



**Cobra Automotive Technologies**



**The experience of a medium sized Italian Group  
in Asia and China**

**2014 Area Meeting of Italian Chambers of Commerce in Asia, UAE and South Africa**

**April 4<sup>th</sup>, 2014**



- **Our Vision**

Improve driver's quality of life

- **Our mission**

Provide vehicle centric advanced solutions that enhance security and reduces risks and costs associated to the use of vehicles





## Business sectors

### Electronic systems:

- Vehicle Alarm Systems
- Parking Aid Sensors
- On Board Telematic Units

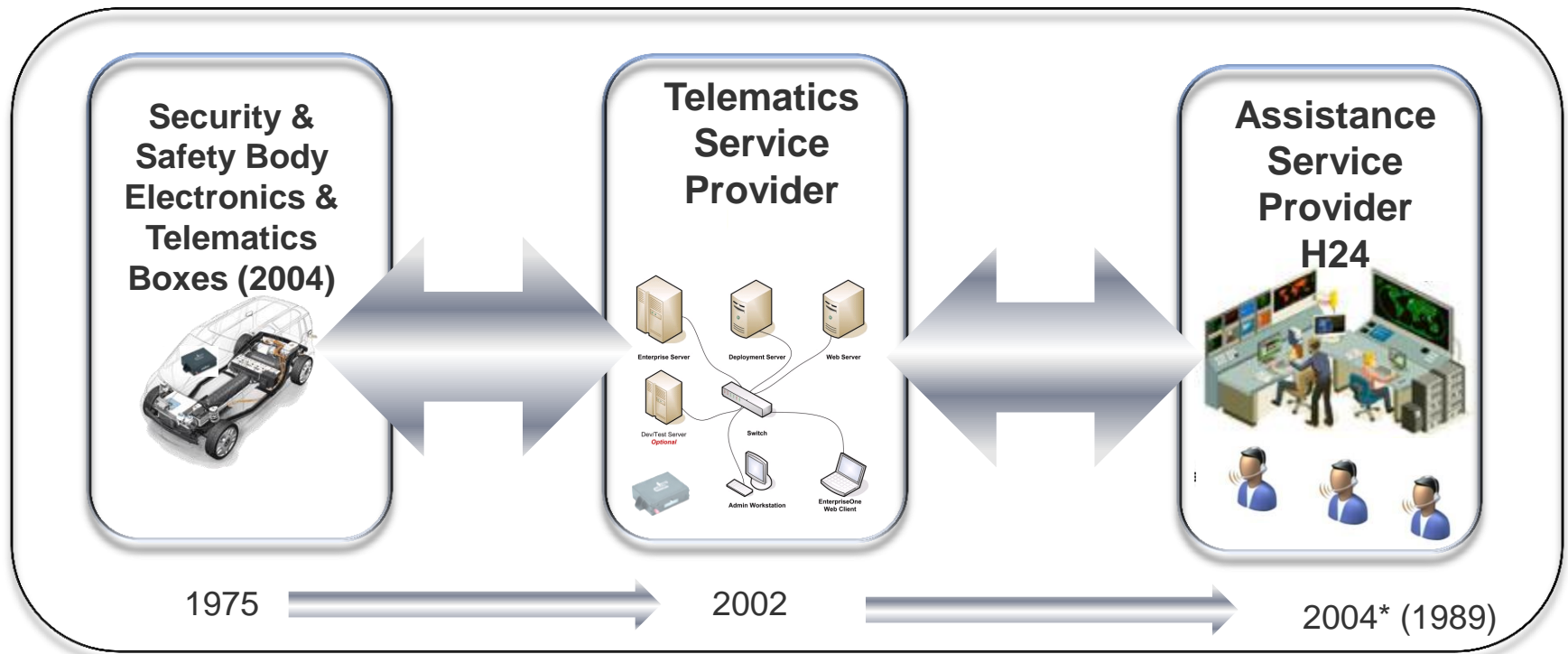
### Vehicle Telematics Services:

- Remote Vehicle Management
- Emergency Services (E-Call, B-Call). Crash Alert Management
- Stolen Vehicle Recovery
- Insurance Telematics





## Cobra Business Units





## Our customer partners

### Automotive



Audi

PORSCHE

BENTLEY

McLaren

RENAULT

NISSAN

HONDA

INFINITI

TOYOTA

LEXUS

HYUNDAI

Mahindra

### Insurance



genertel.it

GENERALI Assicurazioni Generali

ALLEANZA MARCHIO DI ALLEANZA TORO S.p.A.

