

# K>NOBIL THE KIRCHHOFF GROUP MAGAZINE



Supply chains under constant stress – steel becomes a desirable asset

# Content





K>MOBIL the KIRCHHOFF Group magazine

Publisher: KIRCHHOFF Gruppe, Arndt G. Kirchhoff Stefanstraße 2, D-58638 Iserlohn Postfach 26 26, D-58634 Iserlohn Tel. +49 2371 820 - 261 Fax +49 2371 820 - 264

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#### Pictures:

AdobeStock, Alexandra Bakker (UitjedakFotografie), FAUN Gruppe, Gerald Schilling (fotodesign-schilling.de), Hauenstein Fotografie, Henkrik Töpfer (DRK), Hyundai Motor Company, KIRCHHOFF Gruppe, Melissa Kavanagh, Matt Odom Photography, Mercedes-Benz AG, privat, Roger Schorries (industriefotografie.berlin), Sina Luginbühl (Insta: petiteetoile\_photography), Stellantis N.V., Volkswagen AG, WITTE Tools, ZOELLER Gruppe, FAUN ZOELLER (UK) Limited

Production: HÖHNE MEDIA GmbH & Co KG www.hoehne-media.de









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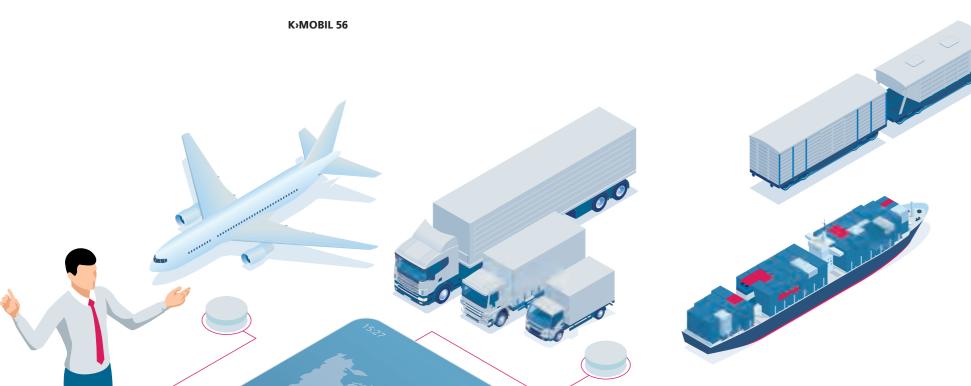
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# Global Supply Chains and International Trade

For over a year and a half, the world has been living with the COVID-19 pandemic and the global system of many sectors and industries have been massively affected as a result.

At our company, the first impact was the suspension of overseas and regional travel, and the shutdown of our production operations. When these were restarted after six to eight weeks of shutdown, we still could not have imagined that we would be able to manage our globally active company without any travel but, thanks to many digital tools and processes, this was possible after all. We were able to not only transition meetings digitally, but also the acceptance of capital goods and equipment as well as start-up support for demanding projects.





What are the consequences? Are we seeing the end of global supply chains? Will markets become more regionalized again? We must look at this in a differentiated way. With regard to the pandemic threat, we have learned that hygiene products, medicines and vaccines should be produced nationally or at least regionally in order to ensure rapid and secure availability. For reasons of sustainability and climate neutrality, regional availability of supplies will also be promoted, at least temporarily. For many other commodities and product groups, we will continue to have global supply chains in the future. This will remain the case for reasons of availability and competitiveness—assuming a liberal economic and trade system.

This brings me to the point of fair and free trade. We have recently had significant trade conflicts between the US and China and also between the US and Europe. There are mostly political reasons behind this, i.e. to use the power of one's own market to push through political goals, or superficial protection to protect one's own industries or sectors. The latter has never worked, because it makes one's own activities increasingly non-competitive and ends up raising prices for one's own consumers.

What is to be done? First of all, remember the principle that fair and free trade will increase prosperity and growth for all. The past 70 years in particular have demonstrated this impressively around the world. The commitment to and reform of the WTO is urgently needed to make it capable of acting again. The three big players, North America, China and Europe, must agree on this. Europe in particular will have to move and could set a good example, because here too, the market is still protected in many areas.

In the hope that we will all learn from the pandemic and emerge stronger, with best wishes for your health and hearty good luck,

#### Yours

007

J. Wolfgang Kirchhoff

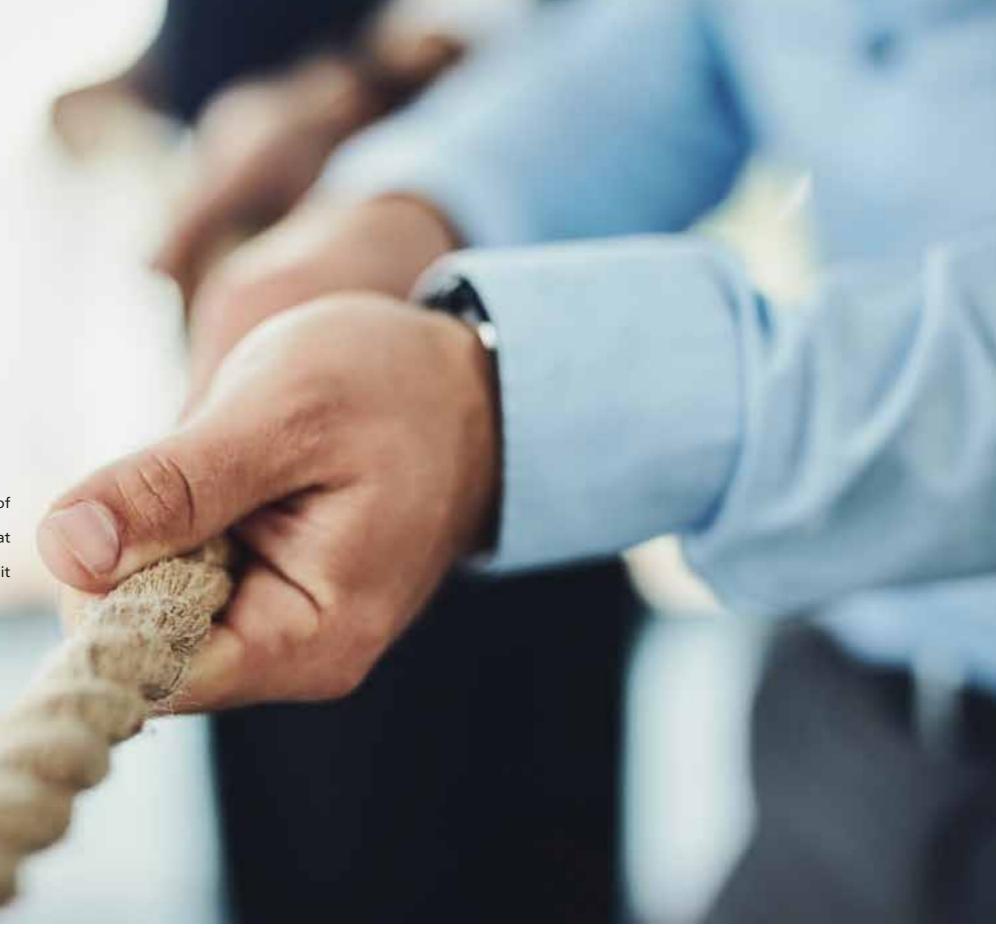
When the industries restarted, first in Asia, then in Europe and North America, the supply chains held and were considered robust. Then however, the surprisingly strong production of many global industries in the second half of last year drained the 'pipelines' of many supply chains, because the capacities of many raw material and input material producers were disproportionately reduced or redirected to other markets due to low acceptance forecasts. As of today, we are still facing considerable supply problems with steel, aluminium, plastics and especially semiconductors. The supply chains are massively disrupted and there are repeated demolitions and associated plant closures. In order to improve this for the future in comparable situations, the communication of all parties involved with regard to demand and supply capacity must be significantly improved.

