



© PORSCHE

Big in Japan

p. 6, 11, 12, 14

Germany's automotive suppliers are making good use of their increasing opportunities in Japan. German OEMs are successful with innovative technological concepts.

GLOBAL MARKETS

- Japan
- 6 **Restarting the Engine**
German OEMs and suppliers participate in the rise of Japan's automotive industry.
- 11 **What Drives Japan?**
Ulrich Walker explains the differences in corporate culture.
- 12 **Shopfloor Management**
Understanding a Japanese production system.
- 14 **German-Japanese Partnership**
Freudenberg Seals and Vibration Control Technology Europe cooperates with the Japanese supplier NOK.

GLOBAL MARKETS

- Korea
- 16 **The Automotive Industry in Korea**
Korea is the fifth biggest manufacturer of motor cars in the world.
- India
- 18 **The Challenge of India**
India's automotive market offers remarkable growth opportunities for investors.
- Russia
- 22 **Automotive Takes off in Russia**
Western OEMs conquer the Russian market.
- France
- 28 **Tour d'Alsace**
German companies use Alsace as a springboard to the French market.
- 29 **Entering the French Market**
More than 30 years ago Behr started to produce in Alsace.

LOCATION GERMANY

- 30 **Heartland of the Car Industry**
In Baden-Württemberg the automotive sector has a long tradition.
- 32 **Supporting Structures in the Stuttgart Region**
One of six jobs in the Stuttgart Region depends on the automotive industry.
- 34 **Export of Services**
Ernst Pfister about the potential of industry-related services delivery abroad.
- 36 **Challenges of the Global Production Network**
Globalisation is still one of the keywords for the Baden-Württemberg's manufacturer Mercedes Car Group.



© DAIMLERCHRYSLER

Baden-Württemberg

Tradition, innovation and globally-active suppliers and OEMs are key to the state's success.

p. 30, 32, 34, 36, 39, 40, 42



© BOSCH

Engineering Think Tank

The Bosch Engineering GmbH is located in Abstatt, Heilbronn-Franken. Bernhard Bihr explains how to succeed in R&D. p. 39



© BEUTTENMÜLLER

Against the Trend

The car supplier Dietz Group counts on "Swabian Virtues", not on low cost production. p. 54

COMPANY PROFILES

- 39 **Think Tank in Abstatt**
auto.world talks to Bosch Managing Director Bernhard Bihr about developing and optimising electronic vehicle management systems.
- 40 **R&D at Mann+Hummel**
The supplier spends about six percent of its annual turnover on R&D.
- 42 **Power-Trained for the Future**
LuK – the story of a successful global player in the powertrain supply industry.
- GERMAN SUPPLIERS
- 44 **Automotive Suppliers 2005**
The latest analyses of IKB automotive clients reflect the development of German suppliers.
- 48 **Going Global**
The efforts of Germany's small and medium-sized enterprises to internationalise.
- 49 **External Ratings for Strong Relationships**
Ratings will soon be important in the decision process of OEMs concerning suppliers allocate assignments.
- 50 **Success as a Global Player**
A global focus is one of the cornerstones of the ZF corporate strategy.
- 52 **Hybrid Receivers for Cars**
Hirschmann designs and develops innovative tuner and antenna systems.
- 54 **Off-shoring to the Swabian Mountains**
The Dietz Group acts against the trend with a cool entrepreneurial view.
- 57 **made-in-germany.com AG**
- 58 **Coface Deutschland**
- 59 **Rehau**
- 60 **Keiper**
- 61 **Plattenhardt**
- 62 **Witzenmann**
- 63 **Bourns Sensors**
- 64 **Woelco**
- 65 **Dörken MKS-Systeme**
- 66 **Rofin-Sinar**
- 67 **Thermamax**
- 68 **Siegling**
- 69 **Rapa**
- 70 **Ribe**
- SERVICE
- 72 **Forecast: USA**
Production of passenger cars.
- 73 **Forecast: Global Markets**
Production of passenger cars.
- 74 **VDA**
Automotive Directory.
- 79 **Review**
Auto Expo, Tokyo Motor Show.
- 80 **Trade Fairs**
Automotive Trade Fairs.
- 82 **Events**
Automotive Events 2006.
- 3 EDITORIAL
- IMPRINT
- 82 IAA ISSUE