

**YOUR GLOBAL MOBILITY  
ENGINEERING EXPERTS**

**EDAG GROUP**

# **HOW TO WORK WITH GERMAN OEM'S INNOBIZ EVENT 16<sup>TH</sup> OF FEBRUARY**

2/11/2022



# ABOUT FELICIA STOLFIG



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Automotive supplier business is **PART OF MY DNA**. My personal goal as Key Account Manager is to help my customers to **WITHSTAND, TRANSFORM** and **SUCCEED** in the rough environment of OEM business.



**YOUR GLOBAL MOBILITY  
ENGINEERING EXPERTS**

**AUTOMOTIVE SUPPLIERS  
THE CHALLENGES**

2/11/2022



# TIER 1 THE CHALLENGES



1. GLOBALIZATION
2. CUSTOMER REQUIREMENTS
3. DEPTH OF DEVELOPMENT
4. NEW PRODUCTS AND INNOVATIONS





# CHALLENGES GLOBALISATION



**OEM**



## **OEM'S RUN WORLDWIDE PRODUCTION SITES**

- Fulfill legal requirements of delivery market
- To avoid customs duties
- Low cost production
- Shorten logistics to their customer
- Produce customers group specific cars (like longer cars for China, SUV's for USA)
- Despite worldwide production, development of serial cars are mostly in few engineering centers

# EXAMPLE OF EDAG GLOBAL STRATEGY



## EDAG WORLDWIDE

### Europe:

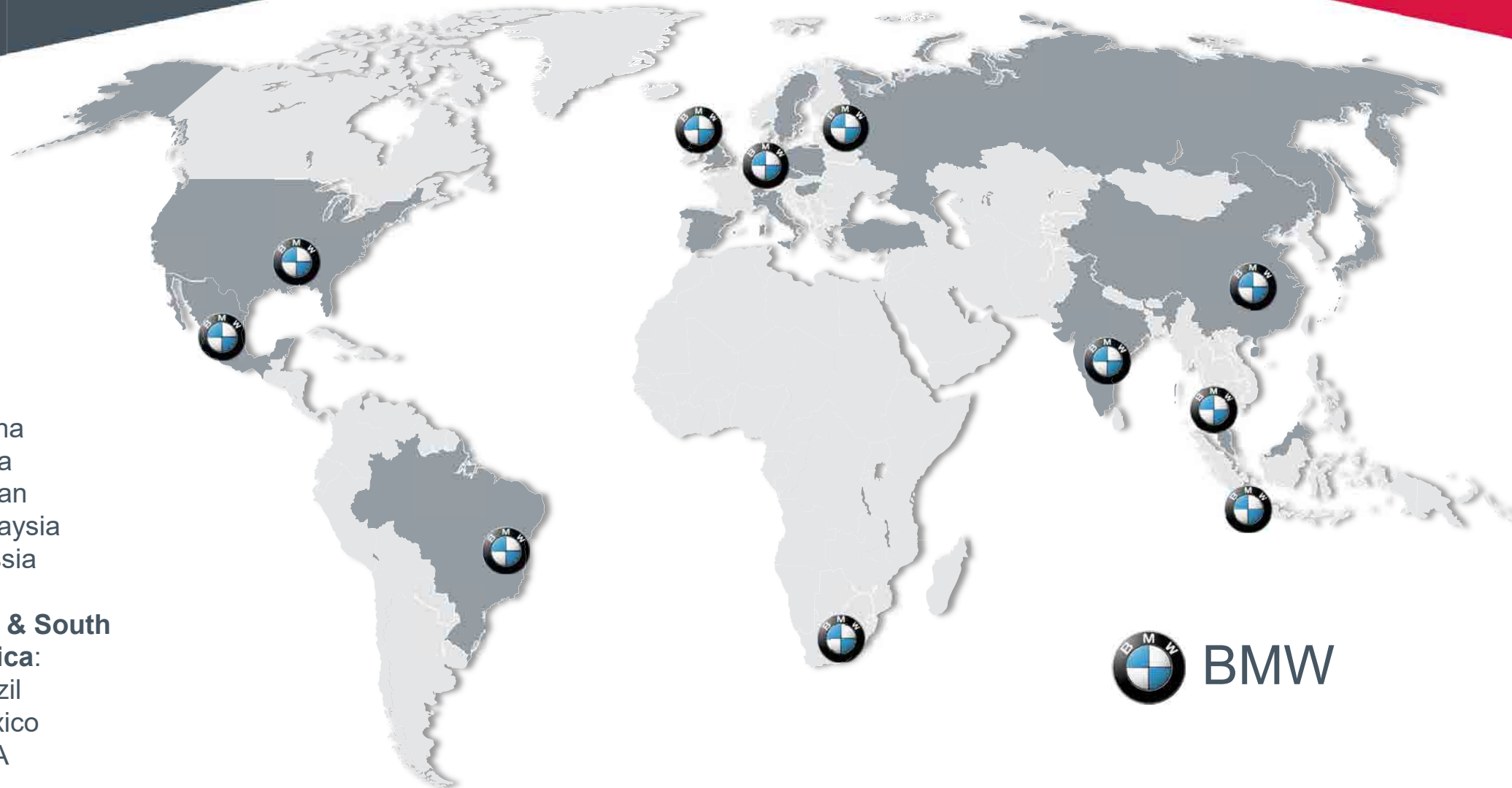
- Germany
- United Kingdom
- Italy
- Netherlands
- Poland
- Sweden
- Switzerland
- Spain
- Czech Republic
- Turkey
- Hungary

