well. Your Rehlko sales representatives will inform you about future changes.

We continue to **empower** our customers to thrive in mission critical situations, delivering unmatched performance anywhere, anytime, in every way.

You will find the new Rehlko brand on all our communication assets, engine labels and homologation with a schedule that we'll communicate to you.

Our distribution network will rename as "**Rehlko Engines Distributor**" and will continue to provide the best service possible.

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I want to communicate this change to my network. Do I get any support?

We are ready to support you with any strategic activity for you and your business.

- We have created a [Rehlko Brand Portal](#) where you can find useful material like logos, engine pictures, designs for stickers and banners. The page will be updated periodically with new content.
- We can collaborate on specific initiatives, like:
 - Participation of Rehlko representatives to internal meetings and dealer presentations to present our company, the new brand and products.
 - Customer success stories: brief videos to showcase your machine strengths thanks to the collaboration with Rehlko.
 - Joint press release.

We are here to hear from you about your communication needs and priorities: feel free to reach out to your regional channel manager for any marketing and communication activities.

NORTH AMERICA

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How do I stay in touch?

Follow Rehlko on social media to stay up to date

 **Rehlko**
<https://www.linkedin.com/company/rehlko/>

 **Rehlko – engines**
https://www.instagram.com/rehlko_engines/

 **Rehlko – Engines**
<https://www.youtube.com/@RehlkoEngines>

 **Rehlko – Engines**
<https://www.facebook.com/RehlkoEngines/>

Feel free to reach out to your regional channel manager for any marketing and communication update and initiatives:

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