



HP Pelzer Group

Automotive Acoustic Systems and Trim Parts

Innovation with Design in the Automotive Industry

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Introduction

“Innovation with Design in the Automotive Industry”

Designmanagement Processes used as an integrational Strategy in the Automotive Supplier Business

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Automotive Acoustic Systems and Trim Parts

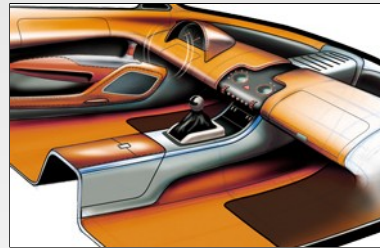
- The HP Pelzer Group develops and produces a broad range of acoustically effective parts for internal and external use on all existing vehicle constructions worldwide. From the mass production vehicle up to the superluxury sedan on a standardized product toolkit base.

Engine Compartment



- Hood absorber
- insulation dash
- insulation tunnel
- under shield
- absorptive heat shield
- engine encapsulation
- wheelhouse lining
- trim underbody

Passenger Compartment



- trim A-B-C pillar
- insulation dash
- insulation floor
- insulation below seat
- carpet
- roof liner
- package tray
- side trim panel
- cover instrument panel
- expandables (baffles)

Luggage Compartment



- tailgate partition wall
- trunk floor
- side trim panel
- wheelhouse insulation
- tailgate closing wall
- spare wheel cover
- cover trunk lid

Exterior



- bumper
- wheel arch liners
- areodyn. undershields

Basic Facts HP Pelzer Group

HP Pelzer Group

14	Countries
30	Locations
5	R & D Centers
1	Tooling/Engineering Centers
7	Competence Centers
3.900	Employees
571	Mio. Euro Turnover 2005

Organical growth of the HP Pelzer Group since foundation without acquisitions

- The HP Pelzer Group was founded in 1969 by Helmut Pelzer in Witten/Ruhr/Germany.
- The special application of polyurethanfoams for optimizing vehicle acoustics led to a continuous growth in sales, so that in 1979 the first foreign base Waterford/Ireland could be set up.
- In 1984 the construction of a development center in Speke/Great Britain followed and already in 1986 the construction of another development center in Incheon/South Korea took place.
- With opening the plant in Puebla/Mexico in 1990 Pelzer went to Central America.
- In 1991 the East European market was included with the establishment in Plzen/Czech Republik.
- The acquisition of Vegroteppichboden GmbH in Kirschau/Germany allows the independent development and production of needle punched carpets since 1993.
- In 1995 Pelzer Automotive Systems Inc. took up his activity in the North American market.
- The partial acquisition of Rossifloor in Marano Vicentino/Italy allows the independent development and production of tuftingcarpets since 1999.
- With the opening of another co-operation in China this year the HP Pelzer Group owns today 30 establishments worldwide.



HP Pelzer Group – Worldwide Locations



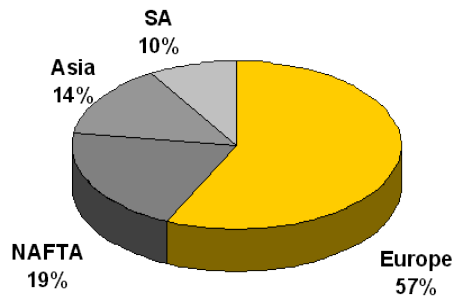
Customers

- Our customers and partners include the world's most important car manufacturers.

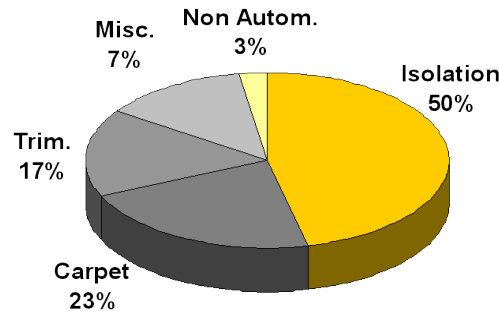


Region – Products – Customers

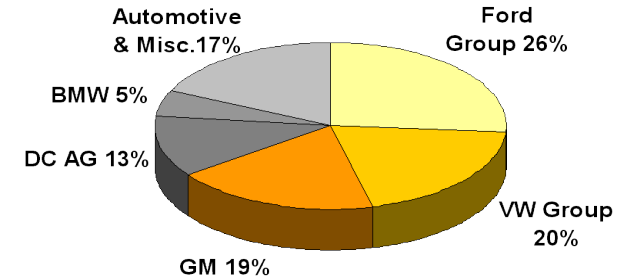
Region



Products



Customers



- The HP Pelzer Group produces worldwide more than 180.000 automotive parts per day

- Partnership and cooperation of the HP Pelzer Group with:

