

## Webasto Company Portrait—Added Value for Mobility

---

Generating sales of approximately 3.5 billion euros and employing around 13,000 people, the Webasto Group is one of the 100 leading suppliers to the automotive industry worldwide. Based in Stockdorf near Munich, Germany, the company is a global innovative systems partner to almost all automotive manufacturers. Webasto is a provider of sunroofs, panorama roofs and convertible roofs as well as heat systems for all drive types. Time and again, the company has set technology trends in these core business segments for decades now. In addition, Webasto develops and produces charging solutions and battery systems for electric vehicles.

Webasto's innovative, individual solutions and technical variety offer a plus—extra comfort, safety and efficiency—and thus added value for mobility. In the summer, the sense of well-being is enhanced when sunlight and fresh air flow into the car through the open roof. Moreover Webasto climate systems enable professional transports of temperature sensitive products such as food and medicine. And in winter, heating systems do more than just provide for comfortable climate in the car. Ice-free windows and a preheated engine also ensure more safety on the road. The High-Voltage Heater constitutes a high-efficiency solution for hybrid and electric vehicles. While driving, it converts electrical energy into heat with almost no loss. Drivers of private and commercial vehicles with electric drives enjoy the comfort of intelligent charging solutions. These supply electric vehicles with power and are available with integrated services like the assembly of the wallbox or the winding up of the payment.

### **Close to customers around the world**

Proximity to customers is an essential factor of Webasto's success. Its internationalization began in the 1970's, initially in the direction of the U.S. and Japan. Meanwhile, Webasto maintains more than 50 locations worldwide—with 30 of these being manufacturing plants. In Europe, in addition to eight German locations, Webasto operates plants in France, Italy, Great Britain, Romania, the Czech Republic, Slovakia and the Netherlands. The Company also runs plants in the U.S., Mexico, South America, Japan, Korea and Australia. In the world's largest automotive market, China, Webasto currently operates 11 sites, 10 of which build sunroofs and panorama roofs.

### **Embracing the future with shared values**

The long-term advancement of Webasto is underpinned by the ONE Webasto Corporate Program, which encompasses the strategy, the brand and the culture of the company. Globally aligned values reflect the commonly held understanding of its employees, how they work together and how they interact with customers and business partners.

In order to be able to constantly develop convincing customized solutions, Webasto employees work closely together across all departments and regions. They approach one another with an open mind, share their know-how and their experiences and utilize corporate strengths. The trusting, creative work atmosphere—with flat hierarchies and short decision-making paths—offers dedicated team players with a strong innovative spirit excellent opportunities for personal development around the world.

### **Securing innovation and technology leadership**

Webasto's leadership in technology and innovation is based on deep-seated insight and understanding of the requirements of the automotive industry and trust-based collaboration with OEMs. With its decades-long experience, commitment to high quality and new ideas, Webasto sets benchmarks over and over again. To ensure retention of this leading edge over the long term, the company is pursuing a dual strategy of 'Strengthening' and 'Participating'.

By **Strengthening**, Webasto focuses on enlarging and developing its existing core business areas:

- Sunroofs, panorama roofs and folding roofs as well as solar roofs and roofs in lightweight construction
- Convertible roofs with increasing use of lightweight components and in modular design
- Heating concepts for all types of drive systems and diverse vehicle models as well as climate systems for light duty commercial vehicles and vans

By **Participating**, Webasto becomes actively involved in new business areas that are a good fit for the company's competency profile and that offer solutions for megatrends in mobility. At the moment, the focus is on the development of a product and service range for electromobility with charging solutions and battery systems. In this context, the customers among others profit from the competence of the automotive supplier in the field of thermo management, the experience in system integration and the long-time collaboration with OEMs as well as from the global sales and service structure of the Webasto Group.

In accordance with the dual strategy Webasto is developing new products and technologies as well as expanding its capacities in line with market requirements. The development of electronics competence has an increasing significance for the whole Group. Therefore now the company is producing a part of the electronics components itself.

### **A look back at the company history**

Webasto has been a family-owned company since it was founded in Esslingen, Germany, in 1901. Today's internationally renowned brand name Webasto originated when Wilhelm Baier, the company's founder, moved his factory for stamped parts, wire holders and household appliances from Esslingen to Stockdorf, in 1908, hence the acronym: **Wilhelm Baier Stockdorf**.

The reason for the move to Bavaria was the booming bicycle industry early in the last century. Webasto was increasingly focused on the production of accessories such as wheels, fenders or chain guards. Being close to customers was already very important at that time, when many bicycle manufacturers were located in Italy. In the 1930s, Webasto turned into an automotive supplier. It started in 1932: Wilhelm Baier constructed the first automotive folding roof. Only three years later he designed a so-called "vehicle fresh-air heater" for water-cooled engines. It later became popular under the name "Flüstertüte" (meaning megaphone). For more detailed information on the company history please go to: [www.webasto-group.com](http://www.webasto-group.com)

###