

FAURECIA

A very mobile equipment manufacturer



Created in 1998 from the merger of three French companies (Bertrand Faure, ECIA and Sommer Allibert), Faurecia is a subsidiary of the PSA Peugeot Citroën Group, based in Nanterre (Paris region), which holds a 57.4% stake in the company. This engineering and automobile equipment group manufactures seats, emission control technologies, interior systems and car exteriors. This fourfold expertise has made it necessary to completely redefine the transport plan in order to optimise flows.

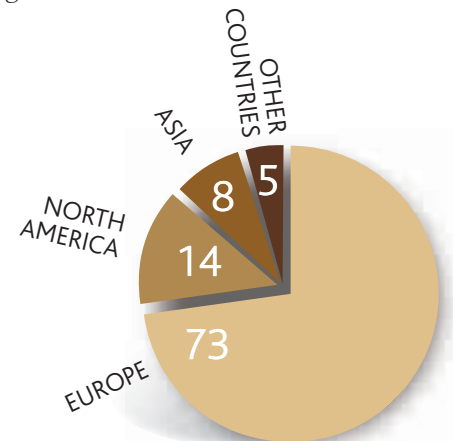
"Stylish" equipment
 The buzzword at Faurecia is supporting car manufacturers - from when equipment is designed to when it is delivered. Most brands have outsourced the manufacture of parts in order to concentrate on design, assembly and marketing. Attentive to market trends, the research and development department at Faurecia works in close cooperation with all car manufacturers in order to provide them with innovative solutions, which serve to complement their image.

3 years for a new seat
"The basic range has been simplified and is economical," says Jean-Baptiste Courcelle, Director of Purchasing for Transport, Logistics and Packaging at Faurecia Automobile Seats. *"80% of demand is for three specific colours and patterns; comfort is still guaranteed but we have gone back to manual controls. It takes 3 years' work to create even a new standard seat."*
 With 500 references and an infinite choice at the top of the range, the equipment is suited to the cultural needs of the people that will use it. The Germans, for example, like seatback vents and fine settings

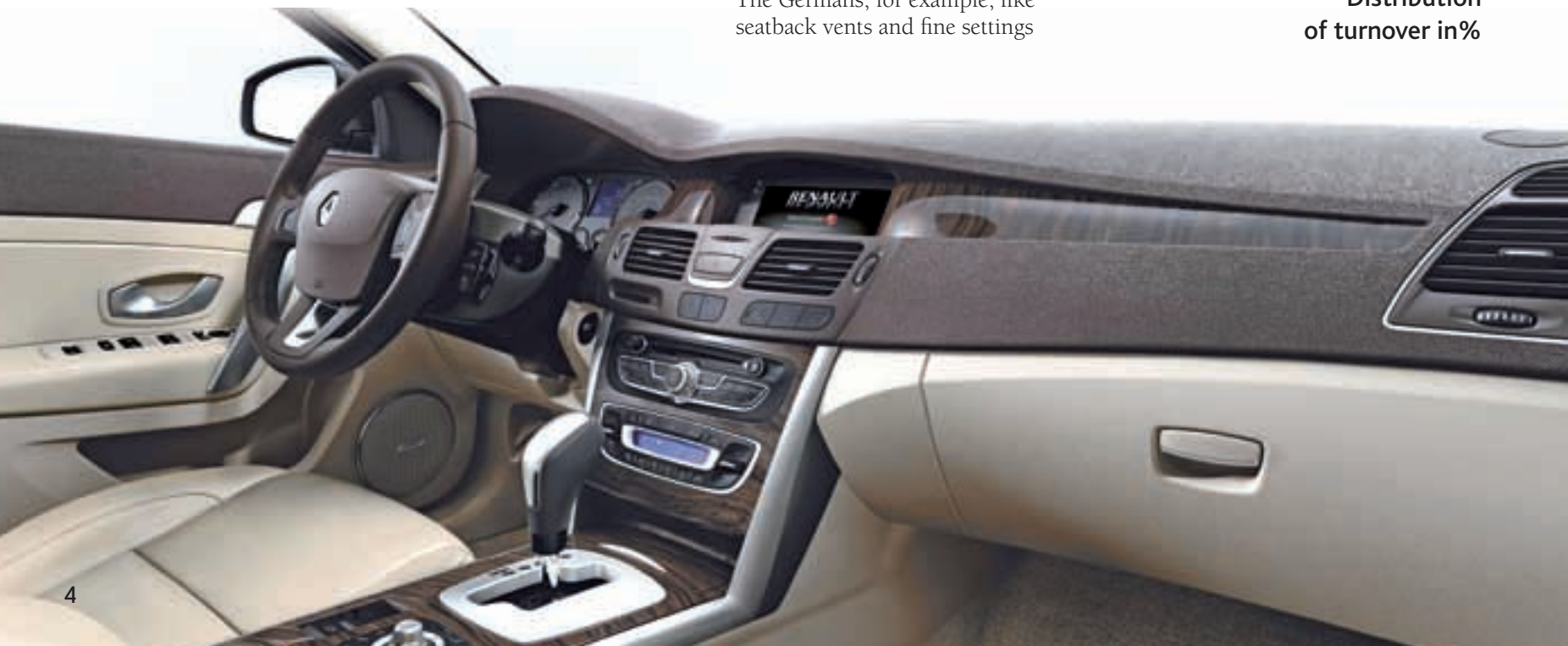
(up to 5 possible positions for cushions, seatbacks and headrests) and expect to choose from a very wide range of upholstery colours.