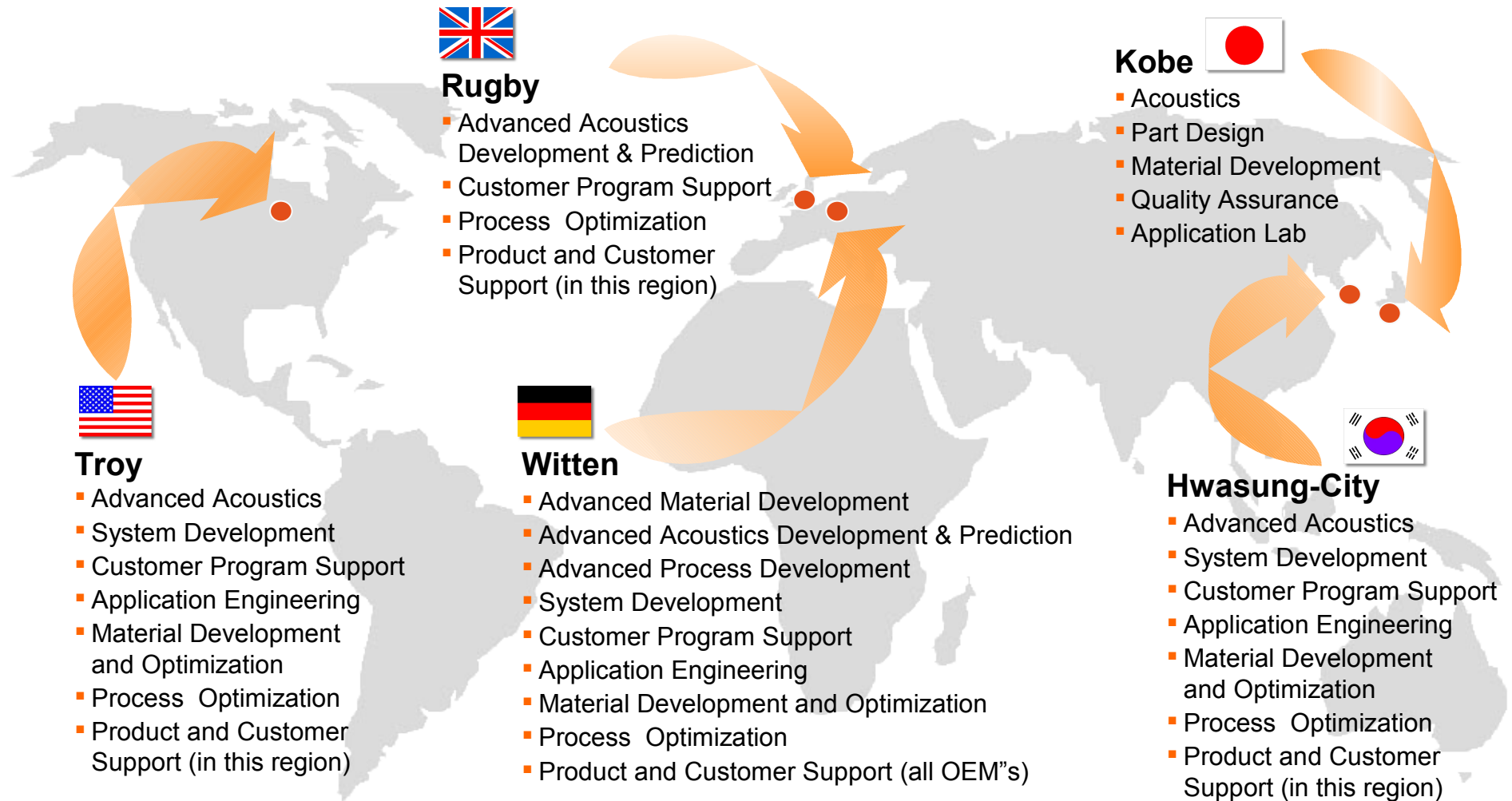
GM	since 35 years
DaimlerChrysler	since 20 years
BMW Group	since 19 years
Ford Motor Company	since 15 years
VW Group	since 14 years

HP Pelzer Group – A Full Service Supplier

- The HP Pelzer Group serves its customers as a full service supplier from the very beginning of a project until the end of production.
- In five R&D-centers worldwide highly skilled, fast and flexible individuals develop and implement custom made acoustic solutions on a standardized product toolkit base.



