

Business and Development In North Africa

# **VW GROUP & THE TUNISIAN AUTOMOTIVE MARKET**

## *Summary :*



### □ VW Group in a nutshell

- Volkswagen brands
- Key figures
- VW assembly plant Location

### □ VW Group in Tunisia

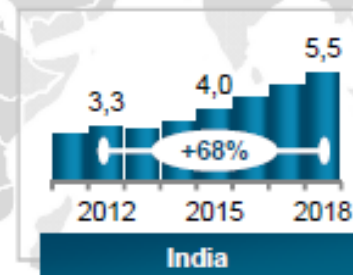
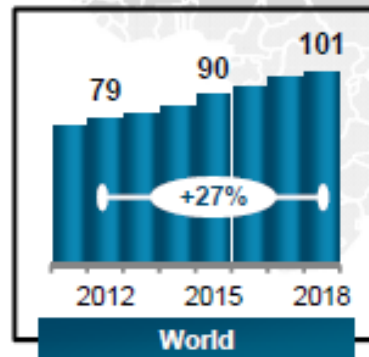
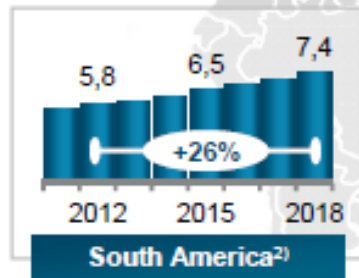
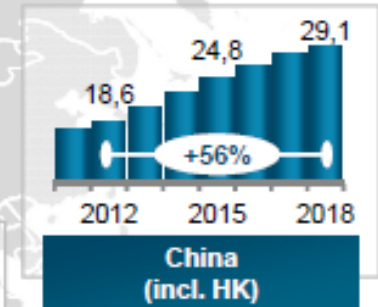
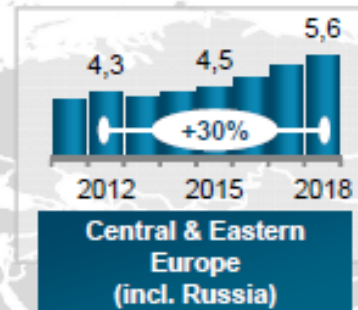
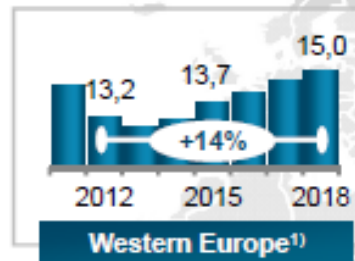
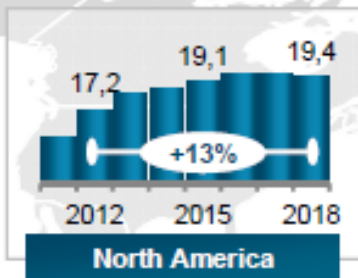
- Regional sourcing office
- Supplier 1st tier
- Supplier as 2<sup>nd</sup> / 3<sup>rd</sup> tier and potential supplier
- On going projects

## Brands of Volkswagen Group

Automotive Division		Financial Services Division
<p><b>Passenger Cars</b></p>  <p>Remaining companies</p>	<p><b>Commercial Vehicles / Power Engineering</b></p> 	<p><b>Volkswagen Financial Services</b></p> <p>VOLKSWAGEN FINANCIAL SERVICES <small>AG FINANZDIENSTE</small></p> <p>Europe / Asia-Pacific / North and South America</p> <p><b>Financial Services</b> USA / Canada / Spain / Argentina</p> <p>Scania Financial Services MAN Financial Services Porsche Holding Financial Services Porsche Financial Services</p>

