

Webasto Shows Innovative Solutions for Future Mobility at Auto Shanghai

Stockdorf/Shanghai – April 19, 2021 – Webasto, the global innovative systems partner to almost all automobile manufacturers presents intelligent solutions for the best automotive comfort, efficiency and mobility of the future at the 2021 Shanghai Auto Show (hall 2.2, booth 6BE101). This year’s theme of Webasto is “Open Up New Perspectives”. It is a tribute to the wide portfolio of high quality roofs of the systems partner. At the same time, Webasto alludes to the topics innovation and future viability.

The company is attracting particular attention this year, with its concept vehicle as a vision of the mobility of the future. The concept car brings together numerous technical solutions for autonomous driving, electrification and comfort: roof sensor module with a working lidar and working camera, a large openable panorama roof, a smart lightweight front-end module, a battery and charging solution, and an integrated thermal management system.

With a view to e-mobility as a future field, the company is also showcasing a new generation of battery system for hybrid vehicles, which Webasto has developed in cooperation with Chinese automotive manufacturers and will be produced at the Webasto plant in Jiaxing. The battery solution can be adapted to different vehicle models and different car body installation position requirements and addresses a new generation of lightweight and highly integrated battery tray design.

Webasto Extends Its Market Position in China

“We consistently pursue our dual strategy of strengthening our core business areas and participating in new business fields to embrace the mobility trends and changes”, Webasto China President Jan Henning Mehlfeldt says, “Our company has not only successfully expanded the roof system business in China, but also intensified its Research & Development activities and successfully started the production of the electric mobility portfolio.”

2021 is the 120th anniversary of the Webasto Group, and also the 20th anniversary of OE business of Webasto in China. Since entering the Chinese market in 2001, Webasto has quickly become the leader in the Chinese automotive roof market and extended its footprint from Shanghai to 11 locations across the country. Besides its core business, Webasto also sees good growth opportunities in the electric vehicle market in China with its new and advanced portfolio of solutions for electrified vehicles. The Wuhan plant completed in 2019 is also the Asia-Pacific manufacturing base for High-Voltage Heaters and charging solutions. In order to better meet the trends and needs of Chinese customers, the company established a regional R&D center in Shanghai in 2004. A brand new plant and a battery systems development center was also opened in Jiaxing in 2019, that can provide comprehensive localized roof and battery projects as well as research and development services.

* * *

About Webasto:

The Webasto Group is a global innovative systems partner to almost all automobile manufacturers and among the top 100 suppliers in this industry sector. The company's product portfolio comprises a broad range of roof and heating systems for every type of vehicle and all drive types as well as battery systems and charging solutions. Moreover, Webasto has a strong position in the aftermarket providing dealers and end customers with customized solutions and services relating to thermo management and electromobility. In 2020 the company generated sales of around 3.3 billion euros and had over 14,000 employees at more than 50 locations (with over 30 of these being manufacturing plants). The headquarters of the company, founded in 1901, is located in Stockdorf near Munich (Germany). For more information please visit www.webasto-group.com / www.twitter.com/WebastoGroup

Media Contact:

Webasto (Shanghai) Ltd.
William Xu
Communications Manager
Phone: +86 21 3357 7242
E-mail: william.xu@webasto.com

Webasto Group
Susanne Killian
Teamlead Global Internal and External Communication
Phone: +49 89 85794-53194
E-mail: susanne.killian@webasto.com