



THE WOODBRIDGE GROUP®



RISING OPPORTUNITIES

CANADA – JAPAN

Business Symposium

October 23, 2008

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The Woodbridge Group





RIISING OPPORTUNITIES

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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*
Saltillo (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 =



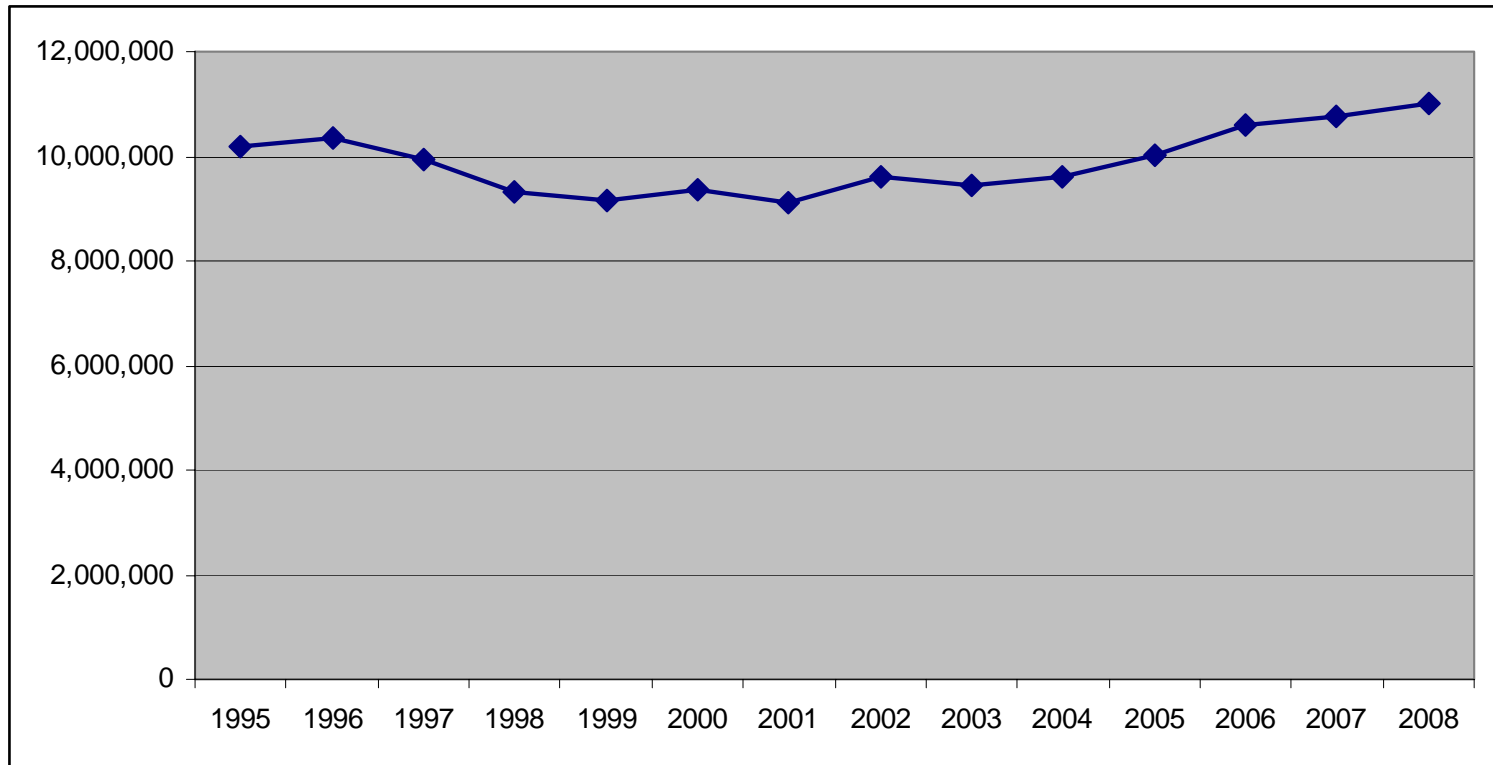
-  Seating Foam
-  Energy-Absorbing Foam
-  Headliner Foam
-  Structural Foam
-  Acoustical Foam
-  Assembly and Sequencing