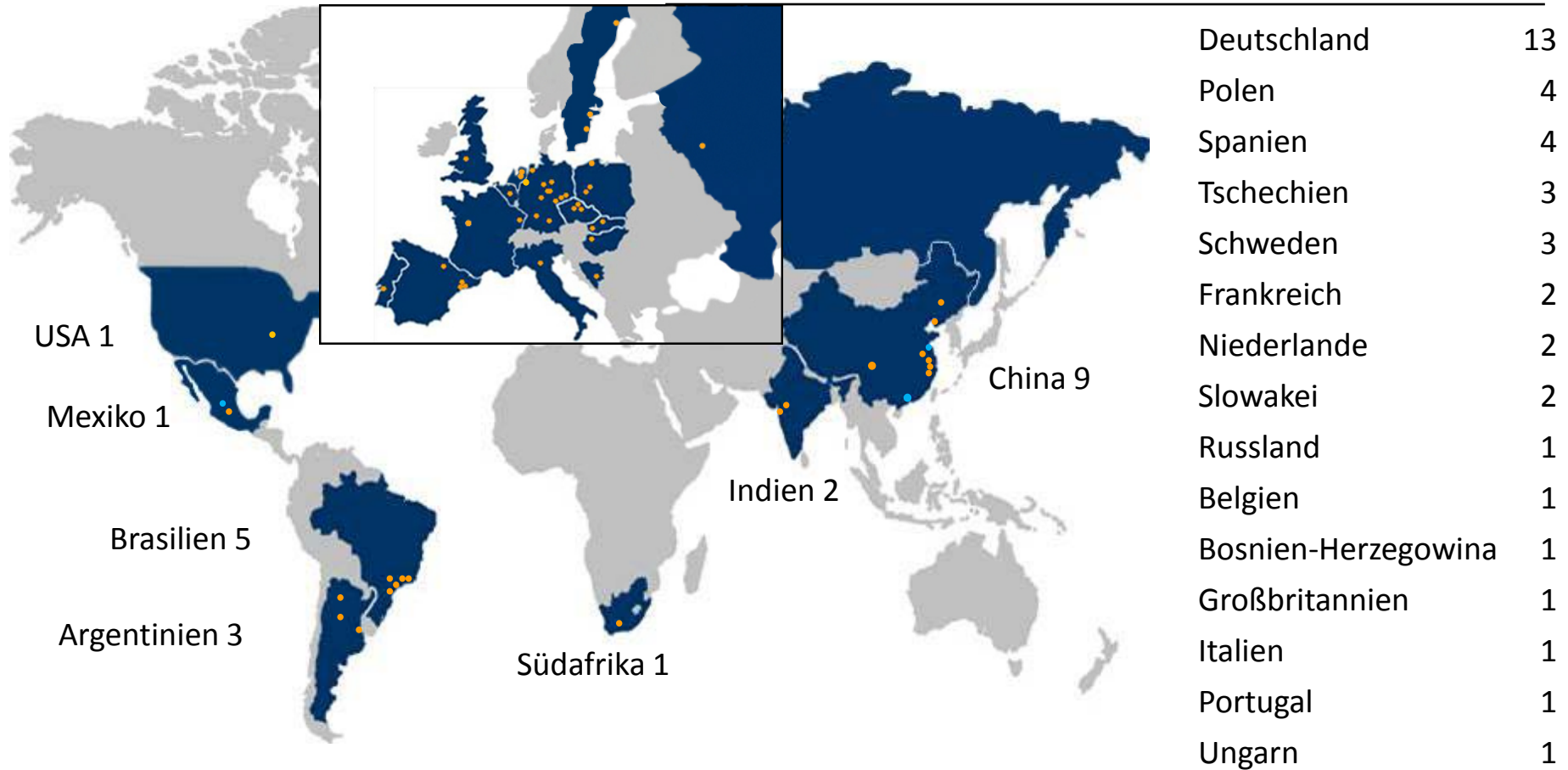
## Key sales :

Market growth 2012 – 2018 (million units)



<sup>1)</sup> Includes Cyprus and Malta  
<sup>2)</sup> Includes Central America and Caribbean  
 Source: IHS Automotive (data status: July 2013), rounded  
 Note: Market = Cars and LCVs

## Volkswagen Group assembly plant



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## *Regional Sourcing Office*

In the aim of increasing its suppliers' panel and scouting the various international markets, Volkswagen Group has about fifteen offices of Sourcing all over the world. These offices represent an interface between the central purchasing team of VW and the suppliers.

The regional Sourcing office in Central Europe, which is based in Italy, is in charge of purchasing activities in Central Europe and North Africa and has three representatives buyers who are located in Tunisia, Egypt and Israel.