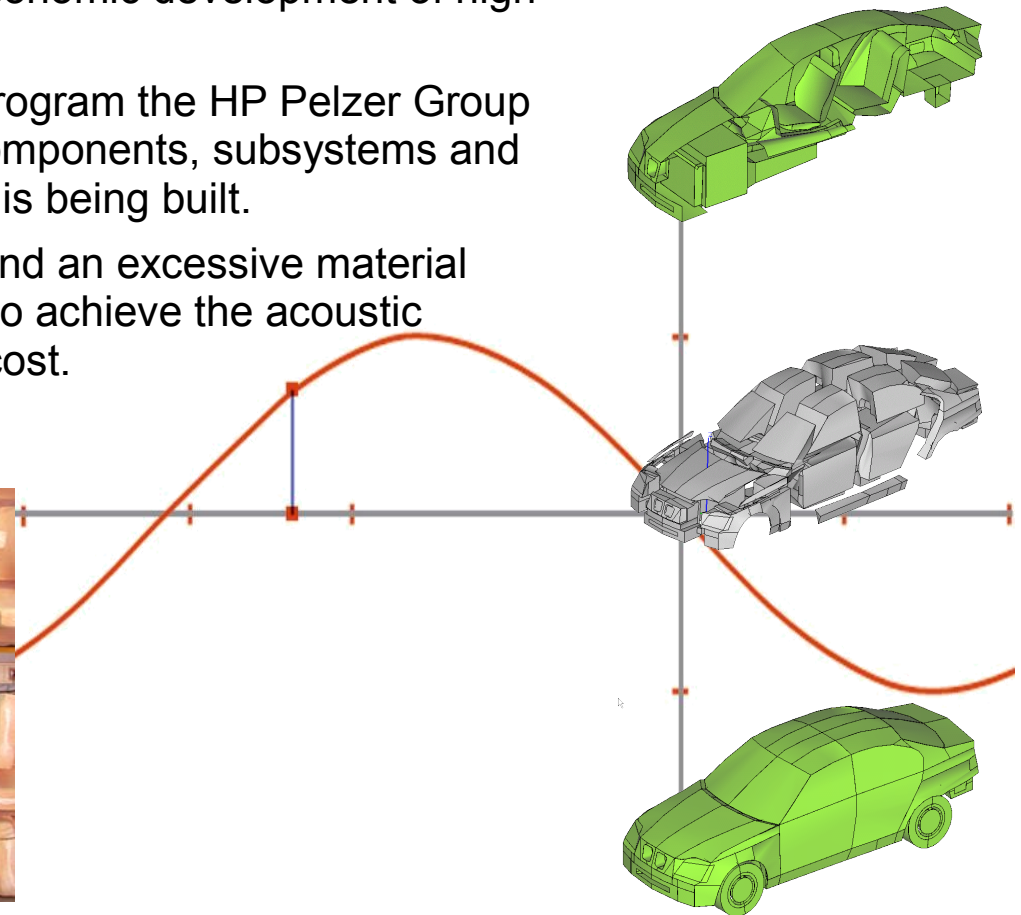
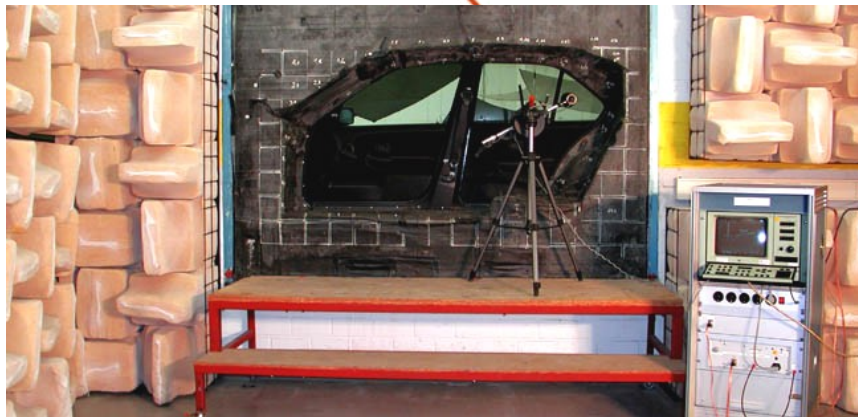
R & D Centers Worldwide



Computer Aided Acoustic Optimization

The SEA Software developed by the HP Pelzer Group

- The use of acoustic prediction tools in all R & D-centers of the HP Pelzer Group helps to achieve a faster and more economic development of high performance acoustic packages.
- With the Statistical Energy Analysis (SEA) program the HP Pelzer Group is able to develop and simulate materials, components, subsystems and full vehicles years before the prototype itself is being built.
- With even 25 years of acoustic experience and an excessive material database the HP Pelzer Group knows, how to achieve the acoustic targets with a minimum of weight, time and cost.