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# "Can we handle a crisis?"

That is what Claudius Bensberg asked himself at the start of the COVID-19 pandemic in early 2020. And it is fair to say that if anyone can really assess the outcome for our company, it would be him.

INTERVIEW: ANDREAS HEINE
GLOBAL EVP COMMUNICATION &
MARKETING KIRCHHOFF AUTOMOTIVE





laudius Bensberg has been CFO of the KIRCHHOFF Group for two years. Prior to joining KIRCHHOFF Group, he worked for various international corporations and other large German family businesses; he knows what entrepreneurial families are capable of achieving. In the private equity sector, he had previously dealt with crises on a full-time basis, rescuing companies from crises or winding them up when there was no other way. He has not yet experienced a global pandemic in his long career but he knows the patterns of how sustainably successful companies react to such a threat, and how they switch to targeted, strategic action after rapid comprehensive analysis. "This all depends on functioning structures and the corporate culture at the company," says Claudius Bensberg in an interview with Andreas Heine, Global EVP Communication & Marketing KIRCHHOFF Automotive.

A. Heine: Claudius, before you explain why you clearly say yes to the question of whether the KIRCHHOFF Group "can handle a crisis", please describe the challenges the management faced when it became clear that we were dealing with a pandemic.

C. Bensberg: The biggest challenge was the uncertainty regarding almost all management decisions to be made: First and foremost, of course, how can we protect our employees at their workplaces? When will lockdowns be decided where and what does this mean for our respective plants, employees, customers, suppliers, supply chains, etc.? How long will these measures last? Will there be economic aid and if so, when and under what conditions? Questions to which we had no reliable answers, but could only develop probable scenarios which the range of possible scenarios was

extremely wide. This was all a huge challenge for the management because in crisis situations leadership, decision-making, and clear communication are required above all.

#### A. Heine: What were the main tasks that had to be dealt with?

**C. Bensberg:** There were many - very many. Let me list them: It was a matter of developing a comprehensive hygiene concept and rolling it out worldwide, shutting down plants at different locations, applying for economic aid at an early stage through close exchange with politicians, the VDA and other associations as well as authorities, and at the same time adjusting all costs and prioritizing investments. All this was a real Herculean task. For the finance department, it was also extremely critical to be proactive and start communication with our banks at an early stage,

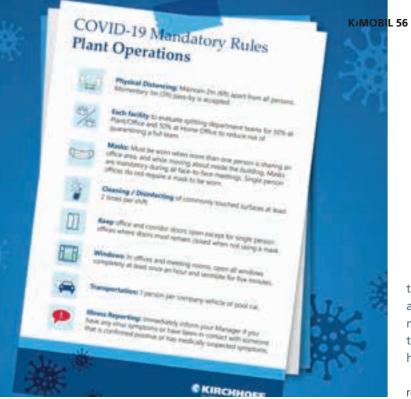
as the uncertainty there was even greater than ours was. Active liquidity management was the order of the day during the beginning of the crisis, because a lack of sales and ongoing costs and investments result in an immense cash outflow in a very short time.

### A. Heine: What exactly do you mean when you name strong structures and the corporate culture as the most important success factors?

C. Bensberg: First of all, it was impressive to see that the family did not let itself be infected by the general scaremongering at any time. There were three captains on the bridge who, despite some headwinds, did not immediately start wobbling, but instead determined the course constructively and objectively. In the remarkably few management meetings, the goals and measures were set once, communicated further and implementation started. An incredible number of small components at different levels had to work together so that the financial impact of the crisis could be limited to a comparatively low level. I definitely did not experience this at my previous companies. Trust was of course an essential aspect of this way of working in the KIRCHHOFF Group. Creating alignment, i.e. pulling together in one direction instead of discussing the direction in endless debates, was also crucial for the speed of implementation and the success of crisis measures.

### A. Heine: You say trust is one of the most important prerequisites for a company to get through the crisis well, can you elaborate on that?

**C. Bensberg:** It is about trust within the team. It is about trusting your supervisor to make the right decisions in this difficult situation and, on the other hand, it is about the supervisor trusting the team to cope with this completely new task. Because there is no time for doubt and no time wasted dwelling about who or what is to blame for a situation.



A uniform hygiene concept, which was rolled out at all plants at the beginning of the crisis, also includes informational signs in the local language.

A. Heine: To what extent can overcoming this crisis also increase our stakeholders' confidence in our company?

**C. Bensberg:** Reliability creates trust. In relation to our banks, this is about the original meaning of the word "credit" (trust). Reliability in the statements made, announcements; planning calculations is sometimes even more important than the statement itself. "Walking the talk" as it is called in English, i.e. the correspondence between what one says and what one does, enables the counterpart to make a reliable assessment. Those companies that act like the companies of the KIRCHHOFF Group, and among other reasons, come through such a crisis stronger and have a sustainable competitive advantage. In my opinion, this is an indispensable prerequisite for strong partnerships with customers, suppliers, financiers and other stakeholders. I believe that the KIRCHHOFF Group as a whole can score points in this respect without reservation.

A. Heine: Times of crisis often mean CFO times; they have to keep the money together and ask everyone to save. That does not exactly make them the most popular colleague during this time. What was it like for you personally, how was your experience during this time?

C. Bensberg: First of all, I had the feeling of returning to my old private equity world. Which menat complete cash focus, initiating savings programs, calling our syndicate banks every 14 days for 10 hours a week, close working capital monitoring and management, reviewing investments, etc. We of course, were confronted with a variety of scenarios and we had to prepare a large number of scenario calculations in order to be prepared for extreme cases. In the end, my team and I were able to draw on a very familiar toolbox to develop the necessary measures. What was much more impressive for me, however, was how these quite unpleasant measures were accepted and implemented across the organization. We can come up with the most fantastic measures on the board, but the implementation takes place in various other areas.

A. Heine: Was there a point in time when you said to yourself, 'now it's clear, we'll get through the crisis, the team can do it'?

**C. Bensberg:** To be honest, I never doubted it at all. The question was never whether we would get through the crisis, but how. In contrast to many other companies, from June 2020 onwards, we were already looking at the question of where opportunities of the crisis could lie for the KIRCHHOFF Group. At that time for example, as far as I know, the majority of the German automotive industry was still preoccupied with liquidity issues and restructuring plans. The fact that our liquidity is at pre-crisis levels and that we were able to achieve almost our original (i.e. pre-Covid-19 planned) budget results makes the family and me very proud of the team!

