



**THE WOODBRIDGE GROUP<sup>®</sup>**



# RISING OPPORTUNITIES

CANADA – JAPAN

Business Symposium

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**Martin J. Mazza**

Senior Vice President Marketing & Global Sales  
The Woodbridge Group





**RISING OPPORTUNITIES**  
CANADA – JAPAN Business Symposium



## The Woodbridge Group Beginning - 1978

- Private Canadian company
- 1 plant in Woodbridge, Ontario
- 350 employees
- \$38 million CDN in sales
- Molded automotive foam, slab foam fabrication, furniture foam and carpet undercushion



# The Woodbridge Group

## Today's Worldwide Presence



- Private Canadian company
- 64 locations in 21 countries worldwide
- 8,000+ employees

**ARGENTINA**   
Pilar

**AUSTRALIA**   
Adelaide  
Melbourne

**BELGIUM**   
Hulshout\*

**BRAZIL**   
Betim  
Caçapava  
Camaçari  
Caxias do Sul\*  
São Bernardo (2 Facilities)

**CANADA**   
Blenheim, ON  
Kitchener, ON  
Mississauga, ON  
Sarnia, ON  
Tilbury, ON  
Whitby, ON  
Woodbridge, ON

**CHINA**   
Wuhan\*  
Shanghai

**CZECH REPUBLIC**   
Mlada Boleslav\*

**EGYPT**   
Cairo\*\*

**ENGLAND**   
Coventry\*  
Manchester\*

**FRANCE**   
Trilport\*

**GERMANY**   
Mörfelden\*  
Rüsselsheim\*  
Espelkamp\*  
Wolfsburg\*

**INDIA**   
New Delhi\*

**ITALY**   
Bruzolo\*

**JAPAN**   
Anjo\*  
Nanno\*  
Inado\*(Kyushu)  
Tokyo

**MEXICO**   
Leon\*  
Mexico City\*  
Saltiilo (2 Facilities)

**POLAND**   
Bielsko Biala\*  
Zory\*

**SLOVAKIA**   
Lučenec\*

**SOUTH KOREA**   
Ulsan\*  
Gwangju\*  
Inju\*(Asan City)

**SPAIN**   
Barcelona\*

**THAILAND**   
Bangkok\*  
Gateway\*(Plangyao)

**UNITED STATES**   
Atlanta, GA  
Auburn Hills, MI  
Brodhead, WI  
Chattanooga, TN\* (2 Facilities)  
El Paso, TX(2 Facilities)  
Fremont, OH  
Grand Rapids, MI  
Greensboro, NC\*  
Kansas City, KS  
Kansas City, MO (2 Facilities)  
Lansing, MI  
Romulus, MI  
St. Peters, MO  
Troy, MI



