

Awareness campaign against counterfeiting

In the last two decades, counterfeiting in general has grown substantially globally. While there has been much reporting about consumers being taken advantage of by counterfeits in music, film, home electronics and designer clothing, a far greater risk lies in industrial counterfeiting of items such as tires, seals and bearings. Many of these products are safety-critical and fake versions may pose a real threat.

To raise the awareness about this the World Bearing Association (WBA) has launched a campaign to inform about potential safety hazards arising from counterfeit bearings.

"Our initiative is aimed at sensitizing the public on the dangers associated with counterfeits," says James W. Griffith, WBA president. "The WBA is thus intensifying its anti-counterfeiting initiatives – that means information for customers on the one hand and consistent prosecution of offenders through the competent authorities on the other."

The WBA anti-counterfeiting information campaign will reach out to various audiences through e-mails, Web banners, social media and the campaign site, www.stopfakebearings.com. At the site, interested consumers can learn more about counterfeiting of bearings and what is being done to stop it.

"The fight against counterfeiting is not only about protecting the SKF brand but also about protecting our customers and the public from a potentially serious safety risk. Customers are being cheated into paying for a genuine product but are supplied with a fake alternative. Being a part of the World Bearing Association campaign is a way to further reinforce our commitment to fight this illegal activity," says Tom Johnstone, SKF President and CEO.

Counterfeiting violates trademarks. Because counterfeits look like and are marketed like genuine branded products, it usually takes a trained expert to identify them.

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Please visit www.stopfakebearings.com to learn more.

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SKF is a leading global supplier of bearings, seals, mechatronics, lubrication systems and services which include technical support, maintenance and reliability services, engineering consulting and training. SKF is represented in more than 130 countries and has 15,000 distributor locations worldwide. Annual sales in 2009 were SEK 56,227 million and the number of employees was 41,172. www.skf.com

About the World Bearing Association

WBA is a non-profit and unincorporated industrial association. It was founded in 2006 by three regional bearing associations: the American Bearing Manufacturers' Association (ABMA), the Federation of European Bearing Manufacturers' Association (FEBMA), and the Japan Bearing Industrial Association (JBIA). WBA promotes the common lawful interests of the world bearing industry, such as open economic engagement, sustainable development and the protection of legal rights of companies.

WBA has created an Anti-Counterfeiting Committee. This Committee within the WBA is dedicated to addressing the counterfeiting of branded bearings and to assisting law enforcement agents in eradicating it. The WBA, and each bearing company, take action and arrange informational campaigns, such as this, to raise awareness about counterfeiting.

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