Engine Compartment Components

- Serial production components



Passenger Compartment Components

- Serial production components

ABC pillar trim



Pillar insulation



Inner dash insulation



Rear seat insulation



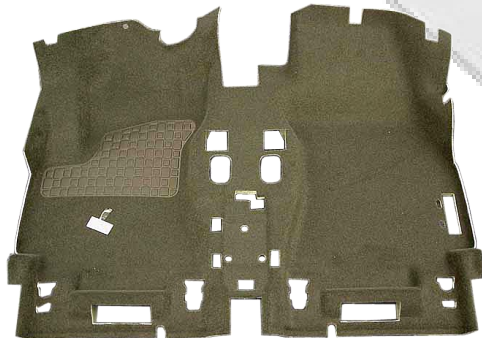
Parcel shelf



Headliner



Front carpet



Complete carpet



Floor insulation



Luggage Compartment Components

- Serial production components



Complete trunk trim



Exterior

- Serial production components

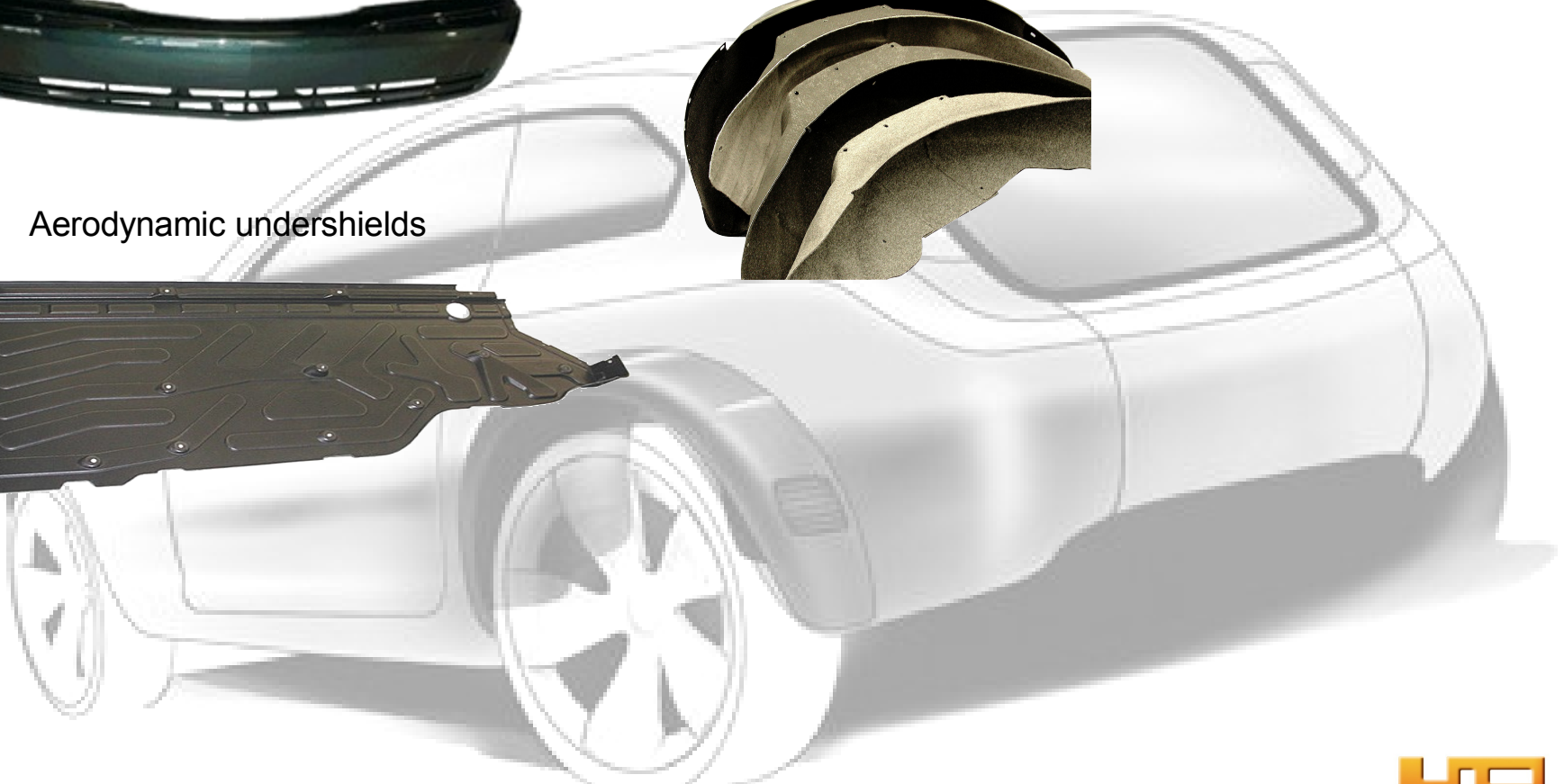
Bumpers



Wheel arch liners



Aerodynamic undershields



References

- Acoustic components development
- Design - Process – Integration as sustainable Strategy
- Manufacturing