INA Assitalia

TORO MARCHIO DI ALLEANZA TORO S.p.A.

AUGUSTA MARCHIO DI ALLEANZA TORO S.p.A.

GENERALI SEGUROS

coverbox®  
The Drive less, Pay less Insurer

### Assistance service providers



TRACKER

IO/JACK

europ assistance  
you live we care

TraceNet

ACI GLOBAL

CobraTrak

Connex

easydriver



## Cobra Figures

Cobra is a Medium sized Group :

- Revenues: Eur 154 Mio in 2012
- Employee: 850

.... but with a strong level of Internationalization

More than 75% of Revenues outside Italy

→ 28% In Asia (China, Korea, Japan, Malaysia, India)

■ Cobra HQ in Varese, Italy. – Sales, R&D and Manufacturing

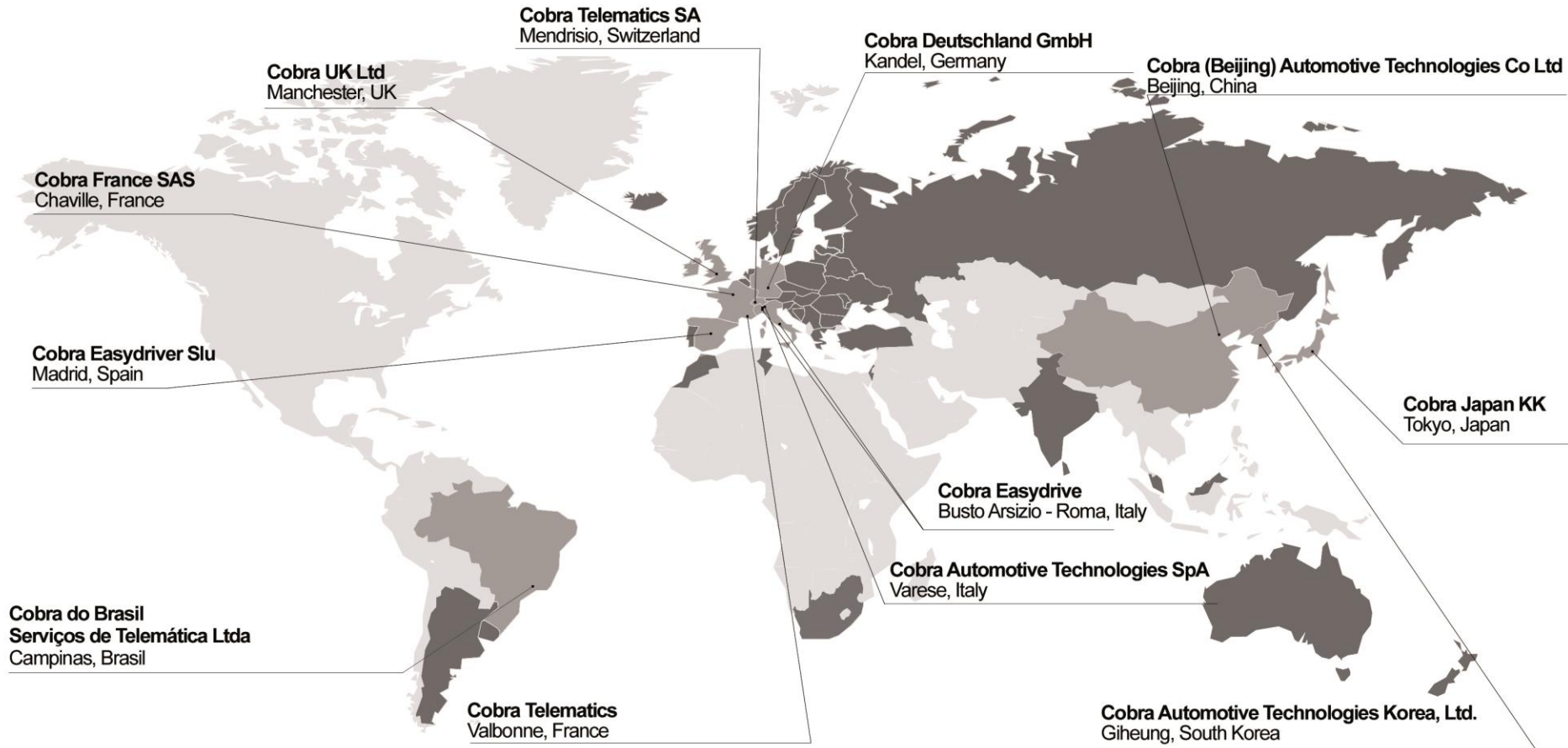
- Sales Branch offices in Italy, Germany, France, Uk , Spain, China, Korea, and Japan
- Main R&D in Italy and France, R&D Application centers in China , Korea, Japan and Brazil.
- Manufacturing: in Italy and China
- Network of Distributors in 40 countries around the world

