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## PRESS RELEASE

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### **Universal Drive Technologies Becomes Cornay<sup>®</sup> Company to Reflect Joint Design Revolution**

LONGMONT, Colo. — For the past several years, Universal Drive Technologies has defined innovation in the driveline industry and grown to embody change in a field that has remained largely constant for decades. To better symbolize what it has become, the company has implemented a major change: a new name.

Universal Drive Technologies is now Cornay<sup>®</sup> Company.

The founder of the company, Chief Technical Officer Paul Cornay, is the inventor of the Cornay CV Joint technology and is widely regarded as one of the most respected and recognized experts in the driveline industry. “We will continue to focus on established goals and strive to make the Cornay Company name synonymous with quality, performance and technical innovation,” said Cornay.

This new name reflects the direction of the company and its product portfolio, according to John M. Locarno, President and CEO of the Longmont, Colo.-based maker of drivelines and constant velocity joints.

“The name Cornay Company really symbolizes who we are, what we aspire for and the innovation that differentiates us in our industry,” Locarno explained. “It’s about branding a continuing history of pioneering ideas, products and services, not just repositioning a company.”

The corresponding corporate identity was designed to help make this point. The logo is an uppercase treatment of the Cornay Company name in bold sans-

serif typeface alongside a gold-colored symbol sketched with two overlapping rings. The placement of the rings creates an angular relationship that represents the Cornay CV Joint.

“We want our customers and our employees to connect the most with what the brand stands for: quality, innovation and customer-focus,” Locarno said. “We’re strengthening all our attributes and presenting an image that is more relevant for our business, with a nod to the future.”

Cornay Company currently is marketing a complete driveline featuring Cornay CV Joints. The driveline is suitable for a large variety of extreme-duty applications. The driveshaft and joint work perfectly together to provide a high-speed, high-torque, long-life driveline application.

The newly launched CVX-30 (Series 1350) CV joint is designed to replace a Spicer 1350. The CVX-30 can operate at angles up to 30 degrees with improved durability.

“We believe the new company name and corporate identify will communicate to our market why our CV joints are better and why prospective customers should consider them first,” Locarno said.

To support the branding effort, Cornay Company will launch a new website at [www.cornay.com](http://www.cornay.com) with the corporate identity and product lineup.

### **About Cornay® Company**

Cornay Company, based in Longmont, Colo., has established a reputation for providing impressive solutions to the toughest power transfer problems. The company designs and manufactures constant velocity joints and drive shafts. Its patented Cornay CV Joint is outperforming other products in automotive aftermarket, defense, construction, agricultural, marine and industrial applications. Information can be obtained at the company website at [www.cornay.com](http://www.cornay.com).

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