

## **New strategic orientation at HORIBA Europe GmbH in Darmstadt**

**Focus on core competencies and enhancement of product portfolio will sustainably strengthen the company segment**

**Darmstadt (Germany), February 10, 2011** – The management of HORIBA Europe GmbH resolved on February 4, 2011 to adopt a new strategic orientation of the MCT division. In order to ensure a sustainable profitability for the Mechatronics (MCT) division at the Darmstadt location, HORIBA is to concentrate more on the core competencies of the company while pressing on with the development of modularised system solutions for engine, powertrain and vehicle test stands.

The restructuring new process means that the MCT division will be divided up into two organisations with clearly defined competencies in future. The Delivery Organisation concentrates all service marketing functions whereas the Factory Organisation is in charge of all goods and services functions and is divided up into the areas

'Productline', 'Engineering' and 'Operations'.

The resulting clear assignment of tasks within the company and the focus on the core competencies in the fields of engine, vehicle and powertrain test stands are the key to sustainable success. Customers worldwide already appreciate the innovative system solutions and the competent direct counselling provided by the employees at the Darmstadt location. To optimize reduce costs and improve market penetration, HORIBA Europe will continue to press on with the successful process of standardisation and modularisation of assemblies. In addition, identical functions are to be combined in one organisational unit in order to increase efficiency.

The forecasts for the years to come are all positive. Nevertheless, HORIBA Europe GmbH must react to the current market situation with a new orientation in terms of content and organisation structure in order to sustainably improve the profitability of the Darmstadt location.

**About HORIBA**

Headquartered in Kyoto, Japan, the HORIBA Group of worldwide companies provides an extensive array of instruments and systems for applications ranging from automotive R&D, process and environmental monitoring, in-vitro medical diagnostics, semiconductor manufacturing and metrology, to a broad range of scientific R&D and quality control measurements. The Internet address for HORIBA is <http://www.horiba.com>.

**HORIBA Automotive Test Systems**

Part of the HORIBA Group, HORIBA Automotive Test Systems has developed global leadership in the exhaust gas analysis, powertrain research and development and various certification test system fields. HORIBA ATS is able to provide total solutions to its customers, with full turnkey capability for driveline, engine, powertrain and vehicle tests. HORIBA ATS serves manufacturers and suppliers in every industry that utilizes internal combustion, turbine engines, including automotive, heavy-duty/off road, lawn and garden, marine, aerospace, locomotive and recreational and utility vehicles.

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