

## Webasto Company Portrait

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The Webasto Group (established in 1901), headquartered in Stockdorf near Munich, Germany, is a global innovative systems partner to almost all automotive manufacturers and is among the 100 leading suppliers to the industrial sector. During financial year 2018 the company generated sales of 3.4 billion euros and had more than 13,000 employees at over 50 locations (with 30 of these being manufacturing plants).

The core business comprises a wide range of products for vehicle manufacturers: sunroofs, panorama roofs and convertible roofs, heating systems for cars and commercial vehicles with all types of drive systems, together with battery systems and charging solutions for hybrid and electric vehicles. Webasto moreover has a strong market position in the aftermarket business and provides dealers and consumers with customized solutions and services relating to thermo management and electromobility.

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

Webasto is represented in all of the key global automotive markets. One of the company's fundamental principles and success factors is the fact that it produces 'in the market for the market', with a high proportion of local suppliers. As far back as the 1970's the company expanded into the U.S. and Japanese markets. Webasto has operated in China since 2001. Since then, the country has developed to become the largest individual market of the Webasto Group, which currently has ten manufacturing plants there. The eleventh will be opened in fall 2019. In April 2019 Webasto acquired all of the shares of its long-standing joint venture in South Korea, Webasto Donghee.

### **Dual strategy for further growth**

With a commitment to high quality and policy of continuously developing new technologies and advancing existing ones, Webasto repeatedly sets benchmarks. In order to secure its competitive position over the long term, the company is pursuing a dual strategy of "**Strengthening & Participating**". With "Strengthening", Webasto is reinforcing and further developing its core business in the areas of roof and thermo systems. "Participating" includes all activities in new business areas that are a good fit for the company's competency profile and that offer solutions for megatrends in mobility. The focus is currently on the development and expansion of a product range for battery systems, charging solutions and electric heating.

### **Culture of global cross-business unit collaboration**

Webasto bundles its business into **three business units** which collaborate very closely within a global matrix organization on a cross-functional and cross-regional basis. **Roof & Components** comprises the development and production of sunroofs, panorama roofs and convertible roofs. The **Energy & Components** unit develops and manufactures battery systems and charging solutions for cars and commercial vehicles, together with electric and fuel-operated heating systems for various types of vehicles. The **Customized Solutions** business unit offers solutions and services relating to thermo management and electromobility for consumers, dealers and manufacturers of special vehicles.

In order to be able to constantly develop convincing customized solutions, Webasto employees around the world work closely together, taking a project-based approach. The company's global corporate values provide the basis for this collaboration. The culture is characterized by an open interaction, the willingness to share knowledge and experience, and the leveraging of joint corporate strengths. The trusting and creative working atmosphere offers employees around the world excellent opportunities for personal development.

In this way, all of the customers worldwide benefit from the development expertise, electronics know-how, manufacturing and supply chain management, decades of experience in project management and the sales and service structure of the company.

### **Technology company with a long tradition**

Webasto has been a family-owned company since it was founded in Esslingen, Germany, in 1901. The current brand name 'Webasto' originated when Wilhelm Baier, the company's founder, moved his headquarters from Esslingen to Stockdorf in 1908, hence the acronym: **Wilhelm Baier Stockdorf**. Webasto initially manufactured stamped parts, wire holders and home appliances. With the move to Bavaria the company focused on the production of accessories for bicycles, such as wheels, fenders and chain guards. In the 1930s the company became an automotive supplier with the construction of the first automotive folding roof and vehicle fresh-air heater.

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*You can find further information on the product range, corporate strategy, culture and company history at: [www.webasto-group.com](http://www.webasto-group.com)*