### Asia:

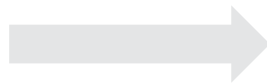
- China
- India
- Japan
- Malaysia
- Russia

### North & South America:

- Brazil
- Mexico
- USA



**Supplier**



## STEPS TO SUPPLY NEW OEM

- Which OEM is close to existing production facilities
- Does my products fit into OEMs strategy?
- Find partner to close gaps in production sites
- Office or representation next to development center of OEM
- Application as new supplier at OEM
- Certification of your production & products



# CHALLENGES CUSTOMER REQUIREMENTS



**Supplier**



## MAIN QUESTIONS

- Certification
- Laws and regulations
- Homologation
- Design and drawing standards, technical guidelines
- OEM specific CAD software
- OEM Processes (CAD data release, Milestones etc.)

# CHALLENGES DEPTH OF DEVELOPMENT





## Supplier



### **BUILD TO PRINT**

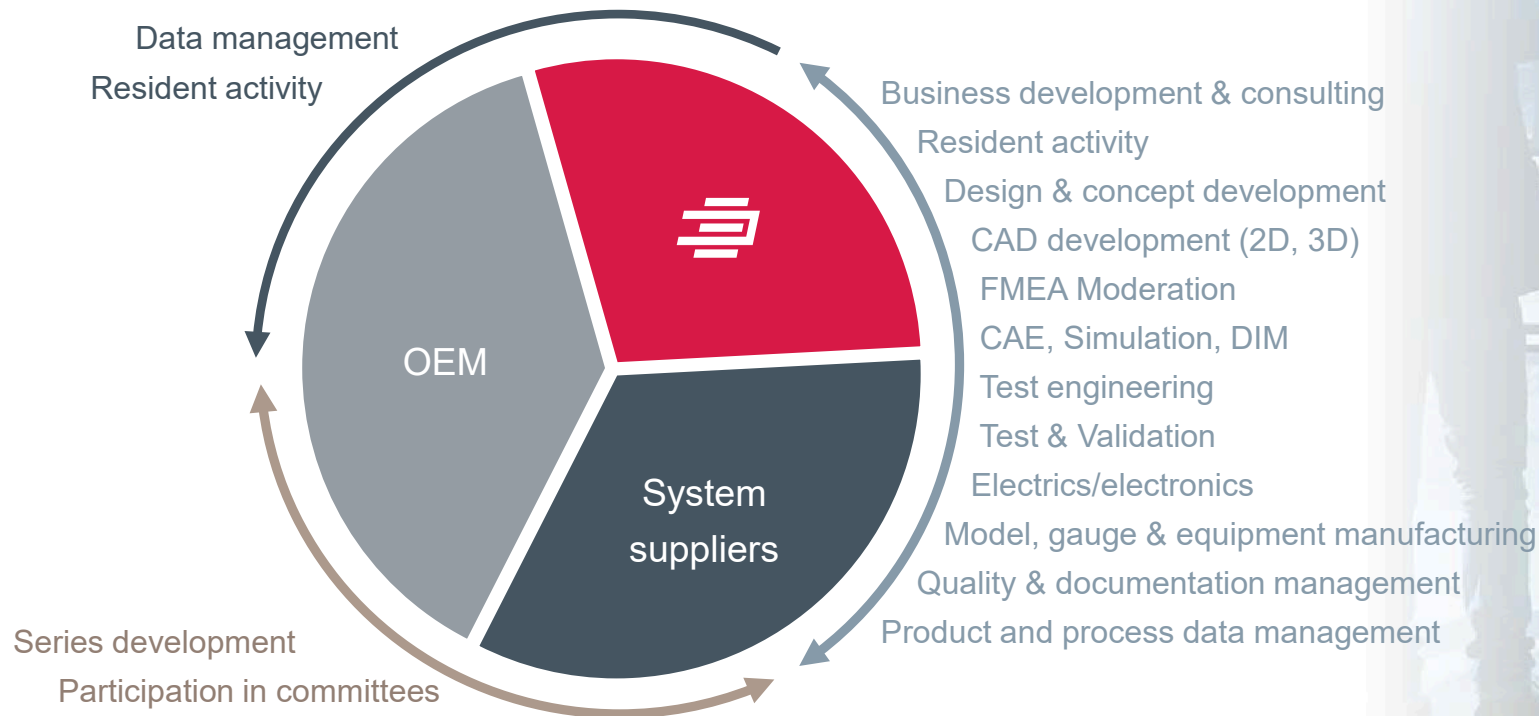
- Component engineering already finished
- Only responsible for proper production
- No liability to OEM if engineering has mistakes
- Exchangeable service