A. Heine: Thank you very much for the interview ■





## Always there for our customers—together through the pandemic

The COVID-19 pandemic has kept the world on the edge for more than a year. But even in this situation, people with disabilities continue to rely on us, KIRCHHOFF Mobility.

**AUTHOR: ALEXANDRA BRABENDER** MARKETING KIRCHHOFF MOBILITY

tation to run their errands—they rely on their vehicle. Without their specially adapted vehicle, they cannot cope with the obstacles in everyday life.

We therefore thought about how we could continue to be there for our customers and at the same time, offer them the best possible protection. To make our facilities safe for our customers, we started with a partition wall in our reception area and a hygiene stand with disinfectants. We also converted our customer sales area. Here we have paid attention to the 1.5 m distance as well as special partitions on the tables. Masks are compulsory for our employees as well as for customers in every area at our locations.

In our workshops, all cars are disinfected and cleaned before and after modification or inspection. In addition, further protective measures are taken inside the vehicle before it is handed over to the customer. All contact surfaces are fitted with coatings after cleaning so that the customer can take delivery of their vehicle with a good and safe conscience.

Not only have the hygiene measures been tightened on site, but the staff have also been restructured. All employees who are able to are currently working regularly from home office.

Twice a week, we offer our staff a rapid test to ensure more safety for the clients as well as for our

colleagues. We are constantly working on further development of our concepts with new ideas and of course, we are paying close attention to the government's measures, which we implement as soon as possible.

We hope that we will soon be able to see the smiles of our customers again. A smile that shows how much it means to them to be mobile again. Their freedom is what drives us every day.



K>MOBIL 56



everyone

For more than 10 years, the KIRCHHOFF Automotive booth has been an integral part of the Auto Shanghai. At this year's show, everything was different and yet a bit of a return to normality; due to the COVID-19 pandemic.

AUTHOR: SABINE BOEHLE
COMMUNICATION & MARKETING MANAGER
KIRCHHOFF AUTOMOTIVE

hile everyone in Europe remained in lockdown for April, Auto Shanghai in China proceeded and operated under the motto "Embracing Change" with real public attendance; well only for guests that were from China. For the first time, employees from our central marketing and sales departments were unable to travel to China due to the strictest Coronavirus protection regulations. This meant they were unable to accompany the preparations, set-up work and the first days of the trade show directly on site unless they arrived a month in advance and taken on a four-week quarantine.

But new challenges also lead to new paths. During the planning and preparation phase, all appointments took place exclusively online. For example, stand acceptance started shortly before the opening of the trade fair with an appointment via video conference on a Sunday morning at 4:00 a.m. Germany time. This was not the only appointment that day, as there were just eight hours left to perfect the trade fair stand. Thanks to the close coordination between the KIRCHHOFF Automotive China team, the German division, the booth builders, and our corporate marketing, the trade show appearance at Auto Shanghai was implemented successfully and just in time.

**INFO**: We have consistently been present with a booth at the Auto Shanghai since 2007. The trade show is considered the largest automotive trade show in the world. At our booth, we presented body solutions that make tomorrow's mobility safe. These include innovative and economical lightweight products designed not only but especially for electric mobility, such as crash management systems, battery housings and cross-members.

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Our Chinese team showed a perfect performance before and during Auto Shanghai 2021.

"Despite the difficulties and an enormous time pressure, everything really worked out this year because our colleagues in China and our marketing team worked together brilliantly. This was a very good example of successful global teamwork," Andreas Heine (Global EVP Communication & Marketing) is convinced.

And everyone's efforts paid off! Even though the general number of visitors was lower than in previous years due to safety regulations, we were able to present our products and bodywork solutions to more visitors at our stand than two years ago. Our team had important discussions with many key customers about current and future projects.

Jay Zhang, Sales Director China is convinced, "This is the successful development of our plants in China, which is now also reflected in the high number of visitors at our great stand. Shortly after Auto Shanghai, we have already made a promising deal with an up-and-coming Chinese manufacturer of electric vehicles."

Inspired by the positive results, preparations are now underway for the IAA Mobility, which will take place in Munich from September 6 to 12, 2021. ■









INTERVIEW: NICOLE KREBS MARKETING ASSISTANT OF MANAGEMENT KIRCHHOFF ECOTEC

The BREXIT negotiations kicked off in 2017. What followed was a nerve-wracking tug-of-war over the exit. Then it was official: from January 30 2020, the UK will be out of the EU; separated after 47 years. However, the negotiations on the exchange of goods were far from over. On December 24, 2020, negotiations came to a long-awaited conclusion. How did it affect us? What has changed? We talk about this with Dr Johannes F. Kirchhoff, shareholder of the KIRCHHOFF Group and CEO of KIRCHHOFF Ecotec, in an interview.

K<sub>2</sub>MOBIL 56 SUPPLY CHAINS | WORLD TRADE



Dr Johannes F. Kirchhoff, Shareholder of the KIRCHHOFF Group and CEO of KIRCHHOFF Ecotec

Nicole Krebs: Dr Kirchhoff, how have the companies of the KIRCHHOFF Group experienced the hang-up surrounding the BREXIT and the trade agreement?

**Dr Johannes F. Kirchhoff:** Indeed, the great uncertainty was grueling. For a long time it was unclear what regulations there would be regarding customs duties. A clear example of this was the waste collection vehicles. If they had been categorized as "trucks for transport", 10% customs duty would have been due. In the category of work equipment, the import would be duty-free. This 10% price difference would have been crucial for our competitiveness in the British market. We had to prepare for all eventualities —Deal or No-Deal.

#### Nicole Krebs: What did the preparations look like?

**Dr Johannes F. Kirchhoff:** Despite the circumstances, we had known for a couple of years which direction it would go. So we definitely had time to prepare for changes, assess the risks and look for alternatives. At KIRCHHOFF Automotive, the main efforts were to reduce supply sources in the UK and to secure supply chains from our English suppliers to the EU and our plant in Ireland. To do this, we worked with safety stocks and more flexible supply chains

that allowed us to supply our plant in different ways. For example, we tried to bypass the UK for import and export when supplying our plant in Ireland.

Other measures included increasing lead times for our suppliers and working closely with the Irish tax authorities and negotiating customs guarantees. To ensure a smooth process, training sessions were organized at the site in Ireland with the Irish tax authorities and the customs IT provider.

FAUN ZOELLER UK also prepared for a scenario at KIRCHHOFF Ecotec. Our UK plant imports bodies for waste collection vehicles and sweepers from the EU. In the event of a no-deal, an alternative would have been to import individual parts and assemble them locally in order to minimize possible customs duties. In addition, FAUN ZOELLER UK had to inform customers of possible price increases when submitting offers. Some UK customers understandably put their orders on hold for the time being.

In summary, it was clear to us relatively quickly that the bureaucracy for customs declarations would increase. Accordingly, our specialist departments prepared themselves for this.

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Nicole Krebs: In December 2020, shortly before the agreement, long truck jams in Dover/ England characterized the BREXIT picture. Did the chaos also have an impact on deliveries to and from companies in the KIRCHHOFF Group?