Opel Meriva



Porsche Cayenne



Maybach

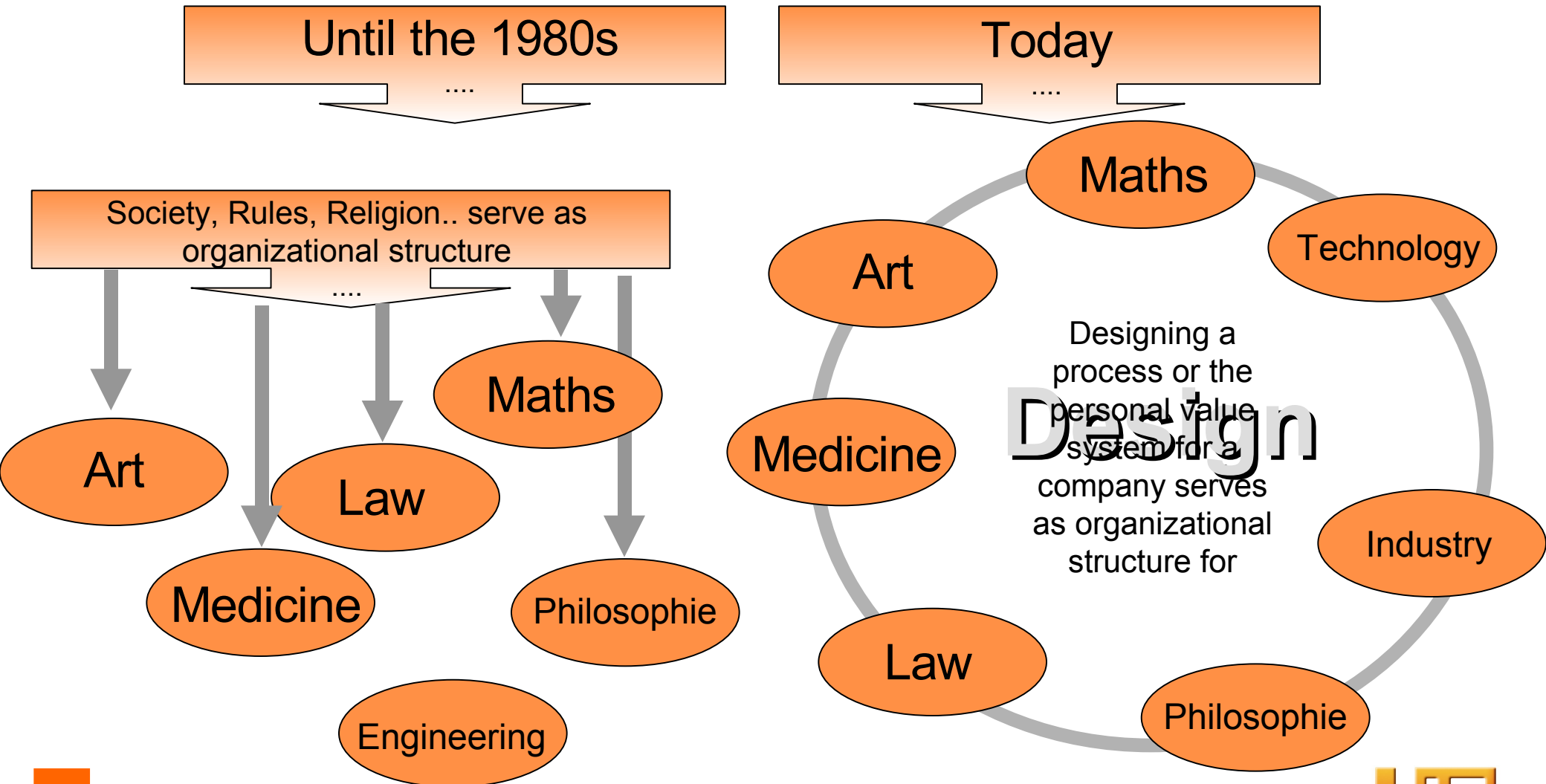


1er BMW



MY Dodge Ram Truck

