

AutoCommuniqué

AutoCom Associates – Driving Your Communications

Upcoming Industry Events

EuroBrake 2018

The Hague, Netherlands
May 22-24, 2018

Global Powertrain Congress 2018

Livonia, MI
May 23-24, 2018

AutoCom Tech Crawl 2018

Detroit, MI
June 27, 2018

Global Automotive Components and suppliers Expo 2018

Stuttgart, Germany
June 5-7, 2018

CAR Management Briefing Seminars

Traverse City, MI
July 30-08/02, 2018

Publisher: Larry Weis

Editor: Julia Galán

Co-Editor: Sandra Henzold

For more information contact
jgalan@usautocom.com or
shenzold@usautocom.com

ALCANTARA TO DOUBLE PRODUCTION CAPACITY



DETROIT, Mich. – Alcantara will double production of its Italian-made luxury material in the next five years to meet growing demand from the auto, fashion and consumer electronics industries.

Alcantara Chairman and CEO Andrea Boragno, speaking at a Detroit press conference, said the company plans to develop and offer totally bio-based products by 2020.



Boragno at ground breaking

“Alcantara became the first Italian company to be certified as ‘Carbon Neutral’ nine years ago,” Boragno noted. “We have maintained our commitment to sustainability by pursuing responsible procurement activities.”

Alcantara recently launched a five-year, 300-million-euro expansion program to double the company’s overall production capacity primarily to meet American and Chinese demand for its luxury materials. The company’s brand value also is expected to triple from 100 million euros to 300 million euros over the same period.

Alcantara’s net sales have tripled from 64.3 million euros in 2009 to 187.2 million euros last year. The U.S. currently accounts for 10 percent of Alcantara’s global sales. Europe’s share stands at more than 60 percent, while the Asia Pacific region along with other emerging markets accounts for nearly 30 percent.

The company’s trademarked material is up to 50-percent lighter and more environmentally friendly than leather, according to Boragno, who noted that other benefits include the material’s durability, grip and breathability.

21ST CENTURY AUTOMOTIVE BRAKING SYSTEMS FROM CHASSIS BRAKES

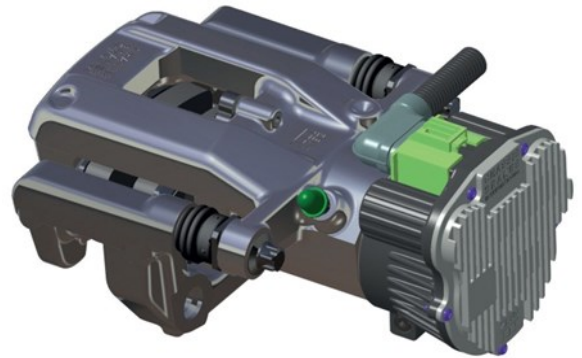


FARMINGTON HILLS, Mich. The car industry will change forever, and we are prepared for it. Chassis Brakes International stands behind that bold statement with its 90-plus years of experience.

The world is changing... Growing concerns over climate change and an ongoing increase in global population, combined with further concentration in mega cities, are leading to new mobility models. Today, connectivity, electrification and autonomous driving are the major trends in the automotive industry, all while trying to maintain focus on achieving “safer, cleaner, smaller.”

Many in the industry think of Chassis Brakes International as a manufacturer of traditional braking products. Thanks to our solid experience and strong engineering expertise, Chassis Brakes International is designing and developing innovative braking solutions to meet today’s – and tomorrow’s – braking needs. While continuing to showcase our current braking technology, we’re staking our claim in the electronic, brake-by-wire and autonomous vehicle realms, as well.

We see that many new vehicles are lighter, and Chassis Brakes International is able to downsize components to provide those vehicles with smaller, lighter and less-expensive brakes (than standard solutions) with equal performance. Increasingly, vehicles are hybrid-electric or battery-electric, and Chassis Brakes International improves the driving experience by reducing brake noise, vibration and extending controllability.



Smart Brake Technology

HBPO NAMES DIANA MANNINO PRESIDENT FOR NORTH AMERICA

TROY, Mich. – HBPO, the auto industry’s leading supplier of modular front-end systems, has named Diana Mannino as president of its North American operations.



**Diana Mannino, President
HBPO North America**

She succeeds Anja Sprenger, who recently was named global director of Human Resources at the company’s headquarters in Lippstadt, Germany.

Mannino had been HBPO’s North American director of Finance and Controlling. She joined HBPO from Johnson Controls (JCI) in June 2015. At JCI, she had been a finance director with responsibility for the commercial management of the supplier’s automotive interiors business units.