# What Does Woodbridge Supply



Urethane Chemistry  
Application









Foam  
Cushion



# What Does Woodbridge Supply

Urethane  
Chemistry + JIT  
Assembly =



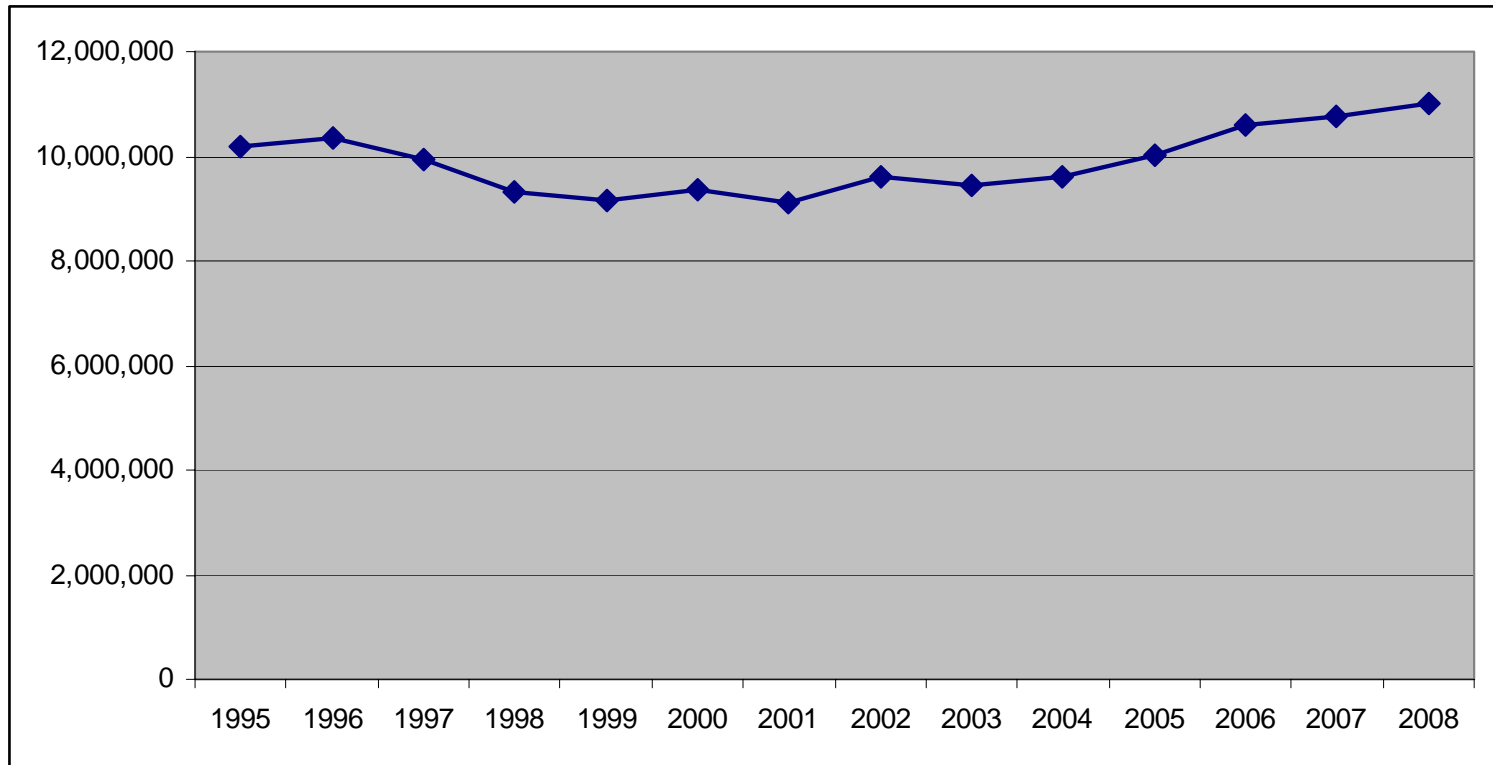
-  Seating Foam
-  Energy-Absorbing Foam
-  Headliner Foam
-  Structural Foam
-  Acoustical Foam
-  Assembly and Sequencing

