

# The Small One's Die Quietly

(Automobilwoche, 26<sup>th</sup> edition, 1<sup>st</sup> December 2008)

## Content:

While the politicians are discussing about warranties for Opel, the first suppliers are insolvent. Vehicle manufacturers grasp towards self-help measures in order to save their suppliers.

Approximately 200 mostly middle-sized companies of the industry confederation sheet metal forming, which make 75 % of their turnover with the automobile industry are in a serious jeopardy.

Until the end of 2009, 50.000 jobs of German suppliers and manufacturers could be eliminated.

Holger Härter, finance director at Porsche, has announced supporting measures for its suppliers. This is possible, because Porsche is ready to prefer the financing of expensive materials for the vehicle production – this way, a liquidity cushion for the contract partners is being created.

The experience shows that companies which do not give up their offensive attitude emerge invigorated from a crisis. KW-Consulting-Group helps you to avoid the anxiety which can lead to the inability to act and to find paths which help you emerge invigorated from the crisis.