Mannino had served in a variety of finance, controllership, and advanced sales management roles with JCI and Intertec Systems, a JCI joint venture company with INOAC specializing in instrument panel and automotive interior trim.

STEVEN SPATA RECEIVES INTERREGS/SAE STANDARDS AND REGULATIONS AWARD



FAREHAM, England – Steven Spata of the Ambulance Manufacturers Division at the Association for the Work Truck Industry (NTEA) in the United States has received the 2018 Society of Automotive Engineers (SAE)/InterRegs Standards & Regulations Award for his longstanding efforts in furthering the safety and quality of commercial vehicles.

The award recognizes a practicing engineer who has provided significant contributions to vehicle standards, regulations or conformity assessment systems for improved safety or reduced emissions. UK-based InterRegs, celebrating its 50th anniversary this year, has been promoting vehicle safety through the award since 2000.

A resident of Berkley, Michigan, Spata was recognized at the Society of Automotive Engineers (SAE) Government Industry Meeting in Washington D.C. earlier this year. InterRegs' Director David Immanuel and SAE 2017 President Doug Patton presented the engraved award to Spata at the NTEA's technical assistance director.



InterRegs Director David Immanuel, NTEA Technical Assistance Director Steve Spata, and SAE 2017 President Doug Patton.

ALCANTARA ORGANIZES MAJOR SUSTAINABILITY SYMPOSIUM IN VENICE



VENICE, Italy - "Global Warming and Decarbonization" was the focus of the fourth International Symposium on Sustainability organized by Alcantara in partnership with Venice International University (VIU).



The intensive two-day program held March 1-2 on Venice's San Servolo Island brought together scientists, economists, academics, corporate executives and journalists from around the world, as well as representatives from leading governmental and public interest organizations. Discussion centered on the impact global warming is having on corporate behavior and the way people live, as well as the role that technology and innovation can play to bring about positive change.

Speakers and panelists included:

Alcantara's Andrea Boragno

Prof. Massimo Inguscio – President of CNR, the Italian National Research Council who noted: "Science and researchers have a key leading role to create the correct background and awareness to share knowledge and address future choices and behaviours for citizens, policy makers, institution and business leaders and other stakeholders involved."

Dr. Georg Kell – founder and former executive director of the UN Global Compact and chairman of Arabesque, said: "To overcome the current dilemma of inaction in facing global warming and decarbonisation, we have to create convergent goals between business and society."

KIEKERT ACTUATOR IMPROVES SAFETY AND SECURITY WHEN CHARGING



HEILIGENHAUS, Germany – KIEKERT AG, the technology leader in automotive locking systems, has redesigned its charging-plug actuator for safer and more secure charging of electric cars.



Kiekert charging plus actuator

The latest generation of the charging-plug actuator brings together Kiekert's product expertise from decades of experience in the development of innovative locking systems and actuator technologies. The new compact and robust actuator features innovative drive technology. The higher gear ratio inside the extremely small package results in increased locking force relative to conventional gearing, guaranteeing maximum efficiency from minimum space.

The robust configuration and improved sensors ensure more precise detection of the locking pin for greater system safety. It can be unlocked using the vehicle key or a mobile device such as a smartphone or tablet. In the event of a power outage, the charging plug can be unlocked using a mechanical emergency release in the form of a button or lever inside the vehicle.

MAHLE COMPONENTS FEATURED ON NINE WARD'S 10 BEST ENGINES



DETROIT, Mich. – MAHLE Group components and systems are featured on nine of the 10 engines recently named to the Ward's list of 10 Best Engines for 2018.

Now in its 24th year, the Ward's 10 Best Engines competition recognizes outstanding powertrain achievement, world-class technologies and engines or electric propulsion systems "that are so compelling they help sell the vehicle."

To be eligible, engines must be available on vehicles in the U.S. market with a base price no higher than \$62,000.

Industry-leading MAHLE components and systems featured on the publication's award-winning engines for 2017 include: piston systems and cylinder components, as well as valve-train, air-management and thermal-management systems.

"The wide variety of MAHLE-equipped engines and powertrain systems among this year's award winners is a testament to our leading-edge technologies and the strength of our product lineup," said Scott Ferriman, president of MAHLE Industries.

"We're extremely proud of the fact that for more than a decade a majority of Ward's 10-best-award winners have featured MAHLE parts and technology. It clearly demonstrates our commitment to providing our customers with leading powertrain technologies and the highest quality products."

"We're happy to recognize great engines in luxury cars, but we're thrilled to see so many high-volume automakers whose vehicles are more affordable for average Americans delivering truly outstanding powertrains," noted Drew Winter, *WardsAuto* senior content director.

