

Press release, 20 September 2011

Chinese car manufacturer outsources all development and production of aftermarket information to Semcon

Chinese car manufacturer CQAC (Chery Quantum Auto Co.) has chosen Semcon as its long-term partner for development and production of all aftermarket information for its future vehicle models. The contract will run over several years and will over time provide assignments for around fifty Semcon employees.

Semcon's business area for solutions and services within product information (Informatic) has signed an exclusive long-term contract with Chinese car manufacturer CQAC (www.chery-quantum.com), a joint venture since 2007 between Chery Automobile, China's biggest independent car manufacturer, and Israel Corp. The joint venture intends to develop Western-standard vehicles for China's domestic market as well as for export.

Semcon will be responsible for establishing and managing a complete organization for the development and production of aftermarket information, such as owner's information, spare parts information, diagnostic information, service information and the production of training material and training delivery to service technicians.

"Our extensive experience from the automotive industry and successful partnerships with other automotive manufacturers was crucial for getting this contract," says Johan Ekener, President of business area Informatic. "The most exciting part of this contract is possibly that we're getting to build an organization from scratch, and not take over an existing organization, which has been the case in our previous outsourcing contracts."

Initially the work will mainly be carried out in Europe, with the involvement of a number of Semcon's various offices. Within a year or two around fifty Semcon employees are expected to be involved in the assignment, of which a significant number will be from Semcon's Chinese organization in Shanghai.

"Being able to work with a major Asian automotive customer is very much in line with our long-term strategy," says Johan Ekener. "Now, we will be able to show in a very concrete way our ability as a global supplier to ensure delivery in a networked set-up of resources and expertise from sites around the world, where resources are the most available for the moment."

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Semcon is a global company active in the areas of engineering services and product information. The Group has more than 2,800 employees with extensive experience from many different industries. We develop technologies, products, plants and information solutions along the entire development chain and also provide many services including quality control, training and methodology development. Semcon boosts customers' sales and competitive strength by providing them with innovative solutions, design and solid engineering solutions. The Group had a sales of SEK 2.1 billion in 2010 and has activities at more than 40 sites in Sweden, Germany, the UK, Brazil, Hungary, India, China, Spain and Russia.