 **Regional sourcing office-  
RSO Central Europe &  
North Africa – Turin (Italy)**

 **Local buyer VW  
group**

 **Scouting and  
purchasing area for  
the RSO**





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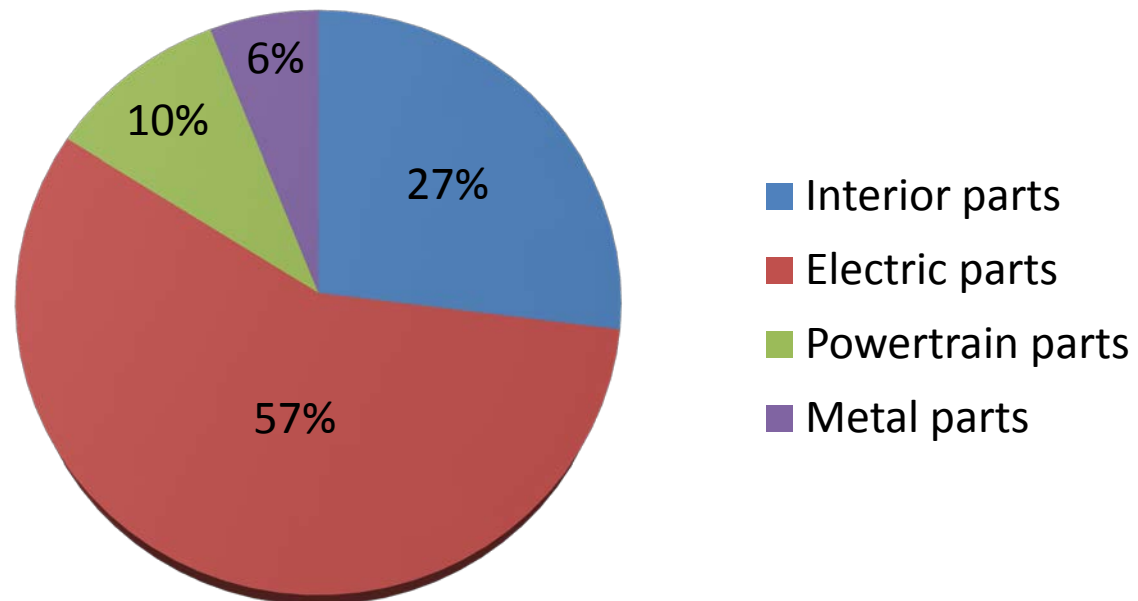
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- Regional sourcing office
- **Supplier 1st tier**
- Supplier as 2<sup>nd</sup> / 3<sup>rd</sup> tier and potential supplier
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<b>Supplier VW Group 1st tier</b>				
<b>Group</b>	<b>Supplier VW Group</b>	<b>Country</b>	<b>City</b>	<b>Products</b>
	AAF	Germany	Sousse	Harnesses
	AUTOLIV Steering Wheel	Germany	El Fahs - Ennadhour	Steering wheel
	CLERPREM	Italy	Menzel Jmil	armrest
Elloumi	COFAT	Tunisia	Sidi Hassine	Harnesses
	COROPLAST	Germany	El Kef - Hammamet	Harnesses
Caveo	COTREL	Tunisia	Borj Cedria	Springs
Calearo	FAUCON	Italy	Zaghouan	Antenna
	FAURECIA	Tunisia	Ben Arous	Automotive seating
	KROMBERG & SCHUBERT	Germany	Beja	Harnesses
Leoni	LEONI	Germany	Sousse	Harnesses
Draxlmaier	METS	Germany	Sousse	Harnesses
Marquardt	SAEE MARQUARDT	Germany	La Soukra	Sensor
Draxlmaier	SATE	Germany	El Jem	Harnesses
Draxlmaier	SATS	Germany	Seliana	Harnesses
UFI	SOFIMA	Italy	El mghira	Filter
	SUMITOMO ELECTRIC BN	Japan	Jendouba	Harnesses
Draxlmaier	UATS	Germany	Sousse	armrest
	YAZAKI	Japan	Menzel Jmil	Harnesses
	Valeo	France	Ben Arous	Climatronic

% Parts

### Supplier 1st tier VW in Tunisia



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2<sup>nd</sup> 3<sup>rd</sup> and potential supplier