Today



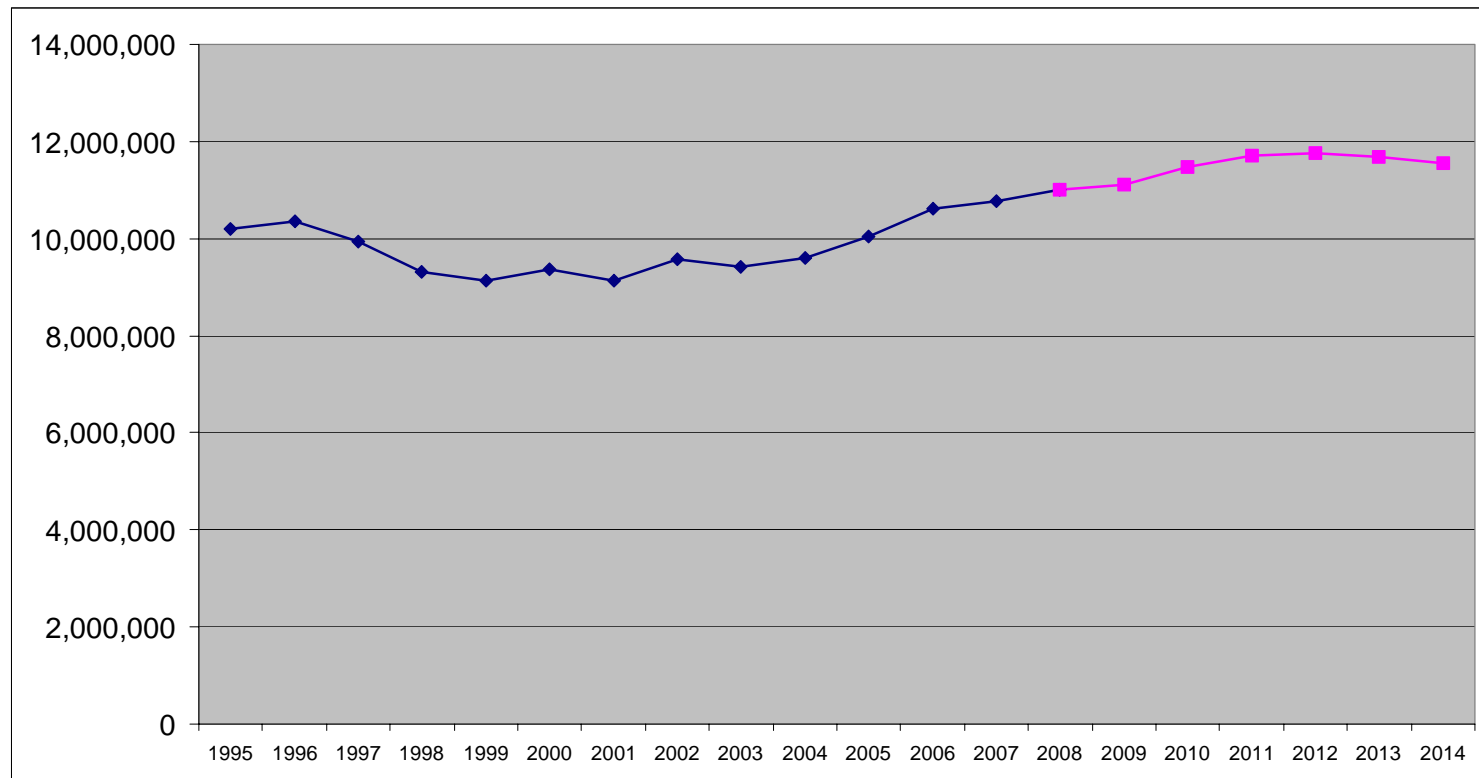
Why Japan

Japanese Vehicle Production – 1995 to 2008

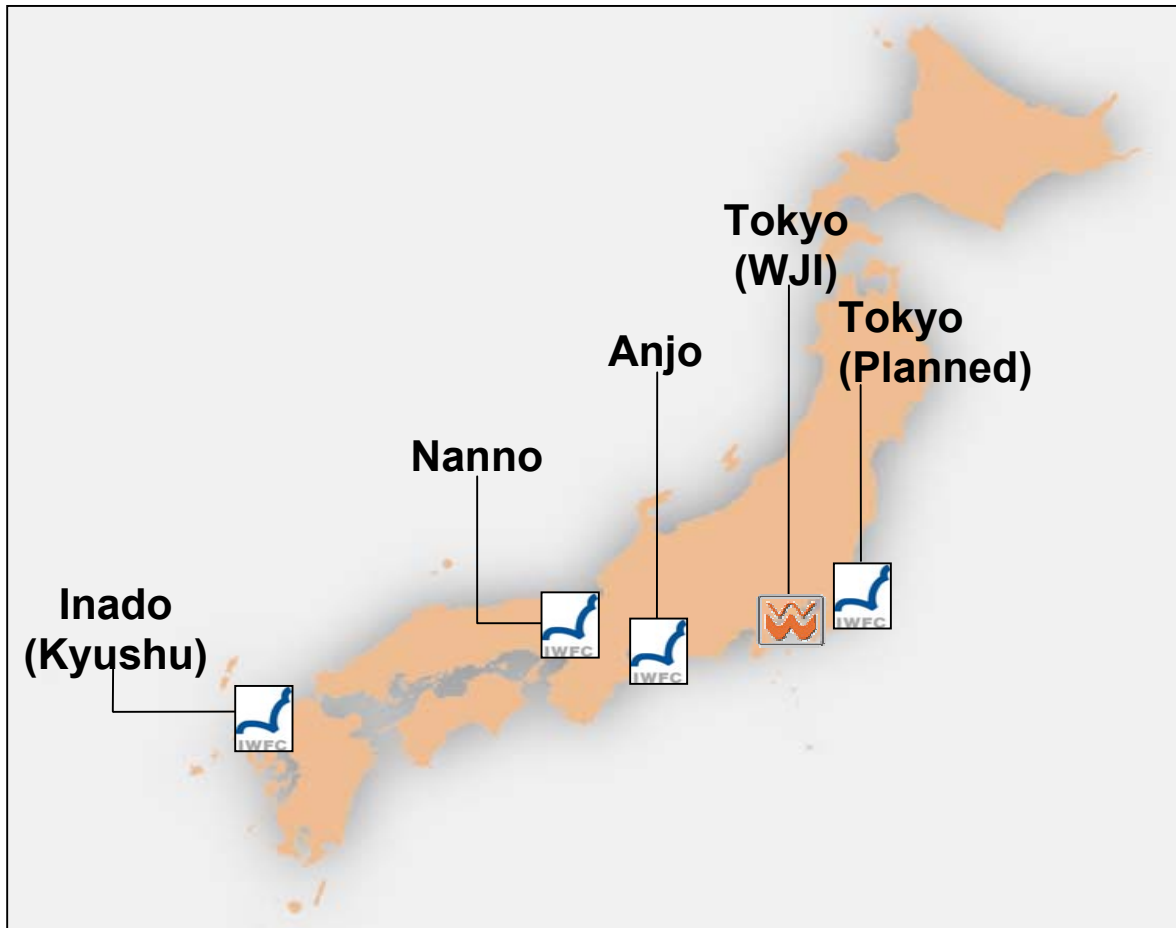


Why Japan

Japanese Vehicle Production – 1995 to 2008 + Forecast