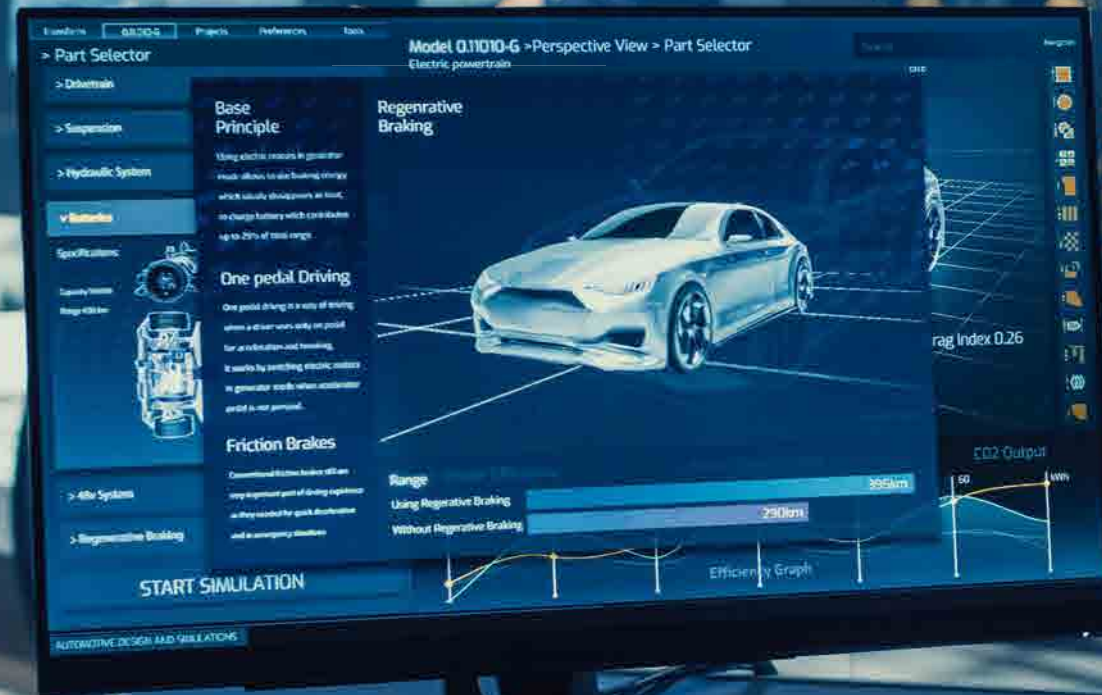
### **BUILD TO SPECIFICATION**

- Early start of development 3 years before SOP
- Responsible for engineering and quality of your product
- Participation in weekly meetings
- Adding your value and Know-How into the product

# OUR TIER 1 SERVICES



# CHALLENGES NEW PRODUCTS AND INNOVATIONS





**OEM**



## **STRATEGY FAIL**

- Explosion of different models
- Selling design before technique
- No real innovations
- Hold on combustion engine
- Overslept electric driving
- Overslept autonomous driving

**Supplier**



## **HARD TIMES**

- Small production lots, many variants
- Dieselgate → Concept STOPs
- New Products for eMobility
- COVID 19

## **HARD SITUATION**

- Enormous competition
- New products
- High capital investment

**Supplier**



## APPLICATION

- Application form
- Showcases
- Getting listed by purchase department
- Meeting technical department

