# Haldex

### **Strategic Direction**



Haldex is a vehicle technology company.

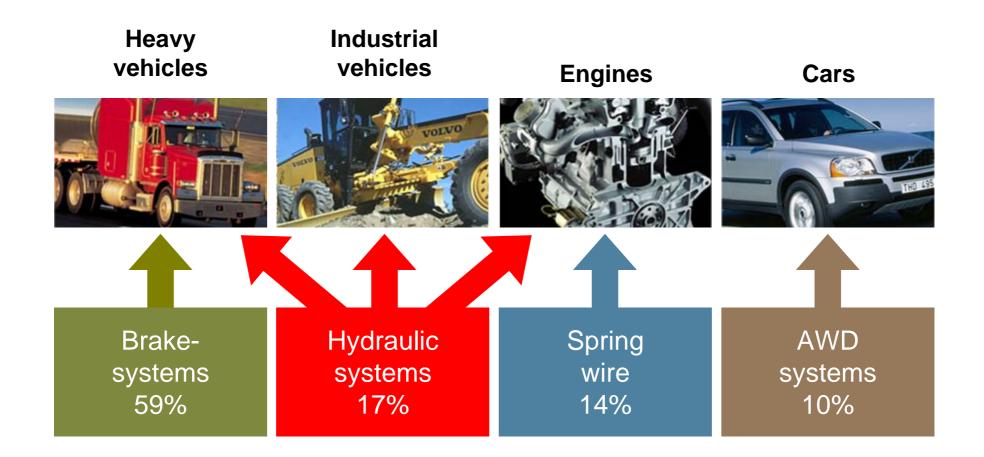
We offer proprietary and innovative solutions to the global vehicle industry.

We focus on products that improve

- Safety
- Environment
- Vehicle dynamics.

### **Customers & Products**

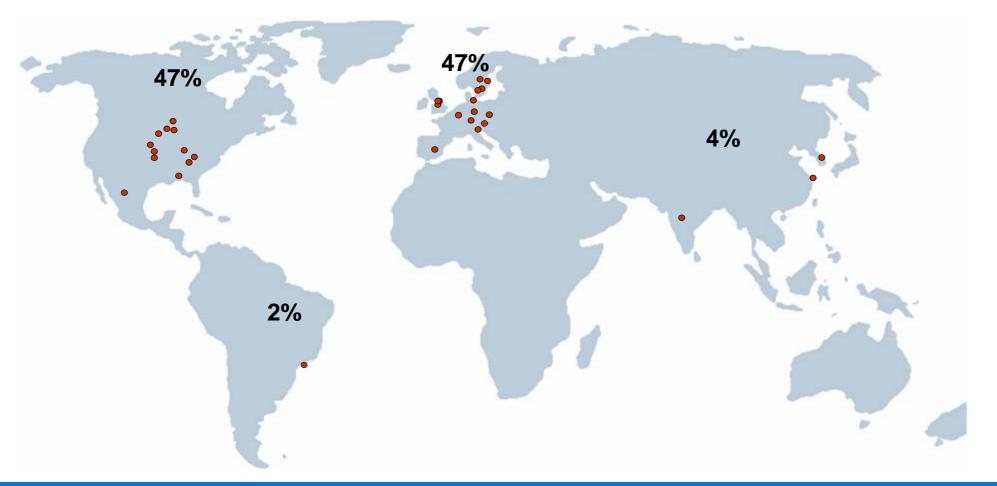




### **Global presence**



- Annual sales ~ 7.5 BSEK (~ \$1,000 m)
- 4,800 employees
- Production in North America, South America, Europe and Asia