Commodity	Supplier VW Group	City	Products
Electric	Coficab	Sidi Hassine	Cables
	PEC	Plastic injection – Steering wheel	Zaghouna
	<i>Schlemmer</i>	Cable	Fouchana
	<i>ASK Group</i>	Antennas	Manouba
	Amphenol	Harnesses	El Fahs
	<i>Asteel flash</i>	Electrical filters	Fouchana
Interior	Nief Plastic	Plastci mounting elements	Fouchana
	<i>Alva</i>	Tunis	Airbag
	<i>IPS</i>	Sousse	Plastic parts
	<i>KKT &amp; WHE</i>	Sousse	Knobs and gearshift lever cover
	<i>Thomas Tunisie Plastic</i>	Megrine	Plastic injection
	Mora	Hammam Zriba	Plastic injection and painting
Exterior	SKG	Sfax	Coating metal parts
Powertrain	<i>Dytech Automotive</i>	El mnihla - Tunis	Air conditionning, hydraulic Hoses

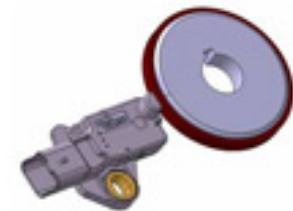
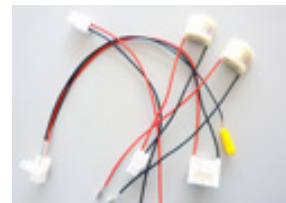
## ASK Group

<b>Foundation</b>	1965 ( 2011 in Tunisia)
<b>Business</b>	Design, development, production and distribution of high quality car audio and antennas systems (loudspeakers, subwoofer boxes, amplifiers, antennas, cables) for global audio and communication systems market
<b>Location</b>	Italy, Germany, Poland, Brazil, China, Tunisia
<b>Certifications</b>	ISO / TS 16949 Group certification
<b>Products in Tunisia</b>	Antenna cables
<b>Customers</b>	ASK Group for Fiat, RSA, PSA
<b>Employees</b>	90 In Tunisia



## Asteel Flash

<b>Foundation</b>	2000 In Tunisia
<b>Business</b>	Manufacture mecatronic parts, cutting and stamping, overmolding, assembling component, test
<b>Location</b>	23 countries in the world
<b>Certifications</b>	
<b>Products in Tunisia</b>	Sensor, antennas, Electrical filters for fuel pumps
<b>Customers</b>	Valeo - TI automotive – Emerson



## ALVA Tunisia

<b>Foundation</b>	1982 - first airbag line set up in Tunisia (2000)
<b>Business</b>	Design and production of airbags for the automotive industry
<b>Location</b>	Tunisia – Sweden - Portugal
<b>Certifications</b>	ISO TS 16949
<b>Products in Tunisia</b>	Sewn air bags (passenger, thorax, driver, IC) – Inflatable helmets for bicycling
<b>Customers</b>	Automotive: Autoliv – KSS helmet: Hövding





**KKT&WHE**

<b>Foundation</b>	2007
<b>Business</b>	Producing Handle of gearbox for VW Polo, Up and Amarok: processing of leather and assembling with the plastic parts.
<b>Location</b>	Tunisia - Germany
<b>Certifications</b>	ISO 9001
<b>Products in Tunisia</b>	Gear shift knobs and covers – harnesses and cables
<b>Customers</b>	KKT Frölich for VW – WH Elektronik
<b>Employees</b>	108



## Dytech automotive

<b>Foundation</b>	
<b>Business</b>	Production center fuel lines A/C kit P/S kit
<b>Location</b>	Tunisia – Italy – Brasil – China – Argentina – France – Turkey – Russia - Mexcio
<b>Certifications</b>	ISO TS
<b>Products in Tunisia</b>	air conditioning hoses assembly - Fuel filter neck
<b>Customers</b>	GM – Renault



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This is a list of some projects on going for VW with suppliers located in Tunisia (2014) :

Désignation	Products	Fournisseur	SOP
MOVO EA211	Harnesses	Coroplast	KW01/14 KW22/13 KW22/14 KW05/14
MOTORVERKAB. MQB	Harnesses	Leoni	KW01/14
SONNENSENSOR	Sensor	ACT	KW27/13
LEITUNGSSTRAENGE	Harnesses	SATE (Dräxlmaier)	KW22/13
KSK KALK-MODEL MOT KSK, KALK-MODEL IN	Harnesses	SE Bordnetz	KW22/14
Projet B8 (New passat)	Harnesses	SE Bordnetz	KW 35/14 SOP VW
PQ26	Climatronic	Valeo	KW6/14 SOP VW

THANK YOU !

