

New Brose plant in Shanghai officially opened

In a festive ceremony, Jürgen Otto (CEO of the Brose Group) along with Brose Executive Vice-President Kurt Sauernheimer (Door Systems) and Periklis Nassios (Seat Systems) together with Xu Feng (General Manager STEC) and other customer and government representatives opened the new production facility.

Coburg/Shanghai (26. November 2009).

On 17th November 2009, the tenth anniversary of the founding of the German-Chinese holding company Shanghai Brose Automotive (SBA), joint venture partners Brose and Shanghai STEC Transportation Electric Company Ltd. officially opened a new plant in the presence of numerous guests from the political and economic world.

"The decision by Brose and our joint venture Partner STEC to support our customers in the Chinese market has proved to be correct. It has been a complete success", said SBA Board member Kurt Sauernheimer, responsible for the global door system business of the Brose Group, in his address.

"Ten years ago, we were producing door systems at SBA for the VW Passat with 20 employees. Since then, not only the city of Shanghai but also SBA has undergone enormous development. Today, around 280 employees manufacture window regulators, seat systems and door systems for our customers Shanghai Volkswagen, Changan Ford Motor Company and Shanghai General Motors", continued Sauernheimer.

In the light of imminent orders and new product launches, it has been necessary to expand the manufacturing capacity for the additional production of complete seat structures and cooler/fan modules.

As the existing plant has had to make way for a newly planned subway line, the company decided to build a new plant. Around 6 million euros have been invested in company equipment, information technology, land and buildings.