

Mega-Fusion at ERZ

(Westdeutsche Allgemeine Zeitung, 2007)

Content:

BHP Billiton wants to take over Rio Tinto for 140 billion US-Dollar: new world market leader in mining-commodities increased the pressure on the steel groups.

PSA Shortens Product Cycles to 3 Years

(Automobilwoche, 20th edition, 24th September 2007)

Content:

PSA announces to shorten the model development of new passenger cars to approx. 30 % from the year 2009 to only 3 years. The goal is to also reduce the fixed costs by 30 % with the help of a rapid model change, bigger construction diversities and smaller volumes.

Other OEMs will not be able to deny this development but then again the pressure on the suppliers increases in that direction, that follow-up orders must be generated more rapidly and with a simultaneous risk of losing follow-up orders.

The KW-Consulting-Group helps suppliers to position themselves strategically even more optimal regarding this situation. In this respect, the slogans are: cutting of the setup time to less than one hour, minimization of the inventory towards zero

and paperless process regulation instrument.

New Winner in Harbour Report

(Automobilwoche, 20th edition, 24th September 2007)

Content:

The survey documents large differences in the productivity of big European passenger car plants. In compact cars, Nissan, Ford and Toyota are on leading positions in Germany and England. In case of small cars, there are Ford, Nissan and Citroen in Germany, England and France.

The KW-Consulting-Group helps you to equip your company in a way so that you will count Europe-widely and also globally to the leaders of your segment.

Outsourcing on Foreign Bench

(Automobilwoche, 20th edition, 24th September 2007)

Content:

The trend towards outsourcing of the OEMs is still uninterrupted. By the year 2010, the automobile manufacturers

will allocate $\frac{3}{4}$ of their automobile orders. Therewith, the outsourcing of the OEMs will increase by other 10 % to 75 % of the total volume.

KW-International optimizes your market strategy. Changes from ongoing consumers to the consumers of the future are being ideally prepared. The necessities of the future consumers are being secured by means of appropriate tools in your company, so that self-living structures can develop and advance out of it.

Takeover Market Branches Out

(Handelsblatt 182, 20th September 2007)

Content:

The author narrates of the decline of the private equity activities as a result of a credit and with it a financial crisis which is globally suggested. The author counts on further drops within the next time period. Not only the private equity societies and funds are thereof affected but especially companies which have already been taken over and have to refund within their credit lines.

The KW-Consulting-Group is available for affected companies for the global improvement of their solvency and of the companies' EBITs.

A Turning Point Towards Reasonability

(Automobilwoche, edition 2007)

Content:

The author is explaining to a continuously changing culture the onward increase of the meaning of the automobile as an expression of the self-ego. He deduces the extinction of the classic medium-class and explains the increasing trend towards sports utility vehicles (SUV) and with it the increasing trend towards small series even in case of the automobile field.

As a result, there are even shortened developing periods and concerning the OEMs an even quicker model change is to be countered with. This is related with the risk of each subcontractor of not being able to generate follow-up orders within global sourcing strategies during the model change.

The KW-Consulting-Group helps you with the ideal positioning of your company towards OEMs, TIER 1 and TIER 2.

Hydro-Aluminium Strengthens German Plant

(Handelsblatt 182, 20th September 2007)

Content:

The author explains the further upcoming investments amounting approx. € 2bn of the Norwegian conglomerate NORSK HYDRO until 2009. The goal of the group is to stabilize its current 5th place on the world scale and 3rd place in the processing field.

Should you also be interested in readjusting your company globally and strategically, then we would be pleased if you would contact Krapohl-Wirth Foundry Consulting GmbH. We would like to improve your strategy and to successfully support you within mergers & acquisitions.

Elegant and Resilient

(Mobil Nr 6 2007, Fascination Steel – paper 12)

Content:

Increasing aluminium prices and new manufacturing and design possibilities help steel rims to an unexpected comeback. A nice example where product and design strongly lean against the development of the resource markets.

Don't miss any trends. KW-International helps you now to powerfully position your company for tomorrow.

Europe's Suppliers Are in a Dead End

(Kurier, 11th January 2007)

Content:

The author gives MAGNA as an example and explains the changed strategy of the automobile groups vis-à-vis their suppliers towards the in-house increase of the value creation account of the suppliers. The resulting serious changes for MAGNA in the area of generating follow-up orders, personnel adjustment and result are being described.

The KW-Consulting-Group and the KW-International GmbH help you pre-emptively at the upcoming changes from outside and inside. Professional concepts make your company more crisis-proof.

China – a Global Power

(Auto Touring 1/2007)

Content:

The author briefly narrates the fact that in the year 2006, China – being on the overtaking lane – has for the first time produced more cars than Germany.

China:	7 million passenger cars
Germany:	6 million passenger cars

If you don't want to also be made dependent, talk to us in time. We have the right answers, strategies and visions for the future.