



TRW holds event at new BMW Brilliance Tiexi plant in Shenyang/China

TRW Automotive held an Technology Day at BMW Brilliance new Tiexi plant in Shenyang/China on April 9, 2014.

More than 1,200 employees attended the event, which showcased TRW's active and passive safety systems together with the company's developments in the field of system integration. This was the first event of its kind to be held at BMW Brilliance in China.

The Innovation Day started with a VIP session. TRW was pleased to welcome a good number of high level executives including Stefan Huelsenberg, plant director Tiexi, and Thomas Buerger, Vice President Purchasing and Quality. Peter Fruehe, Vice President R&D and Stefan Kasperowski, Vice President Total Vehicle and Quality Management, also joined the VIP session.

The main attractions on the day included displays, demonstrations, seminars and other information about TRW technologies of special interest to BMW Brilliance employees:

- A cutaway BMW 3 series vehicle was equipped with relevant hardware for the upcoming BMW 35 up sourcing. TRW installed hardware from the following divisions:
 - Occupant Safety Systems
 - Steering System
 - Suspension Systems
 - Safety Electronics
 - Braking Systems
 - Fasteners
- Nearly 80 information panels outlined details of TRW products and capabilities
- Many hardware samples were exhibited and customers had the chance to touch and feel them
- An animated screen display reinforced TRW's position as the leader in automotive safety systems



Norbert Kagerer explaining TRW technologies to Stefan Huelsenberg, plant director Tiexi, and Thomas Buerger, Vice President Purchasing and Quality, during the VIP session



Many interested customers around the cutaway BMW 3 series showing TRW technologies



Norbert Kagerer explaining the compact module airbag during the VIP session



Alongside the exhibition innovative technologies of occupant safety, braking and driver assist systems were shared with BBA associates in three seminars.

Amongst others, BBA's ambitious plan to increase the plant capacity in the coming years was addressed. Roland Bausch, TRW's Global Key Account for BMW, congratulated BBA for its extraordinary achievements in the past decade. Both sides expect an even deeper cooperation in the next years. The TRW team gave a detailed introduction of its commodities with the help of a demo car - a BMW 3-series GT equipped with all TRW commodities.

TRW has been a supplier for BBA since it launched its first car in China 10 years ago. TRW is currently delivering seat belt and buckle (F18/F3x/E84), airbag (F3X/E84), electric power brake caliper (F18) and power brake booster (F18) for BBA Plants Dadong and Tiexi. In the future, TRW will also supply engine valve (Bx8) for the New Engine Plant (NEP) in China.

Feedback from BMW Brilliance employees, which was collected via TRW employees and a survey, was extremely positive and the TRW Innovation Day was considered a big success!



Overview of exhibition area at BMW Brilliance



Participants at the technical seminar



Visitors at the TRW exhibition



Visitors try out the cutaway BMW 3 series