## INNOVATION

- Sustainability
- New Products
- New Technologies
- Concept competitions



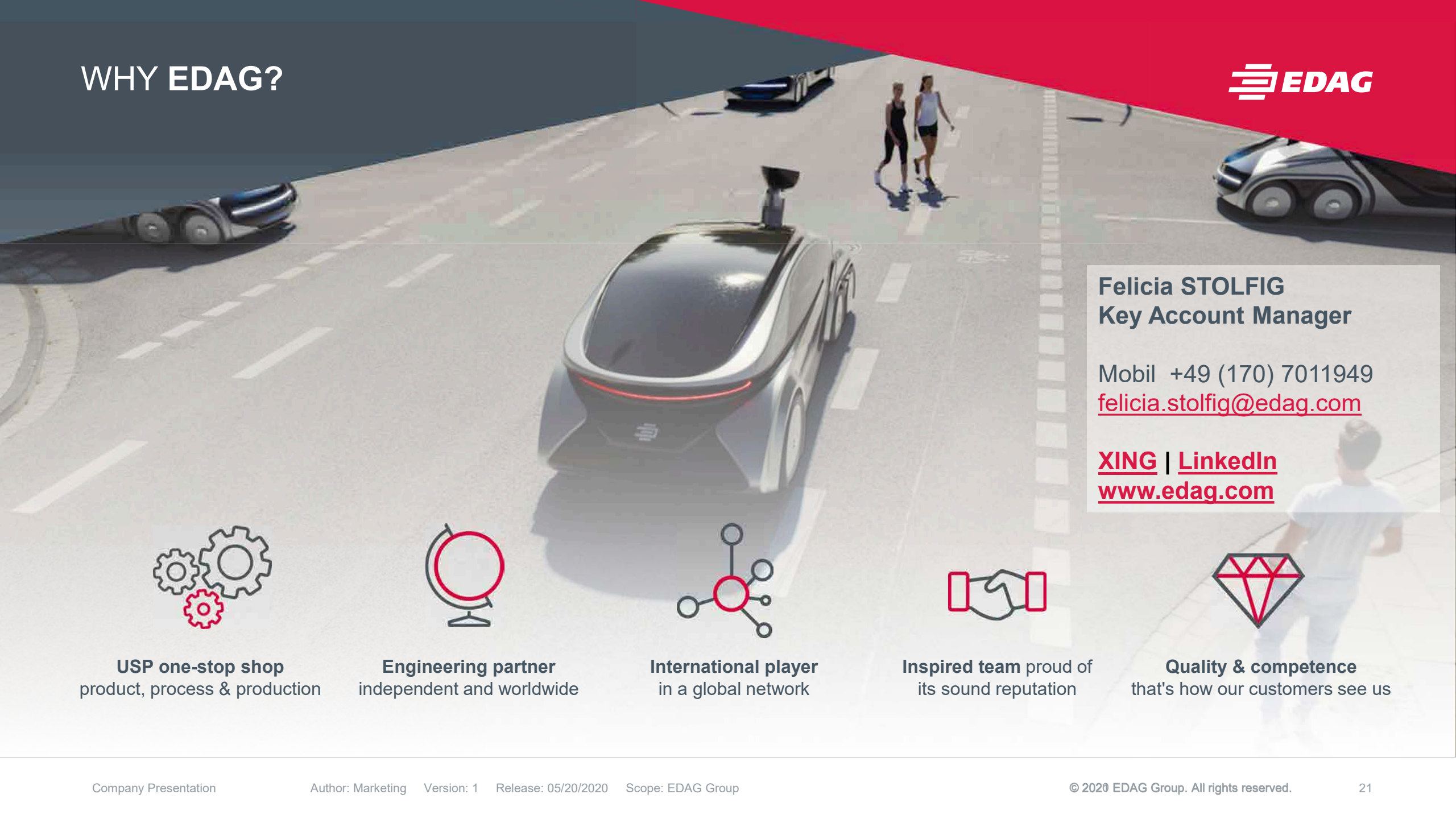
# CONCLUSION



- GLOBALIZATION
- CUSTOMER REQUIREMENTS
- DEPTH OF DEVELOPMENT
- NEW PRODUCTS AND INNOVATIONS



# WHY EDAG?



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**USP one-stop shop**  
product, process & production



**Engineering partner**  
independent and worldwide



**International player**  
in a global network



**Inspired team** proud of  
its sound reputation



**Quality & competence**  
that's how our customers see us