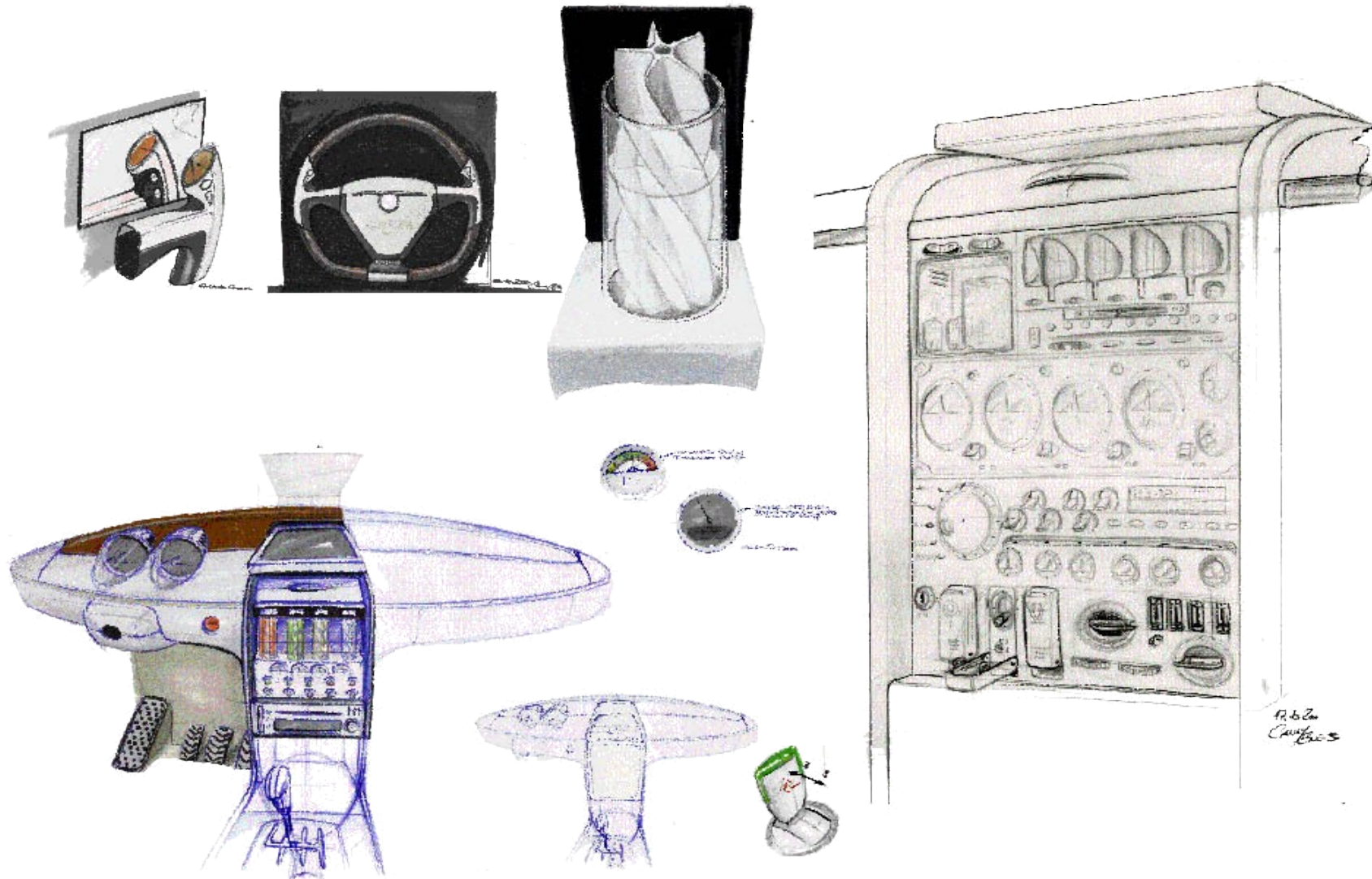
Building new structures with the Involvement of Design