Why Japan



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Japanese Customers



Why A Joint Venture

- Resources & local knowledge
- Technology
- Globalization
- Growth



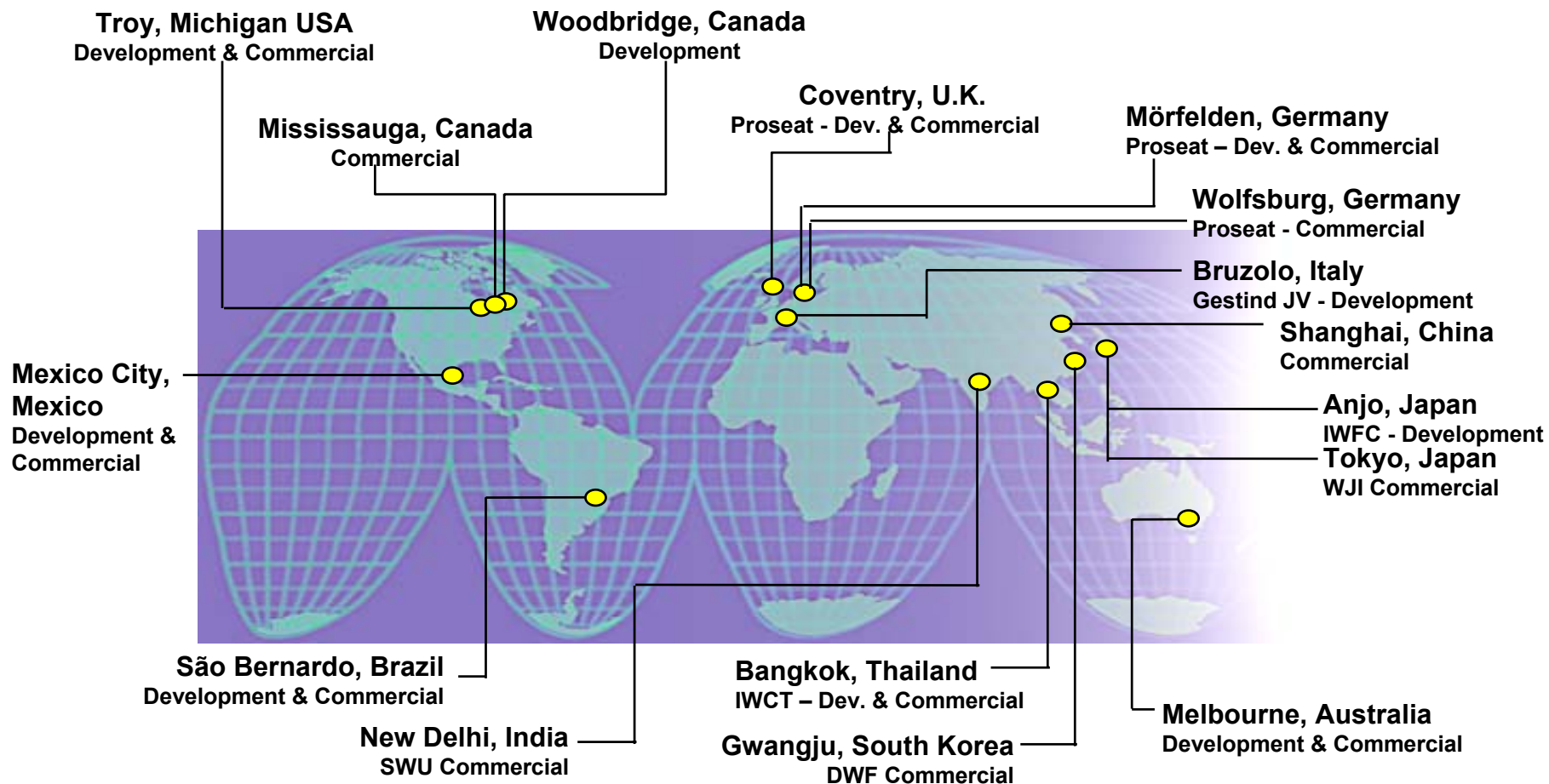
Resources & Local Knowledge



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Globalization

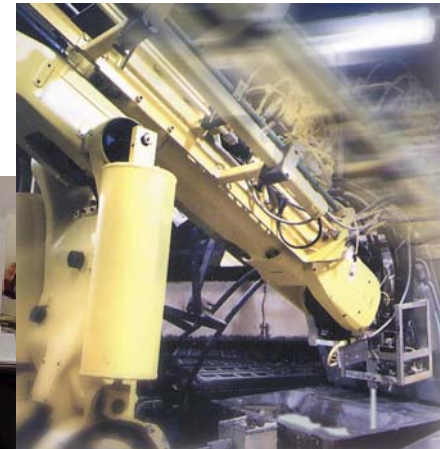
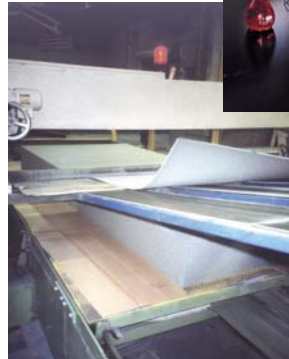