# Today



# Why Japan

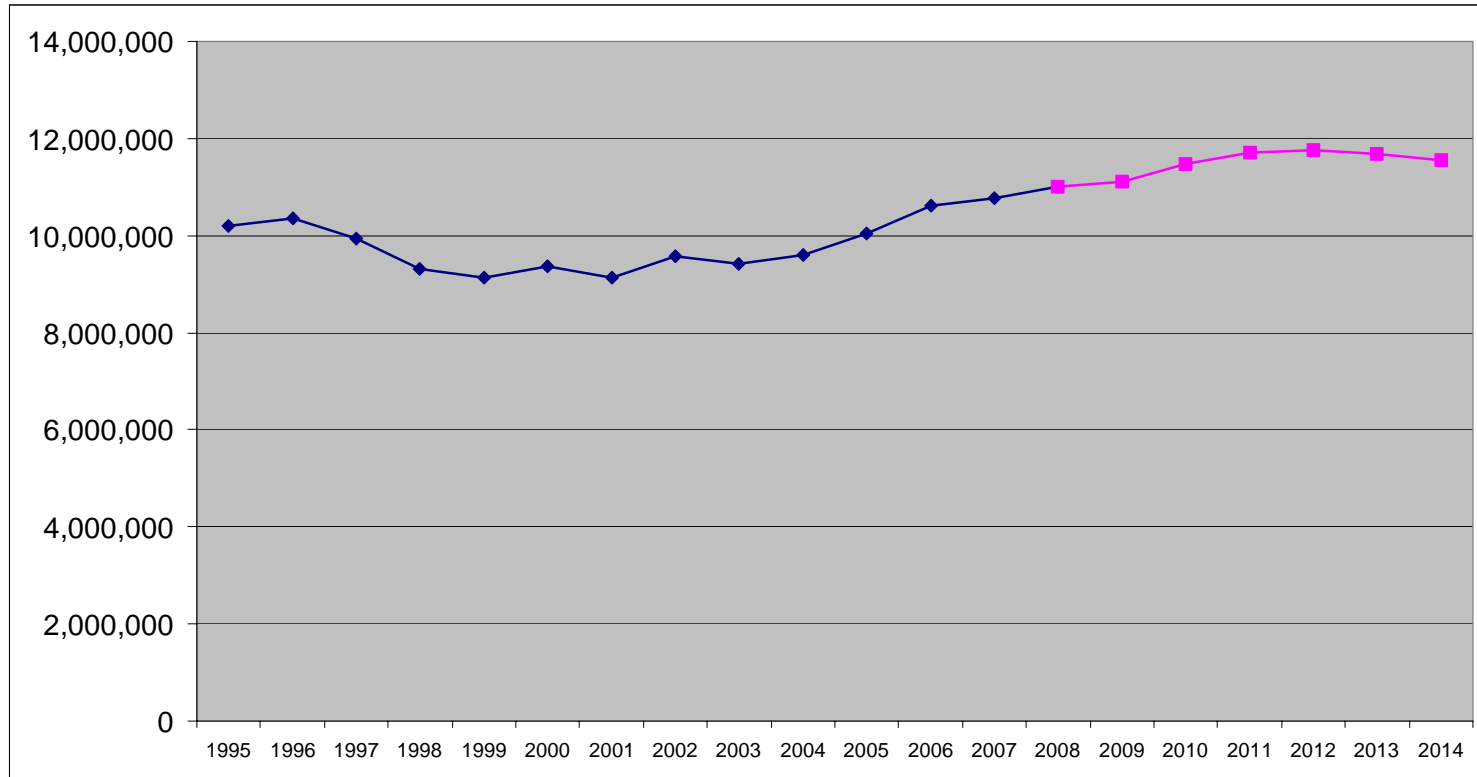
## Japanese Vehicle Production – 1995 to 2008



