

Company Portrait

The Webasto Group, based in Stockdorf near Munich (Germany), is a global innovative systems partner to the mobility industry and one of the 100 largest automotive suppliers worldwide. Webasto employs more than 14,000 people at over 50 locations. In the fiscal year 2020, the company generated sales of around 3.3 billion euros with roof, heating and cooling systems as well as batteries and charging solutions. Webasto's customers include manufacturers of passenger cars, small to heavy commercial vehicles, special vehicles, buses, recreational vehicles and boats as well as dealers and end customers in some product areas.

Webasto divides its business into three units:

- Roof & Components comprises the development and production of sunroofs, panorama roofs and convertible roofs.
- Energy & Components develops and produces battery systems and charging solutions as well as electric and fuel-operated heating systems.
- Customized Solutions provides end customers, retailers and manufacturers of special vehicles with solutions and services for cooling and heating as well as electromobility. Roof and thermal systems for boats, and heating and cooling systems for motorhomes and caravans round off the product portfolio.

In order to offer customers the competence, experience and product diversity of the Group from a single source all areas work closely together across functions and regions.

Close to customers worldwide

A basic principle and key success factor of the company is production 'in the market for the market', with a high proportion of local suppliers. Webasto is represented in all major automotive markets worldwide with more than 50 locations, including over 30 production sites. In addition to the administration and development center in Stockdorf, Webasto develops, validates and produces solutions for the original equipment and retrofitting of vehicles at six other locations in Germany. Webasto pushed ahead with internationalization at an early stage.

Starting in Europe, the company initially expanded towards the USA and Japan in the 1970s. In 2001, Webasto launched its business in China. The company now has eleven locations in the country, where it generates more than one-third of its Group sales. The Asian region as a whole is an important future market for Webasto. Since the full takeover of the former joint venture Webasto Donghee in 2019, the company has been expanding its capacities in South Korea, where a battery plant will be put into operation at the end of 2021.

Core competencies and dual strategy

Webasto customers benefit from the company's deep understanding of automotive requirements and processes, decades of experience in global management of project launches and supply chains, and its worldwide sales and service structure. Webasto also has a high level of development expertise and comprehensive electronics know-how. With continuously high R&D expenditures and the highest quality standards, Webasto repeatedly sets benchmarks in the competition for technological innovations.

The core business includes a wide range of roofs, heating and cooling systems for various types of vehicles (including boats). In the areas of roof systems and fuel-operated heating ("parking heaters"), Webasto has been the world market leader for years.

In order to continue successfully shaping mobility in the future, the company is pursuing the dual strategy of "Strengthening & Participating": With "Strengthening" the core business areas will be expanded and further developed, for example with regard to autonomous driving. "Participating" brings together all the Group's activities that offer, above and beyond the core business, new solutions for the mobility of tomorrow based on the company's competence profile. The current focus is on electric heating as well as charging solutions and battery systems for hybrid and electric vehicles.

Value culture and collaboration

In order to continue developing convincing technologies, products and applications, Webasto colleagues from around 40 countries work closely together on projects. This constructive, intercultural cooperation is based on globally coordinated values that provide orientation for management and employees alike, even in particularly challenging situations such as a pandemic.

The corporate culture is characterized by open interaction, transparent communication and an active exchange of knowledge and experience. The atmosphere of trust and long-term perspectives in a dynamic industry offer employees worldwide personal scope and good individual development opportunities. Digitization, agile project management and other methods of modern collaboration support the international teams in administration, development and production.

Webasto considers the training of young people to be an integral part of its social responsibility. The company offers many attractive opportunities to enter professional life, whether through internships, a dual training or study program, or as a graduate of an apprenticeship or degree program.

In the triad of economy, ecology and social issues, Webasto is committed to sustainability in a holistic way – from promoting resource-saving mobility and social action to investing in the continuous expansion of its market position. Special social activities of the Group have been bundled in the Webasto Foundation since 2019.

A look back in history

Webasto has been a family-owned company since it was founded in Esslingen in 1901. The current company name was created when founder Wilhelm Baier moved the headquarter to Stockdorf in 1908: **Wilhelm Baier Stockdorf**. In the early years, Webasto manufactured punched parts, wire hangers and household appliances. After the change of location, the company focused on accessories for bicycles, such as rims, mudguards and chain guards. Webasto became an automotive supplier in the 1930s with the design of the first folding car roof and a fresh air heater.

For more information about the company, products and services, and the Webasto Foundation, please visit: www.webasto-group.com