



## Southern German Company leverages Business in the United States

*Chattanooga / Leinfelden-Echterdingen, Feb 19<sup>th</sup> , 2010*

High aims - enormous prospects, not only for the Volkswagen Group, but also for an innovative SME from Leinfelden-Echterdingen, Germany, which was brought on board by VW for quality assurance in the automotive production for the new Volkswagen plant in Chattanooga, USA.

In May 2009 Volkswagen officially started with the construction of a new plant in Chattanooga, Tennessee, USA. The production of the new vehicle, especially developed for the North American market, will start in 2011. This is an important step in the growth strategy of the Volkswagen Group, which sets out that the American market will soon recover from the economic crisis and Volkswagen will take off at the right time with the right car.

VW invested about one billion U.S. dollars into the project in Chattanooga which will employ more than 2,000 employees. From 2011 plans foresee a production of approximately 150,000 vehicles per year. Under the new growth strategy, sales figures of Volkswagen models shall be more than tripled in the United States before 2018!

Now VW has assigned SYNATEC as the general contractor for the final assembly line as well as quality insurance along the value chain in the assembly.

*Stefan Schneider, responsible project manager for assembly planning at Volkswagen Chattanooga: "Volkswagen relies on SYNATEC as general contractor for the quality of data collection in the final assembly. We already work very close with SYNATEC in "Emden" (Northern Germany) where the current "Passat" is built. Furthermore in Portugal with the assembly of our models "Sharan", "Eos" and "Scirocco". Our aim is to continue this positive experience and to use the partners' know-how for the new plant in the United States! "*

SYNATEC will not only supply VW with an extensive software package, in addition to that SYNATEC is the exclusive provider of all the necessary modules for data acquisition and control from a single source. This includes, the torque data management system, the driving tools as well as the mechanical and electrical structure of the final assembly line.

*Axel Stamm, CEO of SYNATEC GmbH and Chairman of the newly formed SYNATEC Group of America: "We are proud that VW gave us the opportunity to establish Synatec on the American market. This opens up new vistas for Synatec." In addition to the location of Chattanooga, another branch has been established in New York. "This is one of the largest orders in the company's history and the entire team is extremely motivated about the essential role we play in this promising project," the self-made entrepreneur says. "We expect, as in previous contracts, a long term partnership with follow-up orders and the opportunity to expand our business in America at additional sites, with more customers and new suppliers."*

First, however, SYNATEC exerts oneself to strengthening human resources. As a part of its own growth strategy the company has taken over in December, the of insolvency afflicted Intrex Systems GmbH. With "INTREX SYSTEMS" located in Dingolfing, SYNATEC gained a new strategic location in the wider patch of Munich. INTREX SYSTEM offers innovative and customized IT systems for the manufacturing industry such as Synatec - a perfect complement to extending skills and specialization. Through the integration of INTREX and the recruitment of the major U.S. project the SYNATEC GmbH was able to improve their employment by the end of 2009 for around 35%, to 65 employees!

Apart from the U.S., SYNATEC already operates in Portugal, India and is a shareholder of a company in Slovenia. Axel Stamm insists: *"Our headquarter will stay in Leinfelden-Echterdingen, even though we are becoming increasingly international. We are conveniently close to Stuttgart airport and the new exhibition center. But we are a dynamic young team that offer our employees a fair chance to move ahead for their experience in expanding our overseas projects. "*

SYNATEC shows that even in times of economic crisis it is possible to realize great leaps based on the right strategy, innovative ideas, a tireless commitment and a good portion of courage. In America, there is currently a big process of rethinking. Throughout economic crisis and high oil prices, the trend goes away from large, cheap low-quality cars with enormous fuel consumption towards high-quality cars with environmentally friendly consumption. Not only the major German automotive companies benefit from this development, but also German suppliers with skills and spirit of innovation!

**Contact:**

SYNATEC GmbH

Brühlhofstraße 4

70771 Leinfelden-Echterdingen

Tel: 0711-7585956-0

[www.synatec.de](http://www.synatec.de)

**PR:**

ACTIVE-INTERMEDIA-CONSULTING, Ilona Fischer

Contact: @ ILONA.FISCHER ACTIVE-INTERMEDIA-CONSULTING.DE