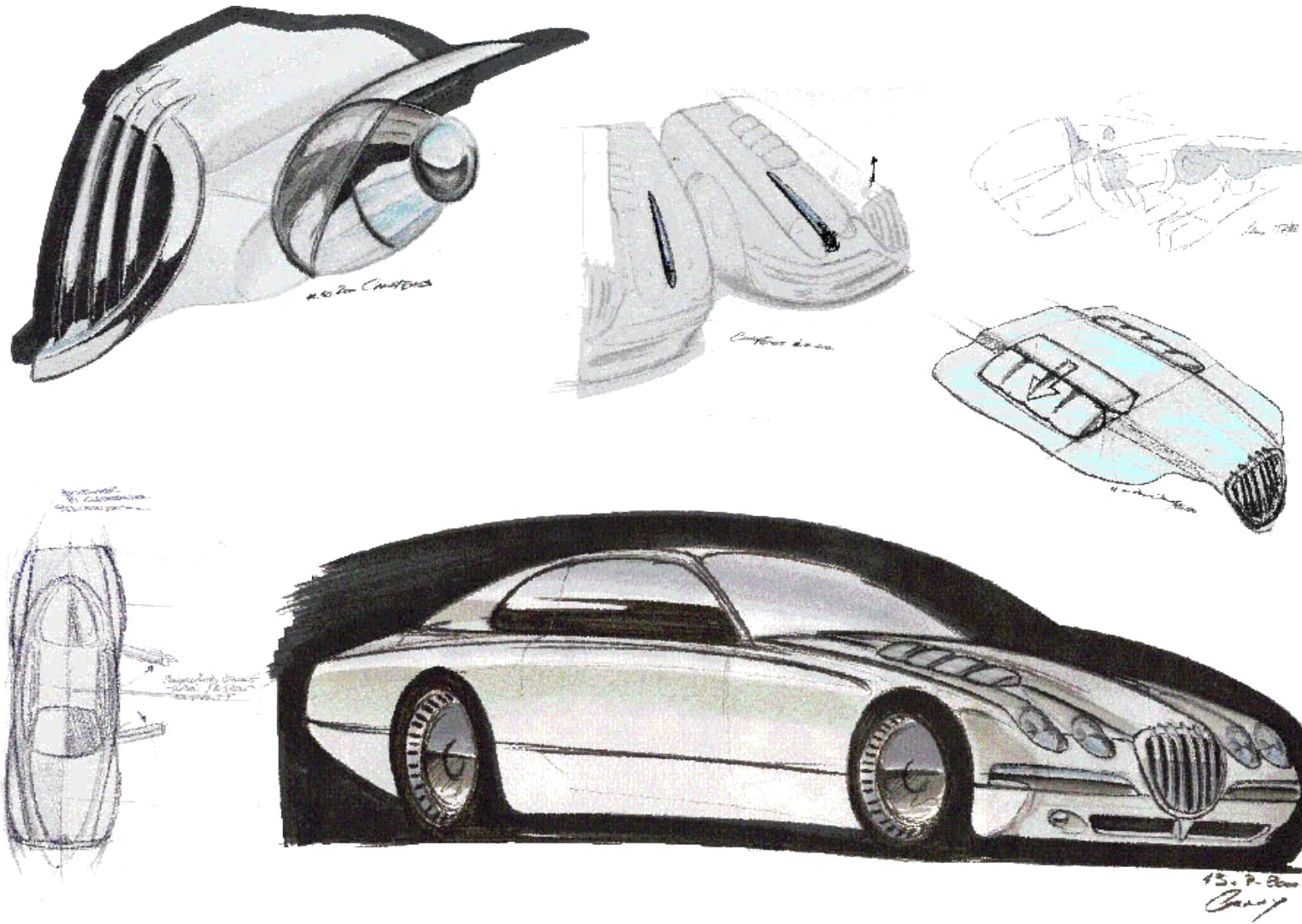
Contact with Jaguar



Ideas Interior



Ideas Exterior



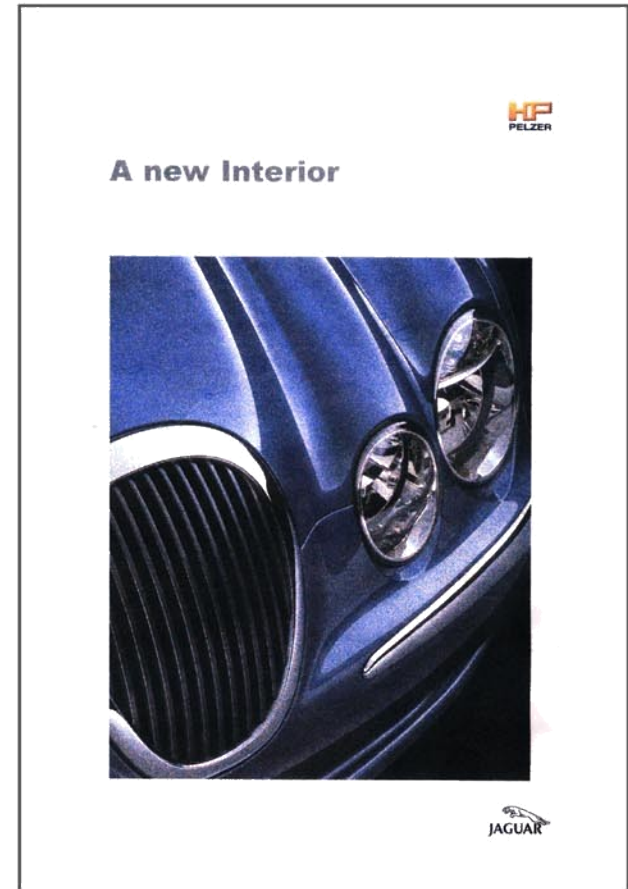
Communication internally started through the model



