

VAST China Co., Ltd.: advance together with China's auto industry

伟速达：和中国汽车产业同行

—— Interview with Mr. William Zhang, President of VAST China Co., Ltd.

—— 访伟速达（中国）汽车安全系统有限公司中国区总裁张寅春先生

改革开放40年来，中国百舸争流，其中，汽车业已成为中国经济的支柱产业。据中国汽车工业协会公布的数据显示，2017年，全年汽车产销2901.5万辆，连续9年蝉联全球第一。汽车出口89.1万辆，同比增长25.8%，呈现较快增长态势。中国已成为全球最大的汽车制造大国和最大的汽车市场。取得上述成绩的背后，离不开一大批著名跨国汽车零部件企业的鼎力支持。伟速达集团便是其中一家代表性企业，在幕后一直支持着中国汽车产业的发展，并将继续为助力中国汽车强国之梦做出新的更大的贡献。

改革开放40周年之际，记者如约来到太仓，有幸采访了伟速达（中国）汽车安全系统有限公司总裁张寅春先生。有着丰富业内知识和管理经验的张寅春先生和记者回顾了伟速达（中国）的发展之路。

总部位于美国底特律的伟速达集团专门从事于汽车安全系统相关产品研发和生产，在全球范围内为世界知名汽车厂商配套生产部件。作为伟速达集团的全资子公司，伟速达（中国）公司从建厂伊始就树立了不断创新，追求卓越的行业典范。

伟速达（中国）目前主要产品包括前盖锁、后盖自吸锁、全台锁、电子转向管柱锁、高端门把手组件、尾门牌照灯集成产品等，成为国内外众多知名汽车厂商信赖的合作伙伴。

伟速达（中国）于2010年在太仓成立，2011年底开始投入生产。总裁张寅春先生从太仓工厂运营伊始就来到伟速达中国，见证了公司从小到大的成长历程。在采访时，张寅春先生首先介绍了伟速达总部以及在中国的发展概况，他说：“我们是由三家公司投资组成的集团，在北美、欧洲等主要汽车市场都有制造中心和研



Philippe Dequecker, VAST LLC President

发中心，集中在德国、保加利亚、美国、墨西哥、中国等国家。2017年，全球实现销售18亿美金，其中中国区的销售实现了大幅增长，同五年前相比，中国区销售额从5个亿增加到了10个亿元人民币，未来5年，我们希望从10个亿再翻番到20个亿元人民币。全球董事会在2018年年中决定在中国中部地区再成立一家新工厂，这样可以大大加强在中国的规模运营成本的优势，以此提供更有竞争力的产品和服务，这也是决定未来能继续翻番的重大决策。”

产品的竞争力是衡量一个企业能否长久发展的关键因素。在经历了中国经济大环境的考验以及愈来愈激烈的汽车市场竞争磨砺后，伟速达中国始终保持了强劲的增长势头。伟速达在华成功发展的背后究竟蕴藏着怎样的产品核心竞争力呢？记者在对张寅春先生的采访中找到了答案。张寅春总裁说：“公司的核心竞争力决定了公司的

时我们现在非常关注自动化领域，将着力开发用于公司管理的电子信息系统，不断提升管理水平和效率。”



战略性规划和发展的轨迹，在中国汽车市场增长变缓，同质化竞争愈来愈激烈的形势下，要求公司更要突出企业核心竞争力的优势。伟速达的产品本身定位在高端汽车零部件产品，以技术和质量为先导，同时通过可靠性的保证，提供给客户卓越的使用体验。我们也紧随‘中国制造2025’来开发相应的智能化产品和制造过程，比如嵌入式带感应的门把手和尾门的自动进入系统等。伟速达（中国）建立了优秀的本地设计研发团队和具备完整试验能力的技术中心，通过本地团队和总部团队的共同研发，把更好的符合中国市场需求的定制化产品带给我们的客户。通过我们不断增长的销售，充分证明了我们产品所具有的核心竞争力得到了市场的认可。”

作为一个拥有高品质、全球首屈一指的汽车安全和进入控制系统供应商，伟速达集团不仅拥有世界一流的研发设备和科研人员，还拥有精益求精的做事态度和工匠精神。落户太仓的伟速达中国，不仅完美继承了总部的基因，同时充分结合本地员工的勤奋与努力，薄积厚发，在不断突破新里程碑的同时，向着更好的未来稳步前进。

市场竞争，归根到底还是人才的竞争。如何培养好伟速达的本土人才也是总裁张寅春先生重点考虑之事。他说：“所有的成功都来自于员工的努力。我们一直非常重视员工能力和团队建设，在发展中，我们首先考虑员工的利益和成长空间，安排他们在国内外接受不同的培训。在公司内部，我们提供不同的激励政策，建立合作共赢的企业文化。我们把中国的企业文化和外资企业追求效率结合起来，让中西文化融合，让员工在培训和互相合作中去发现中



伟速达（中国）汽车安全系统有限公司中国区总裁张寅春先生 Mr. William Zhang, President of VAST China Co., Ltd.