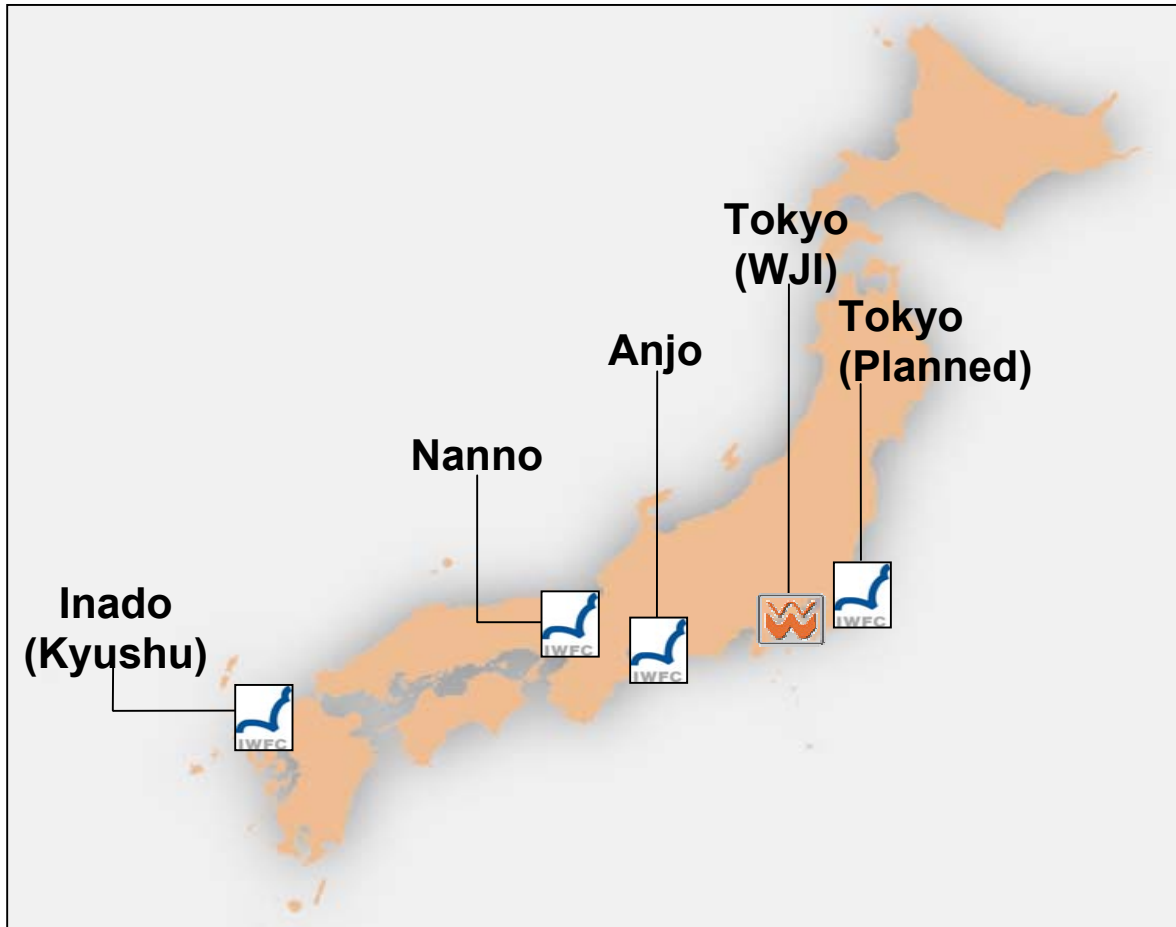


# Why Japan

## Japanese Vehicle Production – 1995 to 2008 + Forecast



# Why Japan



# Japanese