Seat assembly plants close to the manufacturers

Faurecia's seat assembly plants have followed most of the car manufacturers around the world. Often located on-site, these factories are able to deliver to car production lines in less than 3 hours, thus optimising manufacturing and logistics costs.



Distribution of turnover in%





Key figures

- The world's 6th equipment manufacturer
- 32 countries / 62,000 employees 200 sites
- 3,500 engineers and technicians, 33 R&D centres
- Turnover in 2009: 11.3 billion Euros

New transport plan

Before it can assemble any seats, Faurecia has to purchase the necessary components from several continents. While these upstream supplies represented 90% of transport expenses for the company in 2007-2008, it reduced its European budget by 30 M€ during the same period. This saving was based on a new transport plan, which makes use of expertise provided by Norbert Dentressangle (see opposite).



A new 3-stage transport plan

- Stage 1: Setting up "milk runs" for 80% of flows. With these "milk runs", Faurecia is now able to collect its own components, after renegotiating prices on a "from supplier site" basis. As they now collect components from several suppliers during a single trip, vehicles no longer arrive half-empty.
- Stage 2: The reorganisation of trips makes it possible to share transport resources across 30 European sites. The national networks have been extended on an international scale!
- Stage 3: Optimising the 20% of flows not covered by the "milk runs". This is where Norbert Dentressangle expertise comes into its own.



No.1 Partner in Europe

After working together for 3 years, in 2010, Faurecia Automobile Seats made Norbert Dentressangle its main transport and logistics partner in Europe, when it called upon its expertise for the third stage of its transport plan. The solution identified for the 20% of flows not included in "milk runs" (see opposite) combines transport and logistics. It includes both the collection of pallets and their transport to Norbert Dentressangle cross-docking hubs. The pallets are then allocated to Faurecia production plants by Norbert Dentressangle employees. Already established in France, Germany, Poland, Italy and Spain, similar consolidation hubs will be created in England, Slovakia and Portugal in 2011.



Norbert Dentressangle advised us on how to set up consolidation hubs, while bearing in mind that motorway networks are essential for efficient flows. Since 2009, our division has been working with the Irún hub (Spain). In 2010, Norbert Dentressangle opened a new hub for Faurecia in Wroclaw (Poland). The three major assets of our transport partner are: its consistent and responsive operational organisation throughout Europe; a voice server that enables drivers to state their location when out on the road and time of arrival for loading/unloading; and a simplified price system."

Jean-Baptiste Courcelle

Director of Purchasing for Transport, Logistics and Packaging at Faurecia Seats