NORMA GROUP'S SALES RISE TO AROUND 1.02 BILLION IN 2017



MAINTAL, Germany – NORMA Group achieved sales of more than EUR 1 billion for the first time in fiscal year 2017.

Group sales rose by 13.7 percent to EUR 1,017.1 million compared to the previous year (2016: EUR 894.9 million). Organic growth at NORMA Group was strong at 8.6 percent. The acquisitions of Autoline, Lifial and Fengfan contributed an additional EUR 57 million to sales. Negative currency effects reduced sales growth by 1.4 percent.

Adjusted earnings before interest, taxes, depreciation and amortization of intangible assets (adjusted EBITA) rose by 10.8 percent to EUR 174.5 million in 2017 compared to the previous year (2016: EUR 157.5 million). The adjusted EBITA margin declined slightly mainly due to higher commodity prices. At 17.2 percent, the adjusted EBITA margin was in line with the forecast of more than 17 percent (2016: 17.6 percent).

Net operating cash flow declined by 10.5 percent to EUR 132.9 million (2016: EUR 148.5 million). Adjusted earnings per share rose to EUR 3.29 (2016: EUR 2.96). Tax cuts in the U.S. led to one-time non-cash deferred tax income of EUR 33.9 million. This one-time effect was not included in the adjusted result for the period and therefore not shown in adjusted earnings per share.

The unadjusted profit for the period amounted to EUR 119.8 million and is 57.9 percent above the previous year's level (2016: EUR 75.9 million), in particular due to the aforementioned one-time tax effects. As a result, the unadjusted earnings per share for the year 2017 amounted to EUR 3.76 (2016: EUR 2.38).

FREUDENBERG OFFERS A BROAD RANGE OF INNOVATIVE TECHNOLOGIES



FREUDENBERG

INNOVATING TOGETHER

DETROIT, Mich. – FREUDENBERG, a global supplier to the automotive industry, develops and delivers innovative solutions for internal combustion, hybrid, electric and fuel-cell powered vehicles focused on the challenging future of mobility.

During Detroit's 2018 auto-show preview days, the company showcased a new online "automotive mobility" platform designed to share future industry forecasts and observations, as well as Freudenberg's contributions to the future of mobility.

The company provides the auto industry with a wide variety of products, from vibration-control systems and lubricants to leading-edge sealing technologies. The Detroit show gave the company a unique opportunity to update our customers on product technology developments, as well as to introduce various new products and news from our various business units. including: Freudenberg Sealing Technologies, Vibracoustic, Freudenberg Filtration Technologies, Freudenberg Performance Materials, Kluber Lubrication, Chem-Trend and VIAM.



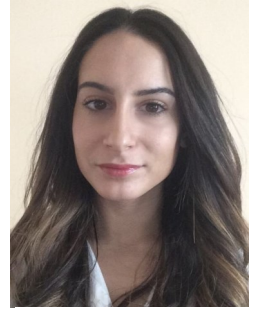
FSC display

GALÁN AND HENZOLD AWARDED INTERSHIPS AT AUTOCOM



AUTOCom ASSOCIATES
PUBLIC RELATIONS

BLOOMFIELD HILLS, Mich. – Julia Galán and Sandra Henzold have been awarded twelve-month and six month internships, respectively, at AutoCom Associates. They will assist agency clients with editorial services, event planning and media relations.



Julia Galán



Sandra Henzold

Julia has a bachelor's degree in advertising and public relations from the University of Valladolid, Spain, and a master's degree in protocol management, production organization and design of events from Camilo Jose Cela University, Spain.

Sandra served an apprenticeship as an industrial clerk at Bosch Thermotechnology before she achieved a bachelor's degree in business studies from the University of Regensburg, in Germany. She plans to start a master's degree in business studies with a major in marketing in 2018.

SAVE THE DATES



AutoCom Tech Crawl 2018

June 27, 2018
12:00pm-08:00 pm

Hyde Park Prime Steakhouse
201 South Old, Woodward Ave
Birmingham, Michigan 48009



Euro Brake 2018

May 22-24, 2018

Churchillplein 10, 2517 JW Den
Haag, Netherlands



Seoul Auto Salon 2018

July 19-22, 2018

Coex Exhibition Center
513, Yeongdong-daero, Gangnam-gu
Seoul, Republic of Korea 06164

AutoCom Associates

74 West Long Lake Road
Suite 201
Bloomfield Hills
MI 48304 - 2770

Phone: +1.248.647.8621

Fax: +1.248.642.2110

www.usautocom.com