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Technology

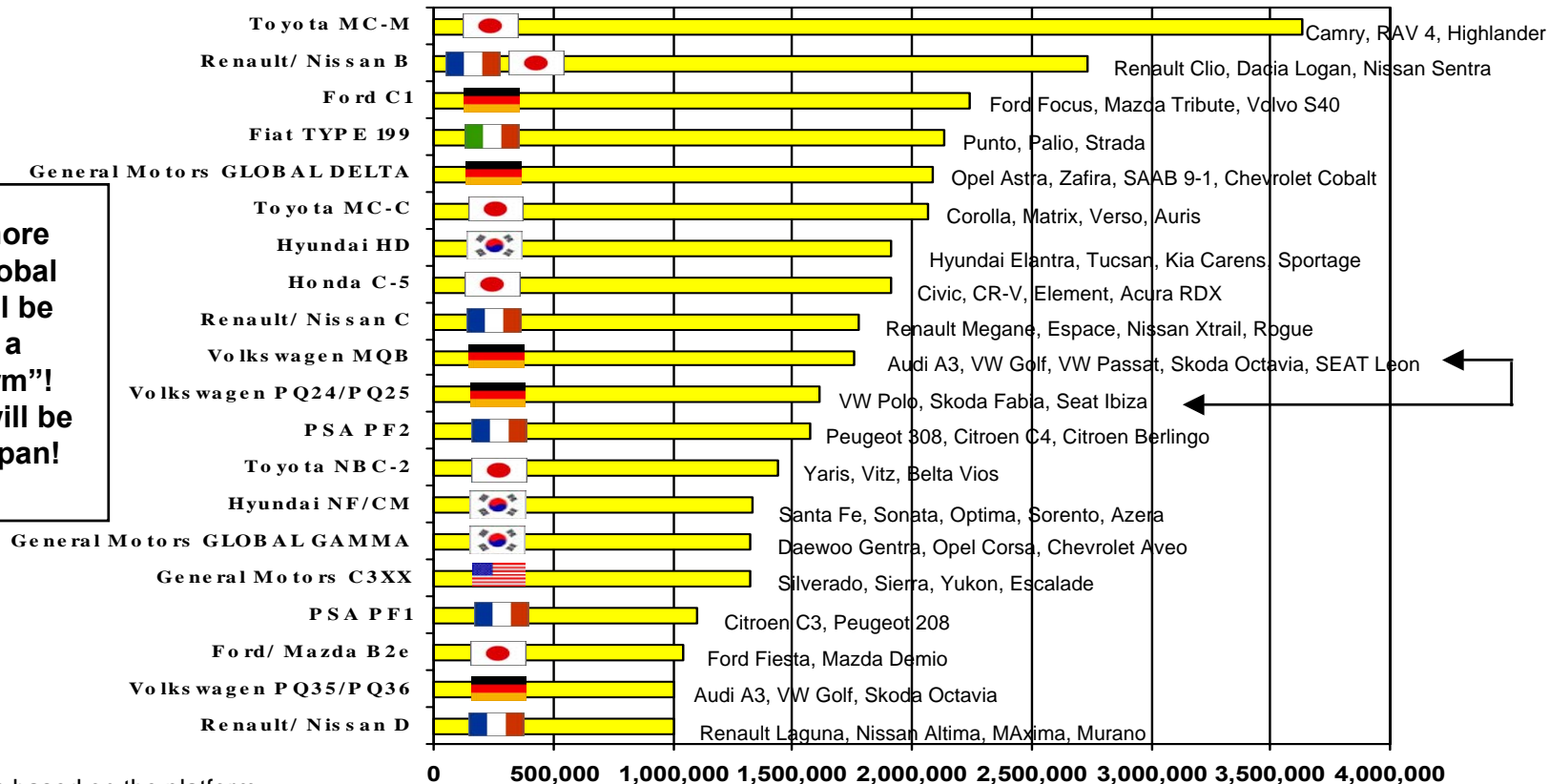
- Synergy
- Leapfrog
- Learnings



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, Proseal, 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



Domo arigato
Thank you