Communication externally fosters value sensitivity



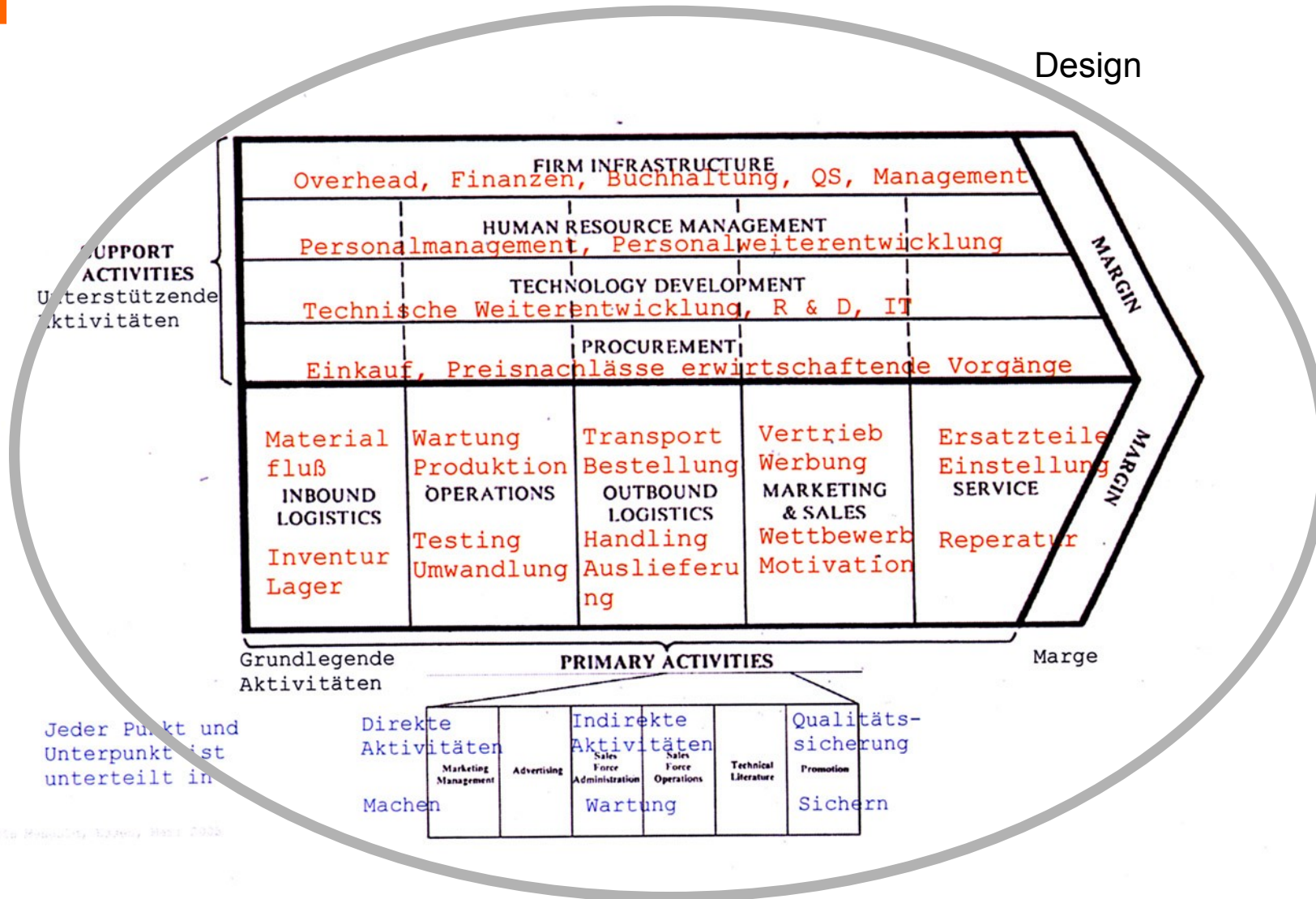
S-Type Interior



The Model and its strategic Influences



Porters Value Chain with Design as Communication



Jeder Punkt und Unterpunkt ist unterteilt in

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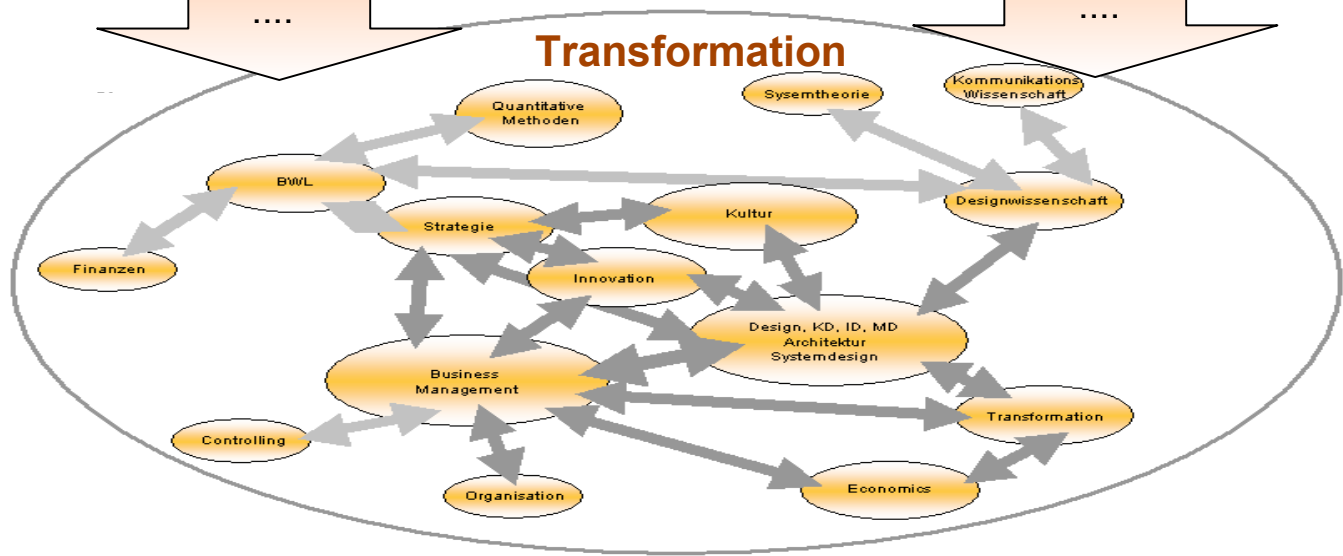
For more Information

- **HP Pelzer Beteiligungsholding GmbH, Germany**
<http://www.pelzer.de>
- **HP Pelzer Automotive Systems, Inc., USA**
<http://www.hppelzer.com>
- **HP Pelzer Japan K.K., Japan**
<http://www.pelzer.co.jp>
- **Rossifloor S.P.A., Italy**
<http://www.rossifloor.it>
- **Vegroteppichboden GmbH, Germany**
<http://www.vegro.de>



Design
holistic
personal
emotional
....

Management
detailed
general
functional
....



Superior skills for

New discipline:

New forms of holistic leadership, process thinking involving people, culture and facts

Product
For Design and Architecture

Organization
for sustainable Management

Society
for future orientated Strategiemaking