**Dr Johannes F. Kirchhoff:** Fortunately, the traffic jams had little to no impact. At KIRCHHOFF Automotive in Ireland, for example, we had sufficient safety stocks and had chosen alternative supply routes.

#### Nicole Krebs: How did it turn out for the KIRCHHOFF Group? What has changed?

Dr Johannes F. Kirchhoff: We are relieved that the exchange of goods remains duty-free. The trade agreement brings more security. Especially in dealing with Northern Ireland and thus also for the supply chains for our Automotive plant in Ireland. One disadvantage is the considerable administrative effort for customs declarations. The entire export and import process has changed. Despite our best efforts, this has meant that the processes do not always run so smoothly. And so, for example, there were delivery delays at FAUN ZOELLER UK in the first quarter of 2021. For our plant in Ireland, this means, among other things, new customs documentation for all UK customers as well as additional outward processing documentation for all services in the UK. In addition,

we at KIRCHHOFF Automotive did not expect the customers to change the Incoterms from Ex-Works to FCA (Free Carrier), which meant that the responsibilities regarding customs transactions were transferred to us. All these changes meant a huge additional workload for our staff. We are proud of how they handled it all.

#### Nicole Krebs: What have we learned from this? And what will the future bring us?

**Dr Johannes F. Kirchhoff:** BREXIT has taught us that active risk management and monitoring within supply chains has become much more important. Political influences and resulting changes in trade relations need to be considered when preparing for different scenarios. We also learned how complex third country supply can be. Furthermore, we

discovered how important it is in such situations to have a constant exchange with customers and suppliers in order to maintain and even strengthen trust in the companies of the KIRCHHOFF Group. For the near future, the withdrawal agreement means that the UK will become less important as a supplier market for KIRCHHOFF Automotive. For KIRCHHOFF Ecotec, it remains a lucrative market for waste collection vehicles and sweepers.

A stress test for suppliers and supply chains

AUTHOR: MICHAEL RANK
GLOBAL EVP PROCUREMENT KIRCHHOFF AUTOMOTIVE

Global manufacturing and supply chains face a multitude of challenges as a result of the COVID-19 global lockdowns, which increase and intensify with the duration of the pandemic. The variable nature of the development makes the control and organization of the supplier network and supply chains an enormous challenge. Ensuring security of supply is currently our top priority.



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ply chains faced almost-complete standstill. They are now under permanent stress with the opening and recovery of industrial production. In the face of a recovering economy and rising demand for vehicles, small production capacities in some sectors have restarted but slowly and with delays.

Similar to the supply of semiconductors, the current bottleneck in procuring steel products can be explained by the long lead-time needed for production. Although many steelworks produced without interruption during the pandemic, capacities were greatly reduced and individual units were also completely shut down at times. As a result, the quantity distributed was still significantly lower than usual. Overall, around ten per cent less steel was produced in Germany last year than in 2019.

The shortage, with the continuation of existing trade restrictions and the associated closure of the European and North American markets to imports, is also having a massive impact on steel prices. In addition to significant extensions of delivery times to 22 to 24 weeks, the price of steel in the wake of the pandemic jumped from just over €400/t in Europe in September 2020 to now €1039/t and USD\$1521/t in the USA. This puts steel prices at historic highs.

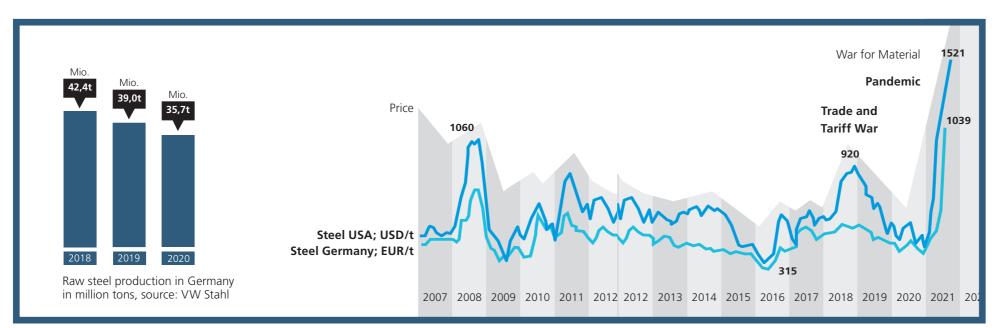
Only with a great deal of time and financial effort, as well as a high degree of flexibility in our plants and in our production processes, can supply chains be stabilized and supply gaps closed. So far, this has been achieved without bringing our customers' production lines to a standstill. At present, about 400 tonnes of steel are purchased on the global spot markets every month, some of which is transported to the plants via special transports. More cost-intensive procurement alone results in additional costs of €00,000 to €00,000 per month.

The sharp increase in material costs and the resulting higher capital expenditure on input materials are leading to liquidity bottlenecks for some suppliers. This makes the financial stability of our supplier base, default security, and the associated and necessary risk management particularly important.

To this end, it is necessary to continuously collect and evaluate information regarding the condition of the supply chain and the solidity of the suppliers in order to be able to react in advance to emerging risks such as insolvencies. The pandemic made it necessary

to sharpen and expand the tools used for this purpose and to focus them even more on the early detection of default risks.

The monitoring includes all suppliers worldwide that are considered relevant for production and extends to supply chains that are to be classified as critical. The container ship accident in the Panama Canal at the end of March and the associated blockade of this important trade route made it clear how important it is to keep a close eye on trade routes, to include them in the monitoring phase and to be ready to react if problems arise.



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SUPPLY CHAINS | WORLD TRADE



arch 2021 began with excellent news for WITTE Tools. The US government under newly elected President Joe Biden, and the EU have agreed on a temporary suspension of punitive tariffs in the dispute over aircraft manufacturing subsidies. The mutual special levies will be suspended for four months starting from March 11.

If you are now thinking - Did I miss something? What does WITTE Tools have to do with aircraft construction subsidies? Then you are just as amazed as we were two years ago. If someone had told us in the summer of 2019 that we, as a medium-sized company with a traditional industrial product for the skilled trades, could be dragged into the trade conflict between the USA and the EU, we would not have believed it.

In reality, screwdrivers made in Germany have nothing to do with aircraft construction. Except for the fact that our products are probably also used there for assembly or service.

Nevertheless, our American business was significantly damaged from one day to the next in October 2019. The EU subsidies for Airbus led to the the World Trade Organization (WTO) authorizing the USA to impose countervailing duties on products from Europe. The US government under Donald Trump at the time, then decided to impose tariffs on screw-drivers from Germany, in addition to wine, cheese and olive oil. This meant a 25% surcharge on every screwdriver we supplied to our customers in the USA. WITTE Tools was then forced to find various solutions with partners in the USA to compensate for these charges and had taken upon itself a considerable part of the additional levies.

The current step to suspend the countervailing duties came as unexpectedly to us as the introduction of the levy regulation. With the new President Joe Biden, we now have hope that transatlantic trade relations will return to normal. We see it as a very strong signal of rapprochement and of the new administration's willingness to finally end this long-running conflict with the EU.

For the duration of the suspension, we will continue to seek talks at all political levels and to emphasize our demand for the complete abolition of the punitive tariffs.

