

Brose Grows with China's Automotive Market Evolution through Three Strategic Priorities



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Behind the record-breaking production and sales in China's automotive market last year lies the continuous intensification of competition of the industry. Brose, the leading global automotive supplier, announces a strategic focus on three key areas: cost, speed and agility, which aims to strengthen local competitiveness and forge new opportunities in the face of evolving industry dynamics.

Jenny Xiang, President of Brose China, highlights the shifting landscape: "As competitive advantages of multinational automotive suppliers come under increasing pressure, maintaining our growth trajectory in China requires rapid adaption to market needs. This means further optimizing cost management while maintaining superior product quality, enhancing local development capabilities including advanced development, accelerating product development processes and customer response speed, working through industry transformations with agility."

Recent progresses at Brose include expediting the introduction of local suppliers, which has improved supply chain security and product competitiveness while lowering costs. The company has achieved over 85 percent localization of production equipment through cooperation with local suppliers, significantly reducing manufacturing expenses. Moreover, to keep pace with the 'China Speed', Brose China development teams work closely with global engineering resources, shortening the product development lifecycle and adapting quickly to project adjustments. This ensures the fast rollout of innovative technologies. One notable innovation led by the China team is the new window regulator, set the global debut in China. This cutting-edge product empowers vehicle window with more electrification and intelligent features, enabling users personalized settings for light dimming and privacy, along with a sleek, modern look. Plans are also underway to introduce this product to global markets. Additionally, Brose is enhancing production flexibility through modular design

principles, allowing for adaptable workstation setups and simultaneous project executions. Furthermore, the photovoltaic power generation project at Brose Taicang plant is scheduled for completion in 2025. It is expected to supply approximately 40 percent of the plant's annual power needs, contributing to China's ambitious dual-carbon objectives.

"Facing a complex and competitive market environment, Brose is poised not only to meet challenges but to seize opportunities. We are committed to improving local competitiveness, leveraging our international presence and global expertise in project management to achieve breakthroughs with our partners in the rapidly evolving Chinese market," added Jenny Xiang.