



GSCHWENDER



GSCHWENDER
CONSULTING GMBH

ADOLF-KOLPING-STRASSE 4
73033 GÖPPINGEN
GERMANY

FON
+49 (07161) 987 28 - 0

FAX
+49 (07161) 987 28 - 25

E-MAIL
INFO@GSCHWENDER.COM

WEB
WWW.GSCHWENDER.COM

Case-Study TYRE VALVE

Challenge After demounting the language and other formal barriers, a new strategic direction for the original equipment sector had to be devised. The dependency on the European aftermarket had to be reduced and redistributed towards an increased connection with the international original equipment market.

Initial situation In the international aftermarkets the pressure on competition and prices grows steadily fuelled by Chinese discounters. As long as there is no European quality and security standard, it has to be expected that market prices will continue to fall and the number of European manufacturers will be reduced significantly. Yet in the international original equipment industry no Chinese manufacturer can fulfill the performance specifications, not even nearly. In the specialist area of tyre valves, which are specifically relevant for the security of the vehicle, the performance specifications for original equipment were even raised following increased liability risks. Following an international online tender procedure in 2003 our client was appointed as a supplier

for Audi AG. However, due to the stringent entry stipulations, the successful bidder was not able to meet those requirements and become a series supplier at that time. Recommended by Audi AG, Gschwender Consulting GmbH began representing our client in the 4th quarter of 2003.

Approach With language and formal barriers being the key elements for gaining Audi AG's approval, the first step for Gschwender Consulting GmbH was to mediate between the two parties and thus to build mutual trust. The product quality as well as processes and performance was constantly monitored and improved, in order to achieve the required product and series approval by Audi AG and to be accredited as an 'A' »»»



GSCHWENDER

rated supplier by the Volkswagen Group. In a next step we used our client's higher-than-average in-house production depth to develop the company into a technology and innovation leader in the field of tyre valves.

Realisation Once Gschwender Consulting GmbH had taken over the representation of the company, the client received the approval of Audi AG and also became an A supplier for the Volkswagen Group within 3 months. After only one year our client was nominated by Audi AG sole supplier for tyre valves. Based on the company's high performance, its continuous product improvements and its service it has maintained this advantage. Among other products, our client developed a valve assembly tool together with Audi AG's Wheels and Tyre Fitting department that allowed to almost completely eliminate any damages during the assembly process. Through developing a leading role in the fields of innovation and technology we helped our client to establish the company as a high-potential series and development supplier and to expand its previous client base to other OEMs.

Achieved success Nowadays our client is the market leader in the field of tyre valves for cars and commercial vehicles and could also establish a firm position in the market for tyre pressure gauges. This unique know-how in the area of rubber compounds for snap-in valves lead our client to be nominated as the development supplier for a tyre pressure monitoring system (TPMS) snap-in valve. Replacing the current screw-on valve with a TPMS snap-in valve offers clear cost advantages and enables a simpler assembly.

GSCHWENDER
CONSULTING GMBH

ADOLF-KOLPING-STRASSE 4
73033 GÖPPINGEN
GERMANY

FON
+49 (07161) 987 28 - 0

FAX
+49 (07161) 987 28 - 25

E-MAIL
INFO@GSCHWENDER.COM

WEB
WWW.GSCHWENDER.COM