We expect that the end of the conflict will bring new impetus to our business. After all, the barriers that have been weighing heavily on us have greatly reduced the commitment of those affected, and a breakthrough on this issue will undoubtedly give our business in the USA a boost in growth. 

■



# New products on the road

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MANAGER INSIDE SALES / ASSISTENT TO VP SALES KIRCHHOFF AUTOMOTIVE

KIRCHHOFF Automotive offers body solutions that make tomorrow's mobility safe. Innovative and economical lightweight products ensure that people are optimally protected in the event of an accident. Our focus is on the further development and continuous optimisation of crash-relevant lightweight assemblies for combustion and electric vehicles.



Citroën C41, ecC41 and C4 A-/B-pillar, front roof frame, door impact beam, inner sill.

#### Technologies

forming, press hardening, lasering, spot and projection welding

#### **Production plant**

Ovar/Portugal

#### Capacity/year

99,300

#### Customer/model

Stellantis Citroën C41, ecC41, C4

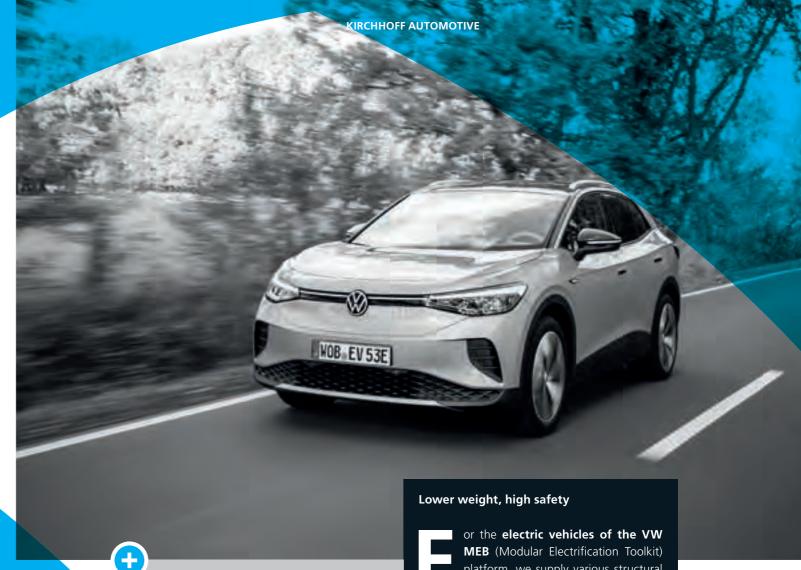
he components A- and B-pillar, front roof frame, door impact beam and inner sill for the **Citroën C41 and** 

eC41 are the first we will deliver from our newly built hot forming line in Ovar/ Portugal to the customer Stellantis. This significantly expands our range of parts for the customer. Together with Stellantis, we have optimized the production of the B-pillar in terms of process stability by welding a patch onto the component even before the hot forming process. In addition, we were able to reduce the process costs for some components by hot piercing already integrated in the tool. With our hot-formed products for the Citroën C41 and eC41, we contribute to overall vehicle weight optimization in terms of lightweight construction. The parts will be used in the conventional drive models as well as in slightly modified form in the electric variants e-DS3 Crossback, Peugeot e-208, e-2008, Opel e-Corsa and

e-Mokka of the CMP platform.







VW MEB platform: structural parts in lightweight design

#### Technologies

Forming, press hardening, spot, MAG and projection welding, KTL coating, automated assembly of studs, gasket application

#### **Production plants**

Iserlohn/Germany, Gliwice/Poland

#### Capacity/year

up to 356,000

#### Customer/model

VW ID.3, VW ID.4, Škoda Enyaq, Audi Q4 e-tron and other derivatives

or the electric vehicles of the VW

MEB (Modular Electrification Toolkit)
platform, we supply various structural
parts with some of them safety-relevant in lightweight construction using new
hot-forming grades.

For the first time, we are producing a press-hardened seat crossmember made of high-strength CR1900 material. The use of this new hot-forming grade with a material strength of approx. 2000 MPa allows for a smaller sheet thickness with the same crash performance. So we could save weight and thus costs. The **VW ID.3** is the first vehicle of the VW MEB platform for which we supply various structural parts. In the future, all of the Group's brands with electric drives will run on this platform. For example, the **ID.4 electric SUV** and the **Škoda Enyaq** have been launched in fall 2020.

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Hyundai Tucson door impact beam

**Technologies** 

Formina

**Production plant** 

Esztergom/Hungary

Capacity/year

260,000

Hyundai Tucson door impact beam

Customer/Model

Hyundai Tucson

In to the fourth generation

fter the 2018 facelift, it was time for the fourth model generation for the **Hyundai Tucson** in fall 2020. The Tucson is set to remain Hyundai's best-selling SUV thanks to its attractive price and numerous drive options - mild hybrid, hybrid, plug-in hybrid as well as pure combustion engines.

KIRCHHOFF Automotive has succeeded in winning a follow-up order for the door impact beams of the new model. Over the next six years, our plant in Esztergom/Hungary, will form approximately 1 million beams per year from high-strength dual-phase steel with a strength of 1,200 MPa. Impact beams will then be delivered to the Hyundai plant in Nosovice/ Czech Republic.

The latest generation of cold-formed steel combines high strength with high elongation and is therefore an ideal material for lightweight components in the crash area.

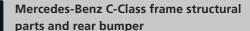
Door impact beams primarily serve to protect car occupants from injury in the event of a side impact. For this type of impact, the door impact beam absorbs the main forces and transfers them into the vehicle body.



Under this slogan, the new Mercedes-Benz C-Class celebrated its world premiere in February 2021. KIRCHHOFF Automotive manufactures a variety of products for this new model.

This includes a side member that has to meet special requirements in terms of crash performance. In order to meet these requirements, we have expanded the 800 t hot forming line at the Iserlohn/Germany site. With the new technology used here, the component can receive different material properties in defined areas. The side member, which is manufactured in two different material thicknesses, is the first series-produced part to use this new technology.

The components are not only installed in the C-Class Saloon and Estate, but are also used in the other vehicles of the platform. These include a coupé and a convertible of the C-Class as well as the GLC, the GLC Coupé and the next generation of the **E-Class**. At peak times, more than 800,000 vehicles will be equipped with our partially tempered side members in the next few years. Initially, the new generation vehicles will roll off the production line at the Mercedes-Benz plant in Bremen/Germany, and later in Beijing/China and East London/South Africa.



#### Technologies

Forming, press hardening, spot and projection welding, assembly, weld seam cleaning, surface coating, waxing, partial tempering, patching

#### **Production plants**

Esztergom/Hungary, Iserlohn/Germany, Mielec, Gliwice/Poland

#### Capacity/year 160,000

Customer/Model

Mercedes-Benz C-Class



K:MOBIL 56 KIRCHHOFF AUTOMOTIVE

# Growth in the South of the USA

With the production plants of BMW, VW, Mercedes-Benz, Mercedes-Benz Vans, Honda, Volvo, Kia and Hyundai located in the southern U.S, the region has become an important market for our development in North America. This development is crucial to our worldwide growth and its global platforms whose production runs simultaneously on several continents.