*Valori espressi in migliaia di Euro*

	2012	
		%
Italia	37.184	24,1%
Francia	8.395	5,4%
Germania	7.543	4,9%
Gran Bretagna	25.397	16,5%
Benelux	10.214	6,6%
Resto d'Europa	20.321	13,2%
Asia	42.702	27,7%
Resto del Mondo	2.343	1,6%
<b>Ricavi della gestione caratteristica</b>	<b>154.099</b>	<b>100,0%</b>



## Cobra AT Global Footprint





## Cobra in Asia

- **2000: Start business in Malaysia and India :**  
Distribution agreement with local partner
- **2006: Open Cobra Japan Office:** Sales and R&D to support business with Japanese Vehicle Manufacturers
- **2007: Cobra Beijing is founded:**  
First Manufacturing plant outside Italy to serve China and Asian markets
- **2009: Cobra Korea is founded:**  
Sales and R&D to support business with Korean Vehicle Manufacturers





## ■ Cobra in China

**Cobra (Beijing) Automotive Technologies Co., Ltd**  
*Founded in August 2007*

**Location:** Beijing Development Area (BDA)

Total Area of the building : 2,000sqM

Production+Warehouse Area : 1200sqM

Investment of Euro 4.8 Mio

**Investment type:** WOFE (100% Owned)

-> Non regulated sector, target customers, keep IP and know how.

### **Main activities:**

#### **1. Business Development:**

- Localization of project with Global Vehicle manufacturers in China for supplying to their Local Joint Ventures
- Develop business with Chinese vehicle manufacturers
- Support Business in South East Asia

#### **2. Supply Chain and Suppliers quality.**

- Responsible to develop Chinese suppliers to China Plant
- Support Central (HQ) SCM for projects that involve Chinese suppliers

#### **3. Manufacturing :**

Parking Aid systems for China and Export markets





## main challenges....

- **First Industrial Operation outside Italy**  
Need to well document company process and manage multi culture Human Resources in Industrial Operations and R&D
- **Doing business with local customers** (Chinese Vehicle Manufacturers);  
not always loyal practices for IP property and high pressure on profit margins due to cost reduction request and payments terms

## .... and achievements

- **Growth of Revenues in Asia (5 times from 2007)**
- **Improvement of the Management's know how:**
  - **Learn to Manage multi site R&D and manufacturing**
  - **Learn from past mistakes and stronger position for future challenges.**



## Future Development

- **Start Telematic Business in China**

- It will require to adapt Business Model as the Telematic sector is highly regulated in China



 **cobra**  
Global Security Solutions  
www.cobra-security.com

Thank you for your attention