



Linamar Corporation Unveils New Brand

April 12, 2007 - Guelph, Ontario – Linamar Corporation today unveiled a new corporate brand to capture the global nature of its business and create consistency among all members of the Linamar Group of Companies. The company began as a small machine shop in Guelph and now employs 11,000 people at 36 facilities around the world.

Linamar Corporation celebrated its 40th anniversary in 2006, and determined it was time for the brand to reflect the business' growth and future development as a diversified global supplier of precision machined part based modules and systems and mobile industrial products.

"We want our brand to demonstrate the depth, agility and global reach of our business, when presenting ourselves to the world," said Linda Hasenfratz, Linamar CEO. "Through acquisitions like Skyjack and McLaren Performance Technologies, we have enhanced our product offering and capabilities; it's important for our brand to represent us as the world-class company we are."

The previous Linamar logo, a green box outlining the word Linamar, no longer suited a company whose success is built on doing just the opposite - thinking outside of the box.

The new image of Linamar is a copper-coloured diamond icon to the left of the word 'Linamar' in metal grey. The diamond icon has a grid pattern to symbolize the autonomous yet collaborative nature of Linamar's 36 facilities. Its partial outline is similar to a precision cutting tool and the company's globally recognized aerial work platform products.

"Branding is more than just a logo, it's the symbol of our collective identity," explains Hasenfratz. "Linamar has become a prominent global player over our 40 year history and our corporate brand should reflect our evolution in the manufacturing world."

Hasenfratz kicked off the brand launch at an employee event last night and today she is re-introducing Linamar to the public, through an appearance on Business News Network (BNN) Television, and speech at the Empire Club of Canada.

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Linamar Corporation (TSX: LNR) is a diversified global manufacturing company of highly engineered products. The company's Powertrain and Driveline focused divisions are world leaders in the collaborative design, development and manufacture of precision metallic components, modules and systems for global vehicle markets. The company's Industrial division is a world leader in the design and production of innovative mobile industrial products, notably its class-leading aerial work platforms. With close to 11,000 employees in 36 manufacturing locations, 5 R&D centers and 9 sales offices in Canada, the US, Mexico, Germany, Hungary, China, Korea and Japan Linamar generated sales of close to \$2.3 Billion in 2006. For more information about Linamar Corporation and its industry leading products and services, visit www.linamar.com.