



Strattec Accelerates Strategic Transformation with New Brand Identity

March 16, 2026

New Brand Reflects Evolving Systems-Level Capabilities in Vehicle Access Solutions

MILWAUKEE--(BUSINESS WIRE)--Mar. 16, 2026-- Strattec (Nasdaq: STRT), a global provider of highly engineered access solutions for the automotive and mobility industries, today announced a strategic brand revitalization that reflects the Company's ongoing transformation into a system-level access partner for the leading global automotive OEMs.

The brand rejuvenation, including the launch of a redesigned website at www.strattec.com, marks another milestone in Strattec's transformation journey. Since 2024, Strattec has demonstrated progress with strong operational and financial results achieved through a new business system, production modernization and margin improvement activities.

"Our new brand identity is a natural progression of our operational and strategic work," said Jennifer Slater, President and Chief Executive Officer of Strattec. "The invigorated Strattec brand reflects the excellent progress the team has made on our transformation. We continue to drive changes by reducing costs to be more competitive, investing in our engineering capabilities to be ahead of the curve and strengthening customer relationships by understanding their requirements. The new brand signifies our readiness to partner with OEMs at the systems integration level as vehicle access becomes increasingly intelligent and connected."

Strattec's mission: "We Engineer the Access Experience. Seamless. Secure. Safe"

The new brand underscores Strattec's customer-centric mission to advance beyond a component supplier to a customer partner, providing comprehensive access solutions. These solutions bring simplistic, holistic integration across vehicles' mechanical, electromechanical, and electronic architecture for a more unified system. To deliver an improved experience for its customers, Strattec is building stronger capabilities around engineering expertise, listening, responsiveness, reliability and flexibility. The new brand captures the emboldened philosophy and direction of the Company to be the most trusted, global leader in safe and secure access.

Systematic Portfolio Approach: Permission, Motion, Hold

The revitalized brand provides a framework for Strattec's comprehensive access portfolio:

- **Permission:** Intelligent and secure vehicle entry enabled through advanced mechanical and electronic systems that manage authorization and access, including mechanical locks, electronic steering column locks, key fobs, and emerging digital key technologies
- **Motion:** Effortless, reliable powered access solutions such as power liftgates, power sliding doors, and power endgates that enhance everyday usability and convenience
- **Hold:** Precision-engineered latching solutions including liftgate latches, decklid latches, and hood latches that deliver proven strength, safety, and durability

The portfolio approach enables Strattec to address the full access journey and support OEMs with integrated solutions that function seamlessly across vehicle architectures.

Enhanced Digital Presence

The redesigned www.strattec.com website provides customers, investors, and other stakeholders with improved access to information about Strattec's capabilities, product portfolio, and transformation progress. The new digital platform reflects the Company's commitment to transparency and engaged communication.

ABOUT STRATTEC

Strattec is a global automotive access company that designs and delivers safe, secure, and highly engineered access solutions for the automotive and mobility industries. Built on generations of access and security engineering expertise, Strattec partners closely with OEMs to create differentiated, system-level access experiences for end consumers. Strattec's portfolio spans the access journey from Permission, enabling secure vehicle entry through advanced mechanical and electronic systems; to Motion, delivering effortless, reliable powered access that enhances everyday usability; and through to Hold, providing precision-engineered latching solutions that give drivers confidence through proven strength, safety, and durability trusted by OEMs worldwide.

As access becomes increasingly intelligent, connected, and central to vehicle experience, Strattec's strategy is to expand its

market share, further diversify its customers and geographic reach while becoming the most trusted access partner to drive long-term growth across global automotive and mobility markets. For more information, visit www.strattec.com.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20260316757286/en/): <https://www.businesswire.com/news/home/20260316757286/en/>

Investor Contact:

Deborah K. Pawlowski, IRC

Alliance Advisors IR

Phone: 716-843-3908

Email: dpawlowski@allianceadvisors.com

Media Contact:

Porsha Ricks

Marketing Manager

Phone: 414-424-1725

Email: porsha.ricks@strattec.com

Source: Strattec Security Corporation