

PRESS RELEASE

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Well advised for the future

At the Automobile Forum Graz MBtech presents the results of a groundbreaking trend analysis as well as efficiency increase programs and management tools.

As an internationally leading engineering and consulting service provider, MBtech is an essential participant when the decision-makers of the European automobile industry gather at the Automobile Forum in Graz, Austria, on October 28 to 29, 2009. As part of a trade exhibition, experts from MBtech's consulting segment present, among other issues, the current market trends in the powertrain sector.

Guided by the motto "The chance for new ideas and co-operation" the participants of the 11th International Automobile Forum Graz 2009 discuss critical issues concerning the future of mobility. The current economic situation, the urgent need for new energy and drive systems and the current changes in consolidated markets demand a rapid response. As an expert exhibitor at the Automobile Forum, MBtech demonstrates how an experienced service provider can provide international automobile manufacturers and suppliers with conceptual and technical support for all of their change processes: "Our consulting product portfolio ranges from sustainable restructuring programs to supplier, cost and complexity management onwards to Lean Administration processes. Thanks to its unique combination of engineering and consulting services, MBtech also possesses the competence to implement the new vehicle variants from the development onward to series maturity", explained Dr. Reinhard Winkler, Head of MBtech Austria, Graz.

Presented for the first time in the "Congress Graz" at the Automobile Forum, MBtech's latest trend analysis, "Powertrain market development 2015 - Electric power trains as a growth opportunity", proves that flexibility is developing into a major success factor, for suppliers in particular. One of the study's core conclusions states that, over the middle term, established suppliers will lose a portion of their turnover to those OEMs and their cooperation partners as well as new market participants with a high degree of electrical/electronics competence. Diversification of the product portfolio and the ability to flexibly position the company in the market will thus become central success factors for the suppliers. According to Dr. Roland Heimann, Head of the Trend

Analysis at MBtech consulting, working in cooperative networks is becoming extremely important consulting as a result of the complexity and the speed of the technological changes.

Entering new markets and utilizing new opportunities also number among the goals of MBtech's branch in the Styrian regional capital: "Located in the center of Europe, Austria represents the bridgeheads to the important Eastern European industrial states such as Hungary, for example. Although we focus on the automotive branch, in future companies from the railroad transport, watercraft, aerospace or energy sectors will also be able to profit from our comprehensive process, method and technology competence", explained Winkler.

About the MBtech Group

The MBtech Group is an internationally leading automotive engineering and consulting company for the automotive industry. The company has 2700 employees at locations in Europe, North America and Asia. In 2008 the MBtech Group generated a turnover of 360 million euros.

MBtech is distinguished by the tightly meshed development and consulting services covering the entire automotive value chain. The MBtech brand combines all of its products and services into four segments: MBtech vehicle engineering, MBtech powertrain solutions, MBtech electronics solutions and MBtech consulting.

Regardless of whether components, systems or modules, new development, integration or testing are required: MBtech supports automobile manufacturers and suppliers beginning with the detailed specifications, covering the design, calculation and testing onward to series maturity. MBtech combines these engineering competencies with tailored consulting services which enable customers to best utilize their technologies and innovations – and thus achieve clear competitive advantages.

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