

Semcon wins outsourcing contract for development of aftermarket information with Jaguar and Land Rover

The British automotive manufacturer Jaguar and Land Rover, part of the Ford Group together with Volvo Car Corporation, is to outsource its entire department for development of aftermarket information to Semcon Informatic. The partnership will run until further notice and includes some 50 people plus contracts with service providers.

The Service Development and Communication department at Jaguar and Land Rover is currently responsible for developing and translating aftermarket information. The responsibility includes everything from production of owner information to service and diagnostic information, as well as the production of training material for service technicians. This involves some 50 people plus service providers.

The transfer of staff and production responsibility from Jaguar and Land Rover to Semcon will occur gradually during the first six months of 2007. Operations will be run at Semcon's premises in Kineton, just outside Gaydon, where Jaguar and Land Rover has its development centre. Semcon established premises in Kineton in autumn last year, and since then has employed staff and completed both office and workshop space.

"The work to establish ourselves as an important supplier to Jaguar and Land Rover began two years ago when we acquired Pentech, which is a significant supplier of illustrations to the British auto industry. That this long-term and focused investment has now resulted in this important deal is real proof that our strategy is right," says Lars-Inge Sjöqvist, President of Semcon's business area Informatic.

"Our extensive experience of the auto industry and successful partnerships with both Volvo Car Corporation and Saab Automobile have been crucial for us to get this deal. The conscious effort over the past three years to be product-specific with our offer has also been of great significance in talks with Jaguar and Land Rover," says Johan Ekener, Vice President of Semcon's business area Informatic and responsible for partnerships.

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Semcon is 1,700 people with a passion for creating smart and effective IT solutions, user-friendly technical information and converting product ideas into sales successes. Today Semcon is active in Sweden, Australia, China, Germany, Hungary, Malaysia, Norway and the UK and via partners in Belgium, France, Portugal and Spain. Semcon had sales of SEK 1.5 billion in 2005 and is listed on the Small Cap list of the Stockholm Stock Exchange.