



Press Releases

"PREH GOES GLOBAL": PREH AND JOYSON PRESENTS THEIR INNOVATIONS TOGETHER FOR THE FIRST TIME IN A SHARED EXHIBIT BOOTH.

Bad Neustadt / Frankfurt, Germany At the IAA International Motor Show in 2011, Preh GmbH exhibited jointly at a shared booth with its new Chinese majority shareholder, the Joyson Group from Ningbo, China.

(Sept.13, 2011): Under the motto "Preh goes global," visitors to Hall 5.1, Booth A26 can find out about the latest innovations from the Bad Neustadt automotive supplier Preh as well as products from Joyson. Preh's show highlights include a center console with a black-panel-effect control surface and integrated touchpad control, a steering wheel concept with innovative LTK (lenticular) technology and ECUs for battery management on electric vehicles. Preh is also exhibiting a gear selector lever that features an innovative haptic design.

The Joyson group's first-ever presence at the IAA focuses on air vents, day/night rearview mirrors, fluid systems for windshield washer functions and DVD navigation and multimedia equipment for the aftermarket.

Working together as a tightly knit team, Preh and Joyson are exhibiting at the IAA as a fast-growing group of German/Chinese suppliers who have complementary product portfolios and are joining hands to develop mutual potentials in the global market for automotive electronics.

"The 'Preh goes global' slogan expresses how Preh intends to use its strong market position in Europe and North America as the foundation for working with Joyson to really take off in China too. At the same time, we will support Joyson in its entry into the North American and European market," said Dr. Michael Roesnick, president of Preh GmbH. "Preh and Joyson Automotive will operate as separate divisions under the parent company Joyson Holding. "We will provide each other with mutual support when it comes to sales, but will continue to be accessible to our customers via the same contact persons," Roesnick continued.

A new Preh plant in China

A new plant that the German supplier and Joyson have built in Ningbo, China plays a key role in Preh's internationalization strategy. The new production site, which has a floor space of 8,000 m², went into operation in September 2011. Steering wheel multifunction switches and climate control systems for the Chinese market are among the first Preh products that were manufactured there. The European and North American markets will continue to be served by the existing Preh production sites in Germany, Portugal, Mexico and Romania.

The Preh group of companies is active globally and has more than 2,600 employees in Germany, Portugal, the USA, Mexico, Romania and China. Its headquarters is in Bad Neustadt an der Saale, Germany. The company was founded in 1919. In 2010 it achieved sales of €351

million. Preh's development and production competence focuses on interior climate control and driver control systems, sensors, ECUs and assembly systems for leading automotive manufacturers.

The Joyson Group of Ningbo, China, which supplies automotive components and also has a real estate division, had 1,800 employees in 2010 and sales of approximately €200 million. Joyson's automotive area consists of the companies Joyson Automotive Ningbo, Changchun Joyson, Bosen Corporation Ningbo and Huade Plastics Shanghai. In 2010 the division achieved sales equivalent to €125 million.