

## Press Release

### **JOYSONQUIN Automotive Systems Strengthens Position in Auto Markets with New Global Organizational Structure**

German-Chinese specialist for high-quality auto interior trims establishes new R&D center in Troy/Michigan

**Rutesheim/Germany – Ningbo/China, September 12, 2019** -- JOYSONQUIN Automotive Systems (JOYSONQUIN) today announced a new global organizational structure for the German-Chinese company. JOYSONQUIN, formed after the March 2019 merger of Joyson Automotive with QUIN, will strengthen its position as a global specialist for automotive components and high-quality auto interiors in North America, China and Europe. Mr. Yuda Liu, member of the Board of Directors of Joyson Electronics, will serve as Chairman of JOYSONQUIN while Mr. Uwe Vander Stichelen was named Chief Executive Officer to the new organization. An integral part of the new structure are three competence and R&D centers in Troy/Michigan, Rutesheim/Germany, and Ningbo/China with specific market expertise and the ability to support other JOYSONQUIN units in gaining access to respective markets. JOYSONQUIN will optimize resources to enhance innovation and market development as it seeks to better serve global markets.

“Our new organization will improve communications and allow us to tap our HR potential in a much more focused manner. JOYSONQUIN now is a truly global company”, said its Chairman Liu. “Our new organizational structure will enable us to focus our innovation potential, make more targeted use of resources and help achieve significant savings in purchasing. Improved cost structures and the benefits of global synergies were key drivers in our decision to adopt a new global structure,” added Liu.

The main goal of the new organization is to position the company as global specialist in auto interior and high-end functional components, and to exploit business opportunities in the United States, Asia and Europe in a more consistent manner. In addition to serving existing key accounts even quicker, the focus will be on adding new customers and markets.

CEO Uwe Vander Stichelen explained: "Simpler processes and the pooling of talent and technical expertise from both companies will be instrumental in helping us access markets and assuring a steady product supply. We will now be in a position, for instance, to offer intelligent automotive air-vents, which to date are developed and sold predominantly in China, to our customers in North America and Europe. In working closely with our Ningbo competence center, we see excellent market potential in China for our high-end interior trim components made in Rutesheim."

The new organization will strengthen existing R&D centers in China and Germany and enhance performance of the new R&D center in Troy/Michigan. The new facility employs 12, predominantly engineers and technicians, and provides technical support services for customers in addition to the entire JOYSONQUIN product range.

### ***About Joyson/JOYSONQUIN***

*The Joyson Group, founded by Jeff Wang in 2004 and based in Ningbo/China, is among the 30 largest global automotive suppliers. Its divisions include JOYSONQUIN (automotive components), Preh-Group (automotive electronics) and Joyson Safety Systems.*

*QUIN was founded in 2003, following the merger of Rössler & Weissenberger and Grossmann, both based in Stuttgart/Germany. Quin, a specialist for high-quality auto interior trims, has been part of the Joyson Group since 2015. In March 2019, Quin merged with sister company Joyson Automotive to become JOYSONQUIN Automotive Systems with headquarters in Rutesheim/Germany. The company employs 4.000 people in the United States, Germany, Poland, Romania, China and Mexico. Among its customers are General Motors, FORD, Audi, BMW, Daimler and Peugeot Citroen.*

[www.joysonquin.com](http://www.joysonquin.com)

### **Editorial Contact**

Carsten Deuster  
SK medienconsult GmbH  
Tel.: +49 (0)211-5579450  
Cell: +49 (0)172-1741295  
E-Mail: [carsten.deuster@sk-medienconsult.de](mailto:carsten.deuster@sk-medienconsult.de)