# **Brake Systems**





#### Air Management







Air dryer systems





Air cleaner







EBS







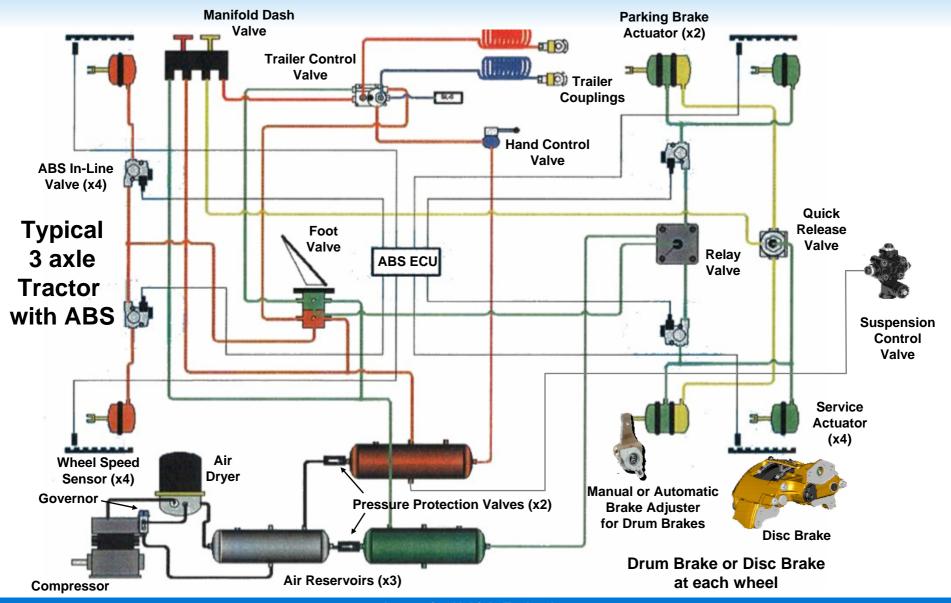
Brake chamber



ABS

## System Competence





Innovative Vehicle Technology

### **Power Systems**





### Lift systems

- Construction & Forklifts
- Truck tailgates & Axles
- Aerial work platforms

### **Other Power Systems**

- Dump truck compaction
- Power steering
- Emergency brake & steer
- Commercial mowers & Ag equipment









## **Engine Products**





- Advanced wire products
- Fuel transfer pumps
- Cooling fan drive systems
- Crank case ventilation gas cleaning – Alfdex
- Fuel saving EGR systemsVarivent



### **AWD Systems**

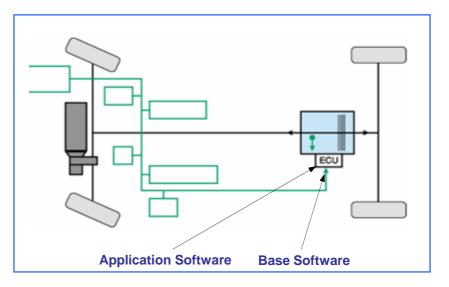




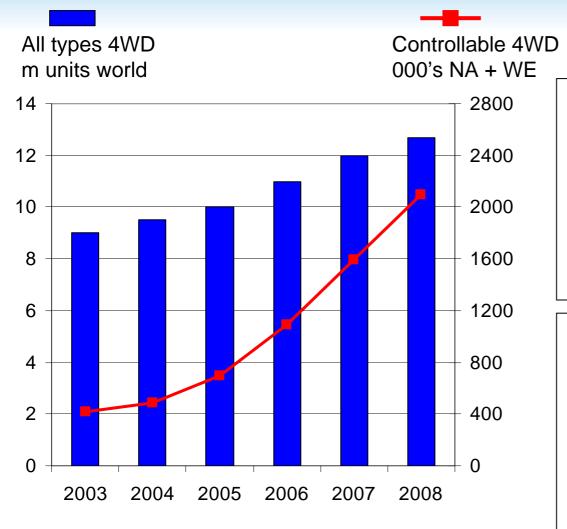


Electronically controlled system

- Automatic & extremely fast
- Improved safety & traction
- Compatible with ESP/ABS
- Optimized vehicle dynamics



### **Business Conditions - Market Upturn**



Light vehicle growth ~ 3 %

> 4WD penetration 18 %  $\Rightarrow$  23 %

Haldex

- 4WD CAGR ~ 6.5 %
- Controllable 4WD CAGR ~ 20 % in NA + EUR
- End of 2005 a slow down in sales of SUVs
- Medium and long-term growth pattern looks promising, increased usage of AWD on passenger cars and increased usage of crossovers.

### **Global Customer Base**





#### Truck & Bus DAF, Daewoo, Dong Feng, FAW, Ford, Freightliner, Hino, Hyundai, Iveco, Kenworth, Kia, Mack, MAN, Telco, Mercedes, Navistar, RVI, Volvo, Peterbilt, Scania

#### **Axle & Trailer**

BPW, Dana, Fruehauf, General Trailer, Great Dane, Kögel, ROR, SAF, SESR, SMB, Trailor, Utility, Wabash



Cars

VW (Golf, Bora, Beetle Rsi, Sharan), Audi (Audi A3/S3, Audi TT), Skoda (Octavia), Seat (Leon, Alhambra), Volvo (S60, V70, S80, XC70, XC90), Ford Mercury, Bugatti Veyron, Land Rover



#### Forklifts

Atlet, Toyota (BT, Raymond, Prime Mover), Jungheinrich, Linde, NACCO (Hyster, Yale), Rocla, Crown

#### Construction

Bobcat, Caterpillar, Dana, Dynapac, Genie, Grove, Komatsu, O&K, Vögele Weyhausen, Volvo Construction Equipment

#### Tailgate/Bogie

Behrens, Bär, Dautel, Interlift, Ray Smith, Volvo Scania, Sorensen, Zepro



Engines Caterpillar, Cummins, DAF, Detroit Diesel, Mercedes, Scania, Volvo

#### **Springs**

Associated, Matthew Warren/Automatic, Meritor Suspension Systems, Muhr & Bender, Peterson, Renault, Scherdel