西文化的共同点和差异点并做到求同存异，达成共识。”张寅春先生的解析富有哲理，留人先留心，要按照人才成长规律来完善人才培养机制，正所谓“顺木之天，以致其性。”

改革开放40年来，中国已成长为全球最大的汽车制造大国，这已成为不争的事实，但离汽车强国还有一段距离，在一些高附加值汽车方面、减少汽车尾气排放方面、降低汽车对环境的危害方面还是我们的短板。中国要成为汽车强国还离不开诸如伟速达这些著名跨国汽车零部件企业的鼎力支持。未来，伟速达还有哪些发展计划助力中国汽车产业，还有哪些蓝图等待伟速达来描绘呢？总裁张寅春先生充满信心地说：“目前，总部对于伟速达中国的业绩非常满意，我个人相信还可以做得更好。我们会持续保持与总部同步的新产品研发，将更多的高附加值产品引进中国市场，给我们客户带来非凡的产品使用体验，感受到伟速达品牌的价值。同

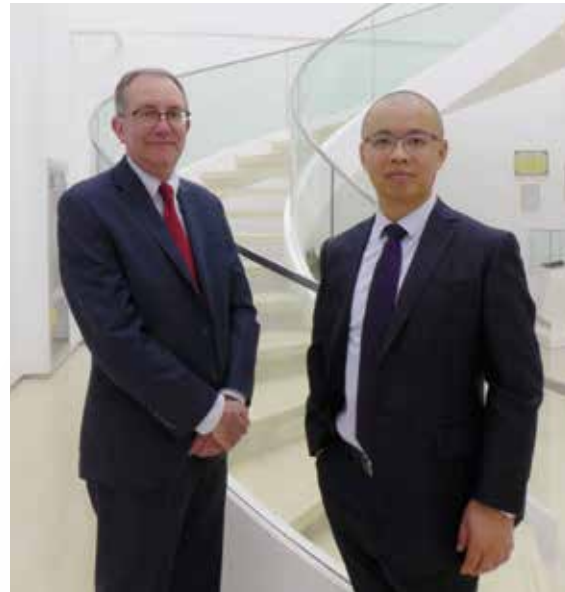


时我们现在非常关注自动化领域，将着力开发用于公司管理的电子信息系统，不断提升管理水平和效率。”

伟速达在中国的成功布局正是看中了中国快速发展的汽车市场所蕴含的巨大潜力，在采访中，从张寅春先生的话语中，记者也能感受到伟速达集团对中国市场的重视，对伟速达中国公司日益增长的市场竞争力和市场份额充满信心。

我们衷心祝愿，伟速达中国能继续迎风远航，和中国汽车产业同行，为中国汽车产业抒写浓墨重彩的新篇章！

In the past 40 years of reform and opening up, many industries in China compete fiercely just like hundreds of large ships are racing on river. Among them, auto industry has become the pillar industry of China's economy. According to China Association of Automobile Manufacturers, in 2017, the annual production and sales of automobiles was 29.015 million, has been ranking the first in the world for successive nine years. The number of automobiles exported was 891,000, a year-on-year increase of 25.8%, showing a relatively fast growth trend. China has become the largest automaker and the largest auto market in world. Behind the above achievements, it is the full support of a large number of well-known multinational auto parts companies.



Philippe Dequecker, VAST LLC President, together Mr. William Zhang, President of VAST China Co., Ltd.

VAST Group is one of the representative companies. It has been supporting the development of China's automobile industry behind the scenes and will continue to make new and greater contributions to the dream of China's automobile power.

On the occasion of the 40th anniversary of reform and opening up, our journalist came to Taicang and had the opportunity to interview Mr. William Zhang, President of VAST China Co., Ltd. Mr. William Zhang, with rich experience in the industry and management, reviewed the development path of VAST China Co., Ltd for the journalist.

VAST China Co., Ltd., with its headquarters located in Detroit of the US, specializes in the development and

in the PRC and overseas.

VAST China Co., Ltd. was established in Taicang in 2010 and started production at the end of 2011. Mr. William Zhang, the president, came to VAST China Co., Ltd. from the beginning of the operation of the Taicang factory and witnessed the company's whole process of growth. Firstly, Mr. William Zhang introduced, in the interview, the development of VAST GROUP headquarters and its development in China. He said: "We are a group consisting of three companies. We have manufacturing centers and R&D centers in major auto markets such as North America and Europe, assembling in Germany, Bulgaria, the United States, Mexico, China and other countries. In 2017,

the global sales reached 1.8 billion US dollars, of which China increased significantly. Compared with five years ago, VAST China sales increased from 500 million to 1 billion yuan. In the next 5 years, we hope to double from 1 billion to 2 billion yuan. In mid-2018, the Global Board of Directors decided to set up a new factory in central China, which will greatly enhance the cost advantage of large-scale operation in China, thereby providing more competitive products and services, it is also a major decision that ensures the high-speed development in the future."