AUTHOR: STEFAN LEITZGEN
GLOBAL COO KIRCHHOFF AUTOMOTIVE

Erika Montiel is the Plant Manager at our new plant in Atlanta. She is supported by Chris Green, Operations Director, who has taken over the overall management of the plant construction and launch project.



ur "USA—Growth & Profitability" strategy, which was updated last year, underscores this importance. The new addition incorporates many years of experience in key success factors: Customer & Product, Supply Chain & Foot Print and Production & Organization. It thus forms an essential basis for medium-term acquisition and investment decisions, while helping to manage sales development, and the optimization of our operations foot print.

With the news of the successful acquisition of new orders from Mercedes-Benz in Alabama and VW in Tennessee, the decision was made to fulfill part of these volumes in a new location in the south of the USA. The production of body-in-white parts for the new, battery-powered generation of Mercedes-Benz SUVs is now being set up there in two stages.

The search for a suitable location, which has been a standard process in the company for many years, became particularly challenging during the pandemic with severely restricted travel options. Within the project team, existing tasks had to be redistributed and additional employees had to be trained. Site analyses and negotiations with various parties could only be carried out via web conference.

Out of almost 60 potential locations, one was finally filtered out over several rounds: Dacula, Georgia located 50 km northeast of Atlanta's city center. The selection was based on the criteria of

personnel, production buildings and logistics. The highest weight was placed on the issue of employees, whose availability and training are of particular importance in the south of the USA.

For the important staffing of plant management, an internal solution was the only one considered from the outset. Mastery of complex production ramp-ups and experience in management positions played a decisive role in selecting a suitable candidate.

Erika Montiel, long-time Engineering Manager at our plant in Queretaro, Mexico, and responsible in various management positions in Manchester, Tennessee since 2018, was thus the ideal candidate for the challenging task of setting up the new site in the southern USA. Our new plant manager is supported by Chris Green, Operations Director, who has taken over the management of the plant's construction and launch project.



AUTHOR: ABRAHAM MORALES
HUMAN RESOURCES COORDINATOR KIRCHHOFF AUTOMOTIVE

#### Honda Award thanks to good team performance

At the beginning of the year, Honda awarded the KIRCHHOFF Automotive plant in Querétaro/Mexico as a top supplier. This award is due to the good performance of the entire team, which fulfilled the customer-specific requirements 100 percent.



ontinuous communication with the customer is one of the key factors in the successful implementation of complex projects. In addition, improvements in the stamping, assembly and painting processes at the Mexico plant, have helped to increase the quality level of the products. "We have a committed team that directly communicates the identified needs of the client until they reach each collaborator on the floor," says Mauricio Gómez, plant manager in Querétaro. This has led to very good results in the last audits, he explains further. His thanks go to all the employees at the Querétaro plant who have made this success possible.

Currently, several bracket components for the Honda HRV are produced in Querétaro. ■



# Together we create innovations

ew materials and technologies help to make our products fit for the future. We rely on the expertise of our suppliers and partners, which has led us to create a new platform for a targeted exchange. This year for example, virtual 'Supplier Days' were held for the first time and attended by select suppliers with around 100 employees from across our plants in Europe.

The focus was on new technical approaches to battery cell production and cooling, along with their impact on the overall housing design, innovations in raw materials and connecting elements, and new equipment to reduce cycle times. These are all factors that play a key role for us, particularly in electric vehicles and alternative vehicle drive systems of the future.

Suppliers and service providers are not only at the forefront of KIRCHHOFF Automotive 'Supplier Days', they are also a key factor for our innovative strength and our international success.

After initial meetings and technical knowledge sharing on our innovations, we have formed firm partnerships with leading suppliers. We have successfully implemented projects from joint development to series production. As part of our own globalization strategy, we have been able to offer some suppliers a springboard for setting up their own production sites in different continents. "KIRCHHOFF Automotive has advised us and helped us considerably in setting up our locations in North America and Asia, and provided the decisive push through initial orders." confirms retrospectively the CEO of one of our suppliers.

Every year, we recognize our best suppliers with our 'Supplier of the Year' award in the categories of raw materials, bought-in-parts, capital and tooling.

"We would like to take this opportunity to thank all our suppliers and their employees for their outstanding support and cooperation with us. In these very difficult times for all of us, you are doing an extraordinary job with your enormous commitment and flexibility, which we cannot acknowledge highly enough!" emphasizes Klaus Lawory, Vice President Procurement.

Our suppliers and innovation partners play an important role in the

further development of our components. Altogether, we are at the

forefront of innovation.

**AUTHORS:** 

KLAUS LAWORY – VP PROCUREMENT KIRCHHOFF AUTOMOTIVE
ANDREAS DANNHEISIG – PROCUREMENT SUPERVISOR KIRCHHOFF AUTOMOTIVE

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## Two special careers

Ryszard Muzyczka, Vice President Operations at KIRCHHOFF Automotive until 2021

AUTHOR: ANDREAS HEINE
GLOBAL EVP COMMUNICATION & MARKETING KIRCHHOFF AUTOMOTIVE

amily businesses are important for a country's economy, especially in Germany, where they are also often referred to as the backbone of the German economy. One of the reasons for this is certainly their impact on the labour market. For example, they employ more people than large corporations. There are however, other characteristics that distinguish this form of enterprise and in some cases, clearly differentiate it from global labour markets; factors like what age group is being employed and for how long. While managers in many large companies change after a few years and their market value is often assessed according to the number of companies they have worked for, in family businesses it is different. For this type of business, it is more important for someone to be aligned with the company values and entrepreneurial family, contribute to the longevity and development of the company over a longer period of time, and whether crises can be overcome together. This sustainable and long-term strategy is also a factor in the divisions of the KIRCHHOFF Group, which has helped them in their 236-year history.

Andreas Haase and Ryszard Muzyczka, two long-serving members of our highest management, have retired. Both have made a lasting contribution to the success of our company with their exceptional careers. At the same time, they are an example of what distinguishes a family business. **() KIRCHHOFF** LAT DZIAŁALNOS CERTYFULAT In 2009, KIRCHHOFF Automotive celebrated its 10th anniversary in Poland. There from the very beginning: Ryszard Muzyczka, who started as Plant Manager in Mielec in 1999, played a key role in driving KIRCHHOFF Automotive's expansion in Eastern Europe in the years

that followed and retired this year in the role of Vice

President Operations.

The best examples of this are two managers who have now retired from KIRCHHOFF Automotive. Andreas Haase started his career at the automotive supplier in 1976 as an industrial clerk apprentice. In the course of his 44 years of service, he took on various managerial roles. Thanks to his extraordinary commitment, absolute loyalty and prudent approach, Andreas Haase was appointed Global CFO in 2016 to lead the finance and controlling units worldwide. Andreas Haase was instrumental in the globalization of KIRCHHOFF Automotive. In particular, the successful integration of Van-Rob in North America to the overall company organizational structures, are thanks to him.