Customers



## Why A Joint Venture

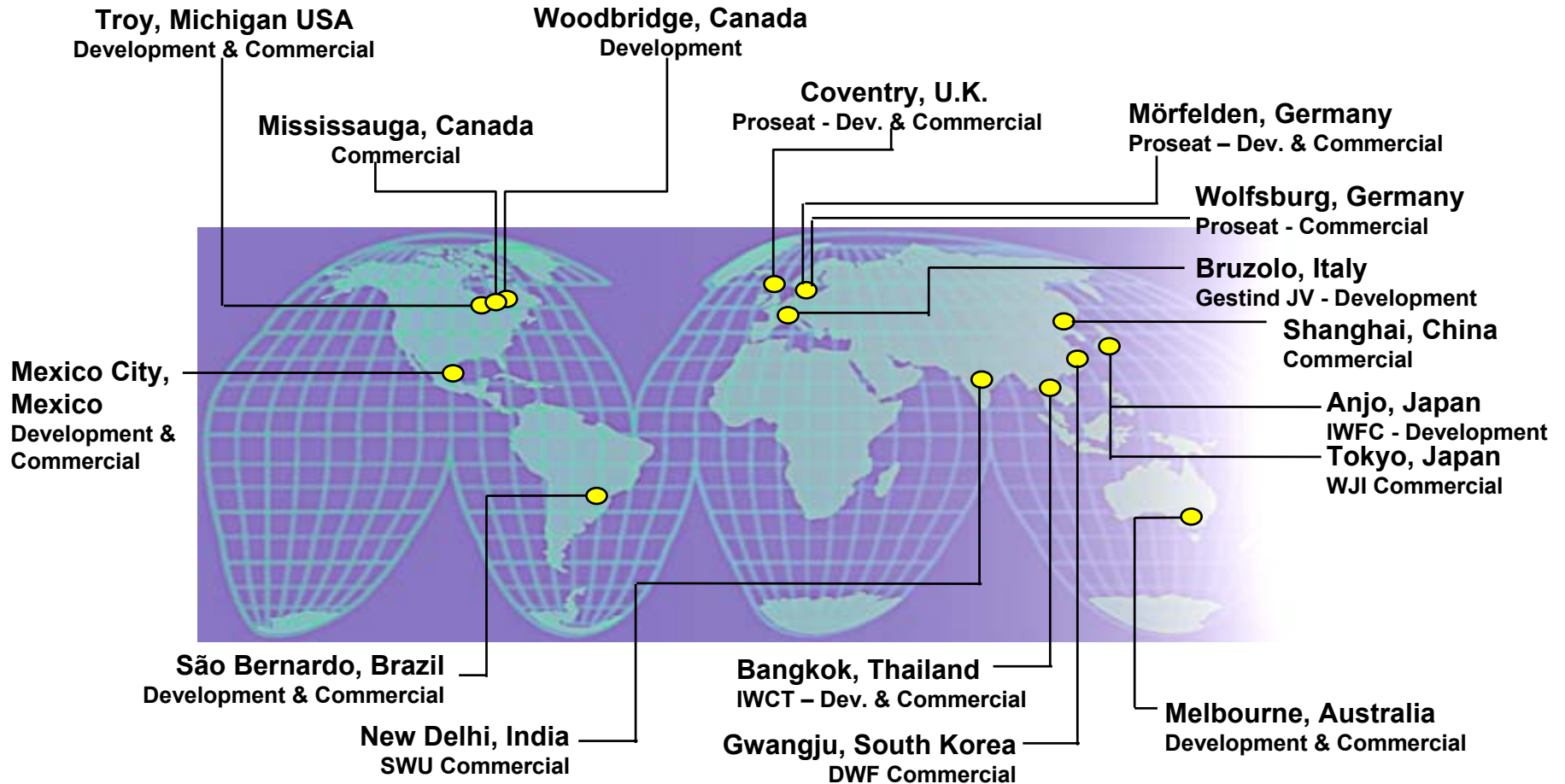
- Resources & local knowledge
- Technology
- Globalization
- Growth



