

Awards for three Brose plants in China



Wu Jianzhong (2nd from left), Head of Production at Brose Shanghai, accepting the "Excellent Quality Performance Silver Medal" from Shanghai VOLKSWAGEN (SVW) at the Supplier Conference 2010.

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Awards were conferred on three Brose plants in Shanghai and Wuhan last year in recognition of their outstanding achievements as regards technology, quality, competitiveness, timely delivery and customer orientation.

Shanghai Brose Automotive Components Co., Ltd (SBA) was awarded the "Excellent Quality Performance Silver Medal" by Shanghai VOLKSWAGEN. **Shanghai Brose Electric Motors Co., Ltd (SBM)** was presented with the "Top 10 Supplier Award" by Dongfeng Peugeot Citroen Automobile Company Ltd. (DPCA) as one of its best 10 suppliers. Geely Holding Group bestowed the "Excellent Supplier Award" on **Brose Wuhan Automotive Systems Co., Ltd** as a token of its performance.

"These awards are both a recognition of and further motivation for us to keep up our efforts to deliver perfect products anywhere in the world. They are a major milestone in our cooperation with local customers and of great importance to Brose, especially in the growth market of China," says Thomas Spangler, Executive Vice-President (Production) at the Brose Group.

Brose supplies Volkswagen's plant in Shanghai with door systems and seat adjusters for its Passat, Polo, Touran, Octavia and Tiguan models. The automotive supplier also equips the Élysée, C-Quatre, C-Triomphe, C2 and C5 models, which are produced in Wuhan, as well as the Peugeot models 206, 207, 307 and 408 with electric drives. Brose has been supplying window regulators for Geely's FE-1 and FE-2 since 2009.

Systematic expansion in Asia

Brose is now represented in China – its most important growth market at present – with a Development Center and two production plants in Shanghai and further production sites in Wuhan and Changchun, from which it supplies its full product portfolio to Chinese and international vehicle manufacturers.

To address the rapid growth in the Asian automotive market, the Brose Group has systematically expanded its activities in Asia over the past 15 years and is now represented there with 10 locations in China, Japan, Korea and India. The company currently employs more than 1,700 people in the region and its avowed objective is to become the market leader. To achieve that, the company launched a joint venture in Thailand in early 2010 to produce window regulators and door systems and supply them to the Southeast Asian automotive market. Brose will also start up a production plant for window regulators in India this year. Orders from international automotive manufacturers have already been received and series production is scheduled to begin in 2011.