

Innovation in Mechatronics: Brose at Auto Shanghai 2013



Many automobile manufacturers take the chance to inform themselves on the products of Brose for the Asian markets. In the photo: Thomas Spangler (President Brose Asia, first on the left) and Klaus Roos (Leiter Brose Sitzsysteme China, third on the left) explain to Frank Deiß (President and CEO of Beijing Benz Automotive (BBAC)) the advantages of the extra light seat structure.

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The international automotive supplier Brose is presenting its range of products for the Asian market at the 15th Shanghai International Automobile Industry Exhibition until April 29, 2013. With some 2,000 exhibitors from 20 nations, Auto Shanghai has become one of the major international motor shows worldwide in addition to the Frankfurt Motor Show (IAA). It is the sixth time that Brose is attending this exhibition, where it is showcasing its expertise in door, closure and seat systems as well as electric motors under the motto "Innovation in Mechatronics" at a new 360 square meter booth. "Our participation in Auto Shanghai demonstrates just how important the Chinese market is to us. We received a positive response from the media and trade visitors to our products," says Jürgen Otto, CEO of the Brose Group."

Great interest among trade visitors and the media

On the first two days of the trade fair, some 750 high-ranking decision makers came to see Brose's booth. "I am quite pleased with the conversations we've had. Our customers have acknowledged that our mechatronic competence in Asia clearly distinguishes us from other suppliers. This means that we need to maintain and further expand our competence leadership," explains Thomas Spangler, President Brose Asia.

The visitors showed particular interest in products that meet the rising demand for more safety, comfort and efficiency. Examples are Brose's hands-free liftgate opening and closing system and additional functions for rear seats such as the foot rest or screen

adjuster.Auto Shanghai goes until April 29, 2013. The Brose booth can be found in hall N4/
B010.