The competitiveness of a product is a key factor in measuring the long-term development of a company. After experiencing the challenge of China's economic environment and the increasingly fierce competition in the automotive market, VAST China Co., Ltd. has maintained a strong growth momentum. What kind of product core competitiveness lies behind the successful development of VAST GROUP in China? The journalist found the answer in an interview with Mr. William Zhang. The president said: "the company's core competitiveness decides the strategic plan and development path of the company. Under the situation that the growth of China's auto market is slowing down and homogeneous competition is more and more fierce, the company is required to pay more attention to develop the core competitiveness in the market. Our products

are positioned in high-quality automotive products, led by technology and quality, meanwhile, we provide customers excellent use experience through our reliable guarantee. We are also following the 'Made in China 2025' to develop the corresponding intelligent products and manufacturing processes, such as embedded door handles with sensors and automatic entry systems for tailgates. We have established an outstanding local product design and development team as well as a technical center with complete test capability. We provide customized products meeting the needs of the China market to



production of vehicle assess system related products for world-renowned automakers worldwide. As a wholly-owned subsidiary of VAST Group, VAST China Co., Ltd. has established an industry model of continuous innovation and pursuit of excellence since its establishment.

VAST China Co., Ltd.'s current main products include Front Hood Latch, Decklid/Tailgate Latch with cinching function, Locksets, Electronic Steering Column Locker, PEPS Outside Door Handle, Tailgate Handle with Soft Touch, etc. It has become a trusted partner of many well-known automobile manufacturers



our customers through joint development efforts from our local and global team. Through our growing sales, we have been fully proved that the core competitiveness of our products has been recognized by the market."

As a high-quality, world-leading supplier of automotive safety and access control systems, VAST Group not only has world-class R&D facilities and talents, but also has a spirit of excellence from working behaviors and craftsmanship. Settling in Taicang, VAST China Co., Ltd. perfectly inherits the genes from global organization and will reach more milestones with the great efforts of its local employees for bright future!

Market competition essentially means the competition of talents. How to cultivate the local talents of VAST China Co., Ltd. is also the key consideration of the president, Mr. William Zhang. He said: "The success are given by employees efforts. We always attach great attention to staff ability and team building.



Together with business development, we first consider the interests and growth space of employees by providing variant trainings in China and abroad, as well as different incentive policy to encourage employee development. Trust and empowerment, teamwork and win-win cooperation, autonomous management with result oriented, combined with Chinese local culture with the pursuit of efficiency in foreign-funded enterprises. By doing well integration, helping employees to discover the commonalities and differences between Chinese and Western cultures in training and consciously seek common ground while reserving differences and reach consensus." Mr. William Zhang's analysis is philosophical, which point out that

the most important thing to retain talents is to retain their hearts, it is necessary to improve the talent training mechanism according to the nature path of talent growth, as it is said the best way to cultivate a tree is to preserve its nature extremely."

In the past 40 years of reform and opening up, China has grown into the world's largest automobile manufacturing country. This has become an indisputable fact. But it is still a long way from the automobile powers. We still have shortcomings in the field of some high value-added vehicles, reducing vehicle emissions, and reducing the environmental hazards of vehicles. On the way to a car power of world, China is inseparable from the support of such well-known multinational auto parts companies such as VAST China Co., Ltd. In the future, what other development plans VAST will adopt to help China's auto industry, and what other blueprints VAST will describe? Mr. William Zhang said with confidence: "At



present, the headquarters is very satisfied with VAST China Co., Ltd.'s performance, and I personally believe that we can do better. We will continue to maintain researches and developments for new products in line with our headquarters and introduce more high value-added products into the Chinese market, bring extraordinary customer experience and the brand value of VAST to our customers. At the same time, we are now highly concerned about the field of automation, and will focus on the development of intelligent manufacturing systems for corporate management, and continuously improve management and efficiency."

VAST Group's successful layout in China is based on the great potential of China's fast-growing auto market. In the interview, from the words of Mr. William Zhang, the journalist can also feel the VAST Group's attention to the Chinese market and high confidence to VAST China Co., Ltd.'s growing market competitiveness and market share.

We sincerely hope that VAST China Co., Ltd. will continue to sail in the wind and advance together with the China's auto industry, and to write a new glorious chapter in the China's auto industry!