As one of the first managers at the Poland plant, Ryszard Muzyczka began his career as plant manager in Mielec in 1999. At this plant in particular, the Kirchhoff family of entrepreneurs focused on building up local management on site; in contrast to the widespread approach of always bringing management with them from Germany. An important factor for global success, as Dr.-Ing. Jochen F. Kirchhoff (2019†) once explained in an interview: "We employ local management and specialist staff as exclusively as possible at our worldwide locations and have had very good experience with this over the past 20 years. Because the most important thing is to trust the local people and, if necessary, to train and qualify them. Even if, or precisely because, we as German entrepreneurs have a very good reputation abroad, it is essential to

avoid appearing as German know-it-alls!" Ryszard Muzyczka made a pivotal contribution over the span of his 22 years with his comprehensive technical knowledge, excellent management skills and great personal commitment to the job and company. A testament of his efforts is the fact that the Polish plants are now among the most important and largest corporate locations of KIRCHHOFF Automotive and are still producing very successfully today. The expansion of KIRCHHOFF Automotive in Eastern Europe was also driven by him. Ryszard Muzyczka always defended his ideas with full commitment, but at the same time was equally keen to share knowledge with employees and always offered his help with international projects. He retired in the position of Vice President Operations in January 2021. ■



"Andreas Haase and Ryszard Muzyczka have had extraordinary careers and have made great contributions to our company. Andreas has not only accompanied but helped lead the development from a small pressing and stamping plant in Attendorn to a global company. Ryszard has been instrumental in our successful development in Central and Eastern Europe. Both colleagues have always had and continue to have a close, reliable and friendly relationship with our family - trust is a major success factor in our family business!"

J. WOLFGANG KIRCHHOFF,
MANAGING PARTNER OF THE KIRCHHOFF GROUP AND
CEO KIRCHHOFF AUTOMOTIVE



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02

and 4 series.



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05

The plant in **Mielec/Poland** also started successful series production just two months later after the installation of a new 4,000 kN servo-automatic press in March. The system replaces a 4,000 kN automatic press that was more than 20 years old and had performed well over 120 million strokes. Due to its equipment, the new servo-automatic press is efficiently optimized to process a wide variety of materials. In order to achieve an excellent forming result of the products, state-of-the-art straightening technology is applied with this new press. A wide variety of components for various customers are currently running on the press, for example front and rear bumpers for the Skoda Octavia or front panel parts for the BMW 2, 3

In mid-May 2021, series operation of the new 10,000 kN servo transfer press started at our plant in **Querétaro/Mexico**. The complete commissioning and installation for the new press was successfully managed by the local Queretaro staff. The press is part of the large replacement package in which a total of five mechanical presses are being replaced by four servo-transfer presses. At the moment, the new press is producing stampings for various customers including General Motors. Further investments are in the planning stage as per the replacement package project.

Within a few months, around 4,300 m² of new production space will be built at our site in **Shenyang/ China.** Construction work has been ongoing since October 2020. The new space is scheduled to be handed over to production in August 2021. This investment became necessary due to extensive new orders received. From 2022, we will produce parts for a front axle beam on a modern 16,000 kN servo transfer press, among other components. These parts will then be welded on a new large welding line to form the finished assembly. Due to COVID-19 travel restrictions, all necessary workshops in this major project were successfully carried out via virtual meetings.

The technology of laser welding was recently introduced at the **Iserlohn/Germany** location for the production of a crash-relevant component of an electric vehicle for one of our major customers. After a successful process acceptance, the trial operation of the new system started in the presence of the customer. Within the complex production line, all process steps—laser welding, robot handling, fastener welding, MAG welding, marking and ejection—are fully automated. The central location of the production line allows for a logistically optimized connection. By using the milkrun, an optimal material flow from the individual part to the painted finished part is realized. The SOP is scheduled for the beginning of July 2021, and the peak volume is to be reached in the following year 2022.

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# Everything new online

AUTHOR:

ALEXANDRA BRABENDER - MARKETING KIRCHHOFF MOBILITY

The homepage of KIRCHHOFF Mobility website shines in new splendor: Modernity and a new lifestyle, are paired with new functions and stylish design.

n cooperation with our programmer and our media designer, we have developed a completely new concept. The most important element for us when it came to the new website was that it be geared towards the needs of our end customers and user-friendly. Thanks to the new product groupings and attractive colours, a much better overview of the company is achieved. Each product group is assigned its own colour spectrum and a new structure, making the homepage much clearer.

With the new wide range of services offered, we can help our customers with all their needs. Whether it is obtaining a driving license or information about possible rebates for conversions, all this information can be found on our website.

A brand new and innovative feature on the website is our own vehicle market area, which includes a large selection of new and used cars that are converted for the disabled. Here, the customer can directly select the desired vehicle model and the special conversion from one source.

In addition, we now offer a rental car service which includes wheelchair-accessible workshop replacement vehicles. Even if the vehicle has to be serviced or repaired, customers remain mobile with us and can continue their daily lives as normal. These services can be booked conveniently via the homepage or by phone.

Not only has the new homepage been updated, but our company brochures and flyers will also soon appear in the same design. We hope that our customers like the new look and use our services for themselves.

We cordially invite you to visit us on our new website www.kirchhoff-mobility.com!



AUTHOR: ALEXANDER HINGST DIRECTOR SALES & MARKETING WITTE TOOLS

### New straightening machine for extra-long screwdriver blades and bits

Since March 2021, all round and hexagonal steel blades with a total length of up to 500mm have been straightened on a specially designed machine at WITTE Tools in Hagen/Germany.

re-acceptance at the manufacturer in the Czech Republic already took place in November 2020, but delivery and commissioning had to be postponed to February 2021 due to COVID-19 travel restrictions.

Until the start of production for this special machine, all extra-long blades were manually formed into their exact shape, i.e. each piece was taken individually in the hand and processed with the straightening hammer. Since the blades are already hardened, it was very hard and strenuous work for the employees.

Concentricity is an extremely important quality feature for screw-drivers and especially for bits. Everyone can imagine what would happen if the screwdriver "slipped" while screwing and you were constantly slipping thereafter; it does not work and that's why straight blades are an absolute must. •



"We are very happy to finally have a process-safe and reliable system for this previously very time-consuming work step. With a laser-controlled measuring device, the blades are now measured precisely and quickly brought into the required tolerances by means of an electronically controlled straightening hammer."

Ulrich Hobe, Master Machinist at WITTE Tools





All the best for AWG Wuppertal, wish FAUN Managing Directors Patrick Hermanspann and Burkard Oppmann (right). The team in Wuppertal is also one of the first waste management companies in the world to dispose of waste with hydrogen. A special feature in the Bergisch region: AWG produces via electrolysis "orange hydrogen" and uses it to fuel buses and its refuse collection vehicles.



The company Technische Betriebe Reutlingen (TBR) are also relying on hydrogen in waste disposal.

hese three waste management companies are currently among the first 20 customers to use BLUEPOWER vehicles for waste disposal and are pioneers for climate-friendly recycling management.

17 more vehicles are currently being delivered. By the end of the year there will be 20 operators and by 2025 it is planned to deliver half of the vehicles manufactured in the ECOTEC Group with hydrogen drive.

