



# Experience the Anchor Difference

December, 2023

## 2023 YEAR IN REVIEW

2023 was another banner year for Anchor Industries with the introduction of 146 high VIO, late model engine and transmission mount numbers covering over 41,675,060 applications and model years 1997-2024.

Anchor continues to set the pace for the industry with a wide breadth of new introductions fitting domestic, European and Asian vehicle platforms. Anchor's relentless efforts in new sku developments provides Anchor partners with market leading coverage, availability and first to market sales opportunities.

**For more details on our complete program availability, please contact your local sales representative or call our customer service department at the number below.**

(\*Source: IHS/Polk Data)

### 146 New Numbers

#### DOMESTIC



**75**  
NEW MOUNTS



**Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, Jeep and Ram**

*Covering 23,396,240 Applications\**

#### JAPANESE



**46**  
NEW MOUNTS



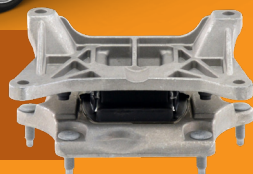
**Acura, Honda, Infiniti, Lexus, Mazda, Mitsubishi, Nissan and Toyota**

*Covering 12,267,884 Applications\**

#### EUROPEAN



**13**  
NEW MOUNTS



**Audi, BMW, Fiat, Mercedes Benz, Volkswagen and Volvo**

*Covering 2,979,268 Applications\**

#### KOREAN



**12**  
NEW MOUNTS



**Hyundai and Kia**

*Covering 3,031,677 Applications\**



# ANCHOR INDUSTRIES

Toll Free: 888-444-4616 [www.anchor-online.com](http://www.anchor-online.com)