### **Competitors and Market Shares**

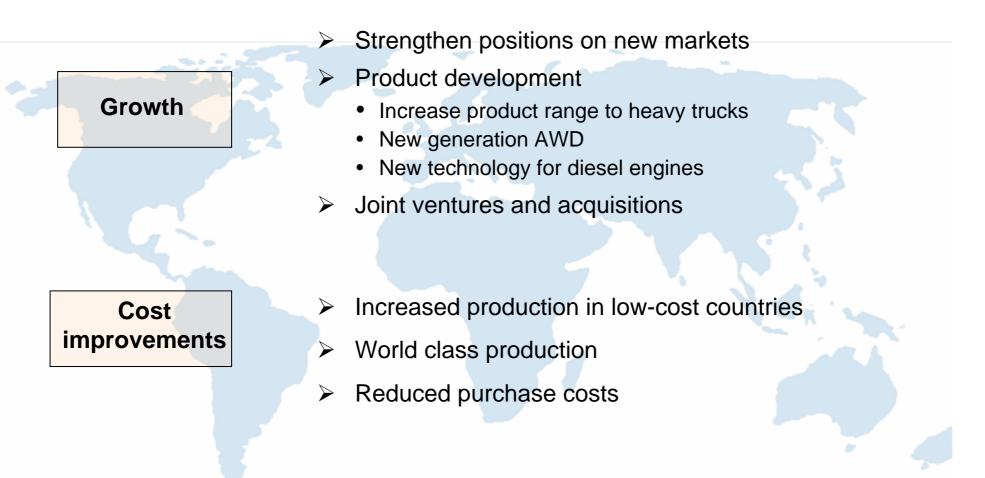


	Brake Systems	<b>Competitors</b> Arvin Meritor Knorr Bremse Wabco	<ul> <li>Haldex market shares</li> <li>Overall ~ 15%</li> <li>By product 5 - 65%</li> </ul>
	AWD Systems	Borg Warner GKN Magna Drive Train Torsen Toyoda	<ul> <li>All AWD types ~ 5%</li> <li>Controllable AWD ~ 35%</li> </ul>
	Power Systems	Bosch Eaton Parker Hannifin Sauer Danfoss	<ul> <li>Overall ~ 10%</li> <li>By product 5 – 35%</li> </ul>
	Engine wire Products	ASW Kiswire Suncall Suzuki	<ul> <li>Overall ~ 30%</li> <li>By product 20 – 35%</li> </ul>
Innovative Vehicle Technology			

### **Strategic Pillars**

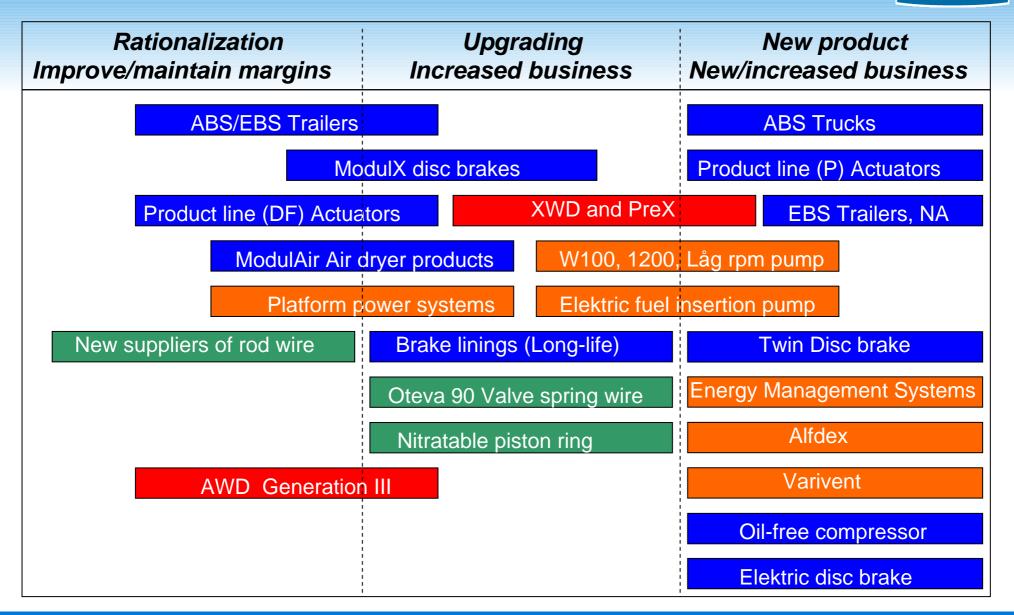


### Focus on profitability



## **Product development**





### Challenge



That in a business with an annual growth of 2-3 % find niches that have higher growth

### **Product Data**



Haldex has grown:

- organically
- by mergers and acquisitions

Therefore a complex structure of

- organization
- ERP systems
- CAD systems
- PDM or Product definitions

### **Product Data**



Customer base:

- global
- different standards
- different CAD
- different requirements
- different ECM

Requires agreements on conversion Haldex data to their standards.

### **Product Data**



Communication:

- e-mail
- CD
- EDI
- Direct, e.g. VW