After an intensive test run in Bremen over the last nine months, the clean and whisper-quiet battery and hydrogen-powered vehicles have been in use in the collection areas since May. The teams are being trained for the electrically driven vehicles and settings are being adjusted. 15 years of research and passion lie behind the BLUEPOWER engineers. "In 2006 we were still smiled at. But today the demand for hydrogen vehicles is steadily increasing," sums up Burkard Oppmann (FAUN Managing Director and enthusiastic hydrogen fan). From June, six hydrogen refuse collection vehicles from FAUN will also run in the German capital Berlin and, from summer, a ZOELLER BLUEPOWER CLEAN DRIVE in La Rochelle on the French Atlantic coast.



We are committed to a clean, emission-free future. We have a chassis that is equipped with fuel cells and hydrogen tanks for a wide range of applications in goods distribution or load transport.

But FAUN CEO Patrick Hermanspann wants even more: "I envision climate-neutral goods and load transport. We have a chassis, a power drive train and there are all kinds of different body options for the transport sector." The chances are good. The federal government has opened further hydrogen calls and with the "Clean Hydrogen Coastline Project" FAUN and the industrial partners ArcelorMittal Bremen, EWE, Gasunie, swb and TenneT are sending a Northern German hydrogen project into the EU's IPCEI selection procedure (Important Project of Common European Interest) and paving the way for further use and acceptance in the sense of a European hydrogen

economy. With the Clean Hydrogen Coastline project, the partners intend to integrate up to 400 megawatts of electrolysis capacity with the corresponding storage of hydrogen into the energy system by 2026. The hydrogen generated by offshore electricity, for example, is to be used for climate-neutral steel production at the Bremen steel site, among other things. The optimisation of the gas infrastructures for hydrogen in the Northwest would enable a connection for the green gas between the Netherlands, Germany and Denmark. In the event of a positive funding decision, the project can start in the second quarter of next year.



## Can't? Can't be.

INTERVIEW: CLAUDIA SCHAUE
MARKETING & COMMUNICATIONS MANAGER FAUN & ZOELLER



FAUN Services GmbH has been operating under the name ECOTEC FLEET GmbH since 01.01.2021. The company is a joint venture between FAUN and ZOELLER, with Malte Sonnenburg as Managing Director. The eight-strong team at ECOTEC Fleet takes care that waste disposal companies have the necessary rental trucks or used trucks in their fleets.



Malte, congratulations on your new position. What is it like to look after a fleet of 220 vehicles?

**M. Sonnenburg:** Thank you very much. It is a big challenge to manage such a fleet. But thanks to our seven experts in the team, who know the rental and leasing business inside out, it's no problem. We already manage more than 220 refuse collection vehicles and sweepers on short and long-term rental in a wide variety of models. The ECOTEC Fleet makes sure that waste disposal companies can quickly and easily find rental vehicles or good second-hand vehicles in their in their fleet.

#### Tell us. ECOTEC Fleet. Why, why, why?

M. Sonnenburg: The topic of rental and used vehicles has become increasingly important in recent years. This trend will continue in the future, because availability is the be-all and end-all. With ECOTEC Fleet we now jointly represent the FAUN and ZOELLER brands together in this area. Our team works closely with the sales and service organisations of FAUN and ZOELLER. So we not only have our own ears to the market, but also get direct feedback on market requirements and and changes from the sales team. This helps us us, that our fleet is in a way that our customers have the greatest possible flexibility. With the ZOELLER vehicles we have increase our product offer and thus further expand our range.

#### Why should clients rent from you?

**M. Sonnenburg:** Because we always act according to the principle: "Can't? Can't be." A need for a rental vehicle sometimes arises overnight. Then it's full throttle! The replacement vehicle must be ready within a few hours at the start of the shift. Here, too, we take pragmatic ways together with our customers, to overcome the challenges. We are at 13 rental locations in Germany, which means short distances and fast connections for our customers.

#### Our programme:

- Sweepers and refuse collection vehicles, everything your heart desires.
- Our core business is rental, leasing and used vehicles
- From 3.5 tonne trucks to 4-axle vehicles flexible rental periods from one day up to 40 days and 40 rental vehicles over several months.
- In the area of long-term rentals the clients can get specially configured vehicles.
- We advise on demand and do not simply finance a capital good.





Can you also rent the new hydrogen vehicles? The KOCO fleet system is installed in all your vehicles, isn't it?

M. Sonnenburg: You're talking about two hot topics. Digitalisation and alternative drive technologies. Yes, it is true that we have installed a telematics system from KOCO in each truck. This is not only to know where our vehicles are, but we can also plan our maintenance work much better. The system helps to increase the availability of the vehicles further. In our fleet, some vehicles are already equipped with an electric drive. We will continue to focus on this topic and continuously increase the number of vehicles. From 2022, we will also add the first vehicles with hydrogen fuel cells into the fleet. With the BLUEPOWER, we have found the ideal in-house solution for the chassis of a waste collection or sweepers. We will offer these vehicles for offer these vehicles for long and short term rental.

You've started a few promotions. Coffee mugs have been sent out, rent collection is a digital process and soon you'll have your own ECOTEC collection. What do you want to change?

**M. Sonnenburg:** Yes, I hope the cups have already reached many customers and that the coffee tastes even better in our ECOTEC Fleet cup! ECOTEC Fleet is to become the first address for rental and used vehicles in the area of refuse collection and sweeping services. We are working on digital reservation and rental processes so that customers can rent their vehicles even more easily. We also want to become even more active internationally. We are in close contact with our European partners and subsidiaries. It is very important for me that we never lose touch with our customers despite all the changes. The close exchange and personal contact between them and the ECOTEC team is crucial.

We wish all ECOTEC Fleet customers safe drive and thank you Malte for the open words. ■





# Everything from a single source—refuse collection vehicles and sweepers for Spain

KIRCHHOFF Ecotec is optimising its presence in the Spanish market. Since the beginning of 2021, a new joint venture distributes the internationally recognised brands FARID, FAUN and SEMAT with their solutions for waste disposal logistics in Spain.

AUTHOR:
NICOLE KREBS
MARKETING ASSISTANT
OF MANAGEMENT KIRCHHOFF ECOTEC

IRCHHOFF Ecotec has already been successfully represented in the Spanish market for years with its refuse collection vehicles and sweepers of the FAUN, FARID and SEMAT brands. In order to further optimise sales and offer customers better local service, the companies FARID, FAUN, SEMAT and the Spanish ZOELLER partner Rosell signed a cooperation agreement for a Spanish joint venture in December 2020. The name of the new company: FFS Equipos Urbanos S.A.

Spanish cities and municipalities can look forward to a broad product portfolio of refuse collection vehicles and sweepers adapted to the Spanish market. Additionally, there is a workshop at the headquarters in Barcelona for after-sales service such as maintenance, repairs and spare parts delivery.

In cooperation with service partners, a solid network already exists throughout Spain, but it is constantly being expanded. In addition, the partners of FFS Equipos Urbanos receive regular technical training.

"This way we can assure our Spanish customers a fast and reliable service on site," explains Joao Martins.

As Sales Manager of FAUN Expotec for many years, he takes over the management of FFS Equipos Urbanos. ■



# We wish you a relaxing summer.

