

# China Controls Key Resources

(Automobilwoche, 21<sup>st</sup> edition, 6<sup>th</sup> October 2008)

## Content:

The rare earth element metals are being used for catalysers and electrical engines and for manufacturing electrical and hybrid cars. These are being extracted exclusively in China. With a share of approx. 90 % of the annual worldwide production of approx. 110.000 t, China is the dominant player of the rare earth element exhaustion.

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# Countdown for REACH: Do Not Miss The Advanced Registration!

(Bayerisch-Schwäbische Wirtschaft, 10/2008)

## Content:

REACH means Registration, Evaluation, and Authorisation of Chemicals. With this EU-regulation, the chemical legislation shall be centralized and simplified Europe-wide. The advanced registration at the European Chemical Agency has started. The one who misses the 6-months deadline does not have to worry. The client who does not have a supplier for the beginning of 2009 does not have to worry, either. Thus, fully attention is offered for manufacturers, importers and user of chemicals.

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# The Great Engine Extinction

**(Automobilwoche, 20<sup>th</sup> edition, 22<sup>nd</sup> September 2008)**

**Content:**

The article is about the extinction of big engines. 8- and 12-cylinder engines as phase-out models, electrical engines as transition vehicles and fuel cells as future engines – downsizing is the favour of the hour. Taken these facts into account, foundries are massively constrained to question the capacities.

KW-Consulting-Group is pleased to assist you as a potential partner of this subject matter. Act now, to be able to produce on a long-term basis. Contact us now!

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# Daimler Swears on Hybrid Technology

**(Automobilwoche, 20<sup>th</sup> edition, 22<sup>nd</sup> September 2008)**

**Content:**

Daimler commercial vehicles want to become precursors regarding alternative engine technologies. Hybrid technology as a future option – developed by the Japanese competence center FUSO.

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# **Future Engine is Manufactured in Series**

**(Handelsblatt, 29<sup>th</sup> /30<sup>th</sup> /31<sup>st</sup> August 2008)**

## **Content:**

As a first automobile constructor, the Japanese manufacturer Honda has started the production of fuel cell automobiles in a small series. Nevertheless, the Honda-project is like a big field trial because the manufacturing costs for a mass production are too high. Honda is acting on the presumption that they can bring on the market a competitive fuel cell automobile for approx. 60.000 € only in 2020.

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# **KS Pierburg Is Developing System Competence**

**(Automobilwoche, 18<sup>th</sup> edition, 25<sup>th</sup> August 2008)**

## **Content:**

To ensure further growth, the Kolbenschmidt Pierburg – group relies on a series of new products for motor technology and electronics in 2008, as for example: new exhaust flaps, exhaust recuperation, pump concepts and extremely light materials.

For 2008, the Kolbenschmidt Pierburg – group counts on a moderate organic growth of 3 % regarding the turnover and with an earning improvement.

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## **To Cast Light and Precise**

**(Unternehmen Region, 2<sup>nd</sup> edition /2008)**

**Content:**

The growth cores „AL-CAST“ in Harzgerode and „Precision Cast“ in Leipzig are facilitating the CO<sub>2</sub>–savings for the automobile industry. 2 new aluminium alloys have been developed which are much more stable and lighter as before – even at temperatures over 200 degrees Celsius. The alloys shall be used as local fortifications in cylinder-crankcases of motor vehicle engines – here, they will reduce the weight and the friction.

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## **Growing Appeal of Euroguss 2008 Draws Record Attendance**

**(Cast Metal & Diecasting Times, July/August 2008)**

**Content:**

The article reports about the Euroguss Fair 2008 in Nuremberg which was the ideal venue for KW-Consulting- Group. On this occasion, the company informed its visitors from the die

casting industry of its role as an industrial branch-focussed consultancy group.

40 high-specialised industrial consultants are provided from a single source – thus, the company is presenting a potent network of experienced professionals within an extremely close-knit organisation. E.g., a client's original business plan is exceeded by a 2-digit percentage by a professional interim management offered by KW-Consulting-Group. Thanks to KW-Consulting-Group's creative and innovative problem solving, the clients frequently save over 15 % of the capital injection.

If your company is also intending to improve processes, logistics, technologies, products and services, do not hesitate to contact KW-Consulting-Group for a professional guidance in the direction of cost, technology and innovation leadership.

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# **Volkswagen is Selling More Automobiles in China than in Germany**

**(Die Welt, 15<sup>th</sup> April 2008)**

## **Content:**

Volkswagen – Europe's biggest automobile group – has sold 1,57 million automobiles to the worldwide clientele from January to March 2008. According to VW, this was 7 % more than before the one-year period. For the first time, Germany has been outplayed by China as biggest business market.

The sales were increased by 23,3 % in Brazil, the third

biggest market of the company. In Russia and India, the group achieved high growth rates with a delivery asset of respectively more than 45 %.

The deliveries decreased by 0,7 % in the US and in Western Europe, approximately 772.000 automobiles ( VW, Audi, Skoda, Seat, Lamborghini and VW-commercial automobiles) have been delivered.

Thus, the automobile manufacturer is achieving a record turnover within the first quarter.

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## **Romania – The Hands-Down Favourite**

**(Automobilwoche 4, 11<sup>th</sup> February 2008)**

### **Content:**

Romania is being favoured by Mercedes during its search for an additional production location for the follow-up generation of the A- and B-class. According to insiders, the balance tends to incline in the Romanian direction, although Poland is also being analysed as an alternative. The most current issue at Mercedes regards the decision on the future product concept and the potential locations. Labour costs of approx. 3,23 €/hour speak for Romania. Poland is already as an automobile location established, whereas Romania could be especially motivated to settle this industry.

Should you also be interested in a location within Romania, then KW-Consulting-Group is the right partner for you, as we

have accomplished the elicitation of a location within Romania for the presently biggest and most modern Aluminium foundry for motor blocks, which is still under construction.