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FOR IMMEDIATE RELEASE

**The Wiring Harness Manufacturer's Association Unveils
New Corporate Logo**

BANNOCKBURN, Ill., April 6, 2020 – The Wiring Harness Manufacturer's Association (WHMA) launched a new corporate logo today, marking the most dramatic change in its visual identity since 1993. Striving to maintain the iconic and recognizable look was a primary goal but the new logo better reflects the corporate brand as it looks towards WHMA's future goals.

"Our new logo better communicates what WHMA stands for today," said David Bergman, WHMA executive director. "We've kept visual elements that reflect our legacy, but we emphasized our forward-thinking mindset and our mission to achieve strong growth through our initiatives to lead, educate and connect our members within in the industry."

The redesigned logo can be seen on the website (www.whma.org) and social media channels.

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About WHMA

The Wiring Harness Manufacturer's Association® (WHMA) was established in 1993 to serve and dedicate their resources to the global cable and wire harness industry. WHMA is the ONLY trade association exclusively representing the cable and wire harness manufacturing industry including manufacturers, their suppliers and customers. (www.whma.org)

About IPC

IPC (www.IPC.org) is a global industry association based in Bannockburn, Ill., dedicated to the competitive excellence and financial success of its 5,800 member-company sites which represent all facets of the electronics industry, including design, printed board manufacturing, electronics assembly and test. As a member-driven organization and leading source for industry standards, training, market research and public policy advocacy, IPC supports programs to meet the needs of an estimated \$2 trillion global electronics industry. IPC maintains additional offices in Washington, D.C.; Atlanta, Ga.; Miami, Fla.; Brussels, Belgium; Bangalore and New Delhi, India; Bangkok, Thailand; and Qingdao, Shanghai, Shenzhen, Chengdu, Suzhou and Beijing, China.