# Resources & Local Knowledge

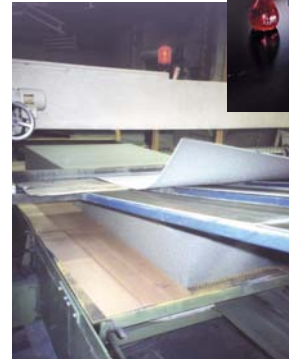


# Globalization



# Technology

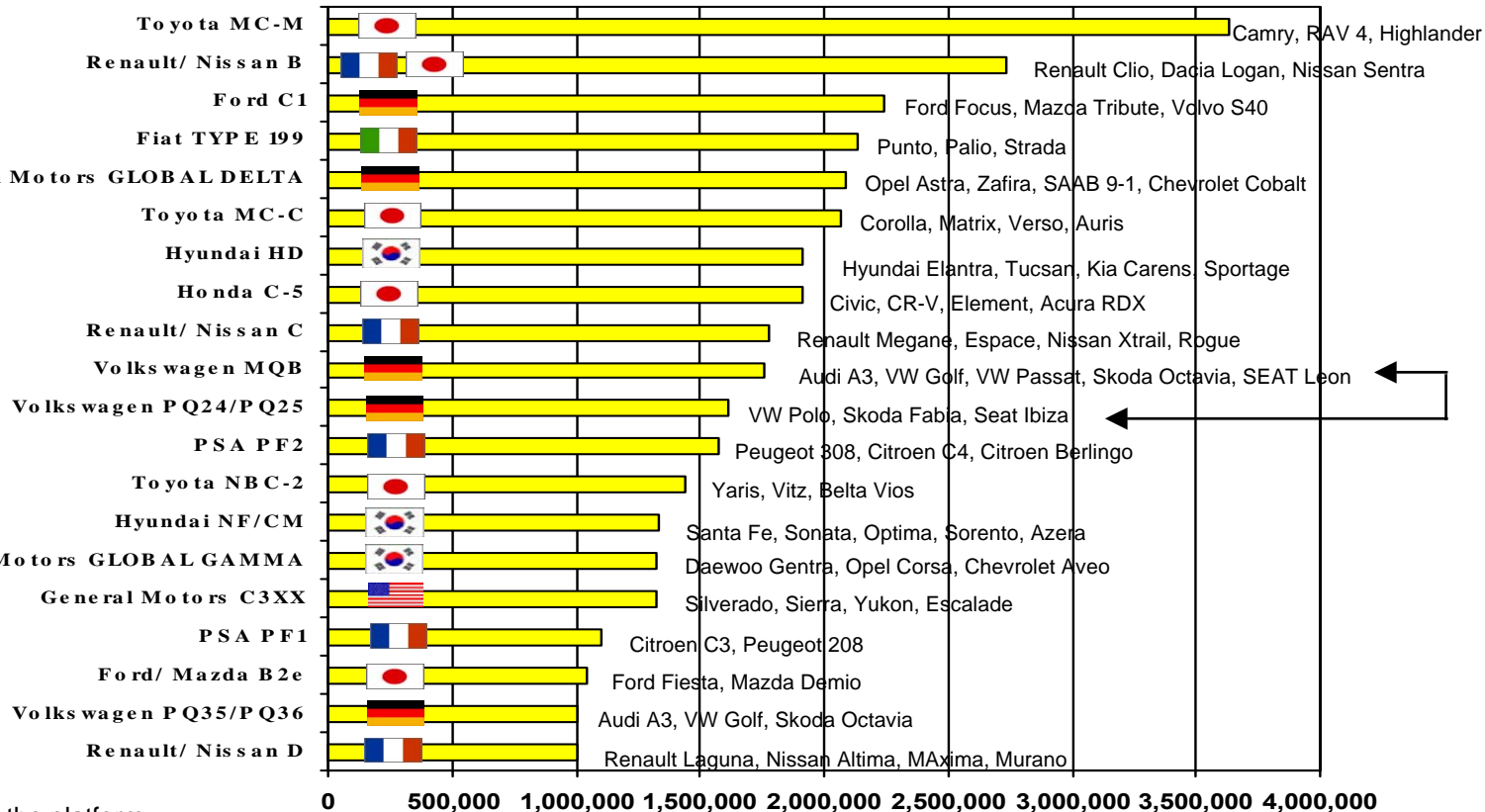
- Synergy
- Leapfrog
- Learnings



# How Do We See Japan Growth?

## Global Platforms - 2013

... By 2013, more than **40%** of global production will be based off of a "global platform"!  
and 6 of them will be designed in Japan!



- Examples of vehicles based on the platform
- Global Platform is one with more than 1 million units annually
- Source CSM Jan 08





## Key Factors To Success

- Expertise
- Cost and Quality
- Innovation
- Global design & prototyping
- Global learning, experience and supply



# World Polyurethane Alliance



The **World Polyurethane Alliance** is a united collection of leading urethane manufacturers, offering world-class research, technology, product design, prototyping and manufacturing.

The World Polyurethane Alliance currently includes: **The Woodbridge Group, Proseat, Poliuretanos Summa Woodbridge, IWFC, Gestind, Indepol, IWCT, WWGSK, Dayou Woodbridge Foam and SWU.**

**This collection of the world's leading urethane companies provide a global footprint to offer:**

- local support for global programs, in a seamless environment
- deliver the lowest possible cost
- meet expectations on development timing
- avoid unnecessary duplication of development in multiple countries
- provide product launch excellence
- design centralized based on where its developed to launch anywhere





**THE WOODBRIDGE GROUP<sup>®</sup>**



Domo arigato  
Thank you

