

## Good News for the UK Automotive Sector



### **Planning for growth means more flexible and complex automotive logistics.**

Working with some of the world's leading automotive manufacturers, Rudolph and Hellmann Automotive, are currently developing logistics strategies to grow production capacity further.

### **The greatest challenges are the increases in part complexity and variations in build specification.**

"Sizeable increases in part complexity and rising volumes means speeding up line operations and reducing inventory trackside. This is why sequencing and kitting solutions are a key area of our focus.

Together with the introduction of automated pick screens and scanners, plus increased flow of tow trains and delivery vehicles. All of which means staff training remains a critical organisational requirement so our people remain fully informed. Responding to the fast moving ever-changing world of automotive logistics and helping our clients achieve their manufacturing goals."

**Martin Rollings**, Managing Director UK Operations, Rudolph and Hellmann Automotive

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/high\\_car\\_sales](http://www.rh-automotive.co.uk/news-and-case-studies/high_car_sales)

## 'Worst is over' for European Car Sales

This is the growing feeling amongst the industry experts and, there are growing signs the relentless six-year slump in European car sales looks to have eased. Supporting this is the recent rise in share prices of several automotive manufacturers. It underlines a new confidence among investors that the industry may have turned a corner.

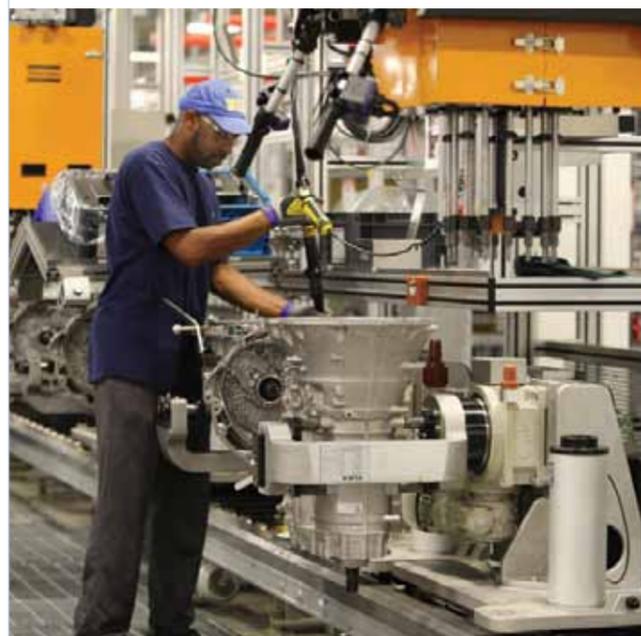
At the 2013 Frankfurt Motor Show the feeling was "things have stabilised"

Roelant de Waard, Ford of Europe's head of sales and marketing, declared "The worst is over..." This view was supported by Dan Akerson, General Motors' chief executive who is reported to have told the Detroit News there was "some sunshine on the horizon".



For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/worst\\_is\\_over](http://www.rh-automotive.co.uk/news-and-case-studies/worst_is_over)

## New Contract Win – ZFTG UK Operation



### The need for a UK Operation to support UK Automotive Manufacturers.

With the projected increases in sales of the new fuel saving transmissions, especially within the UK automotive manufacturing sector where new car sales are going from strength to strength, a UK operation was essential. Rudolph and Hellmann Automotive were asked to put forward their solution in a competitive tender process.



### Robust processes, flexibility and a “can do” approach – delivered the winning solution.

“To be cost effective, it was essential a facility should be situated close to a commercial sea port and the ZFTG’s automotive OEM client base. The bespoke solution was centred around a new warehousing facility at Winsford. From the feedback, our solution inspired ZFTG with the confidence their cargo would be treated “personally”. The UK operation takes receipt of and stores the transmissions to supply ZF’s UK manufacturing clients with these ultra fuel efficient transmissions. The warehousing implementation process commenced in May and operations went live in July. Functions at this new facility include: receipt, storage, stock management and dispatch of goods within a bonded customs warehouse.”

**Mark Cranidge,**  
UK Operations Director,  
Rudolph and Hellmann Automotive



### Projected volumes to supply 300,000 annual car build when at peak production.

The U.S. automotive OEM announced earlier this year its plans for expansion and a whopping \$215 million investment to build 8- and 9-speed transmissions at its Grey Court facility, South Carolina. Boosting output 50 per cent from 800,000 units annually, ZFTG’s investment will expand its plant which has just started producing the fuel-saving 8-speed and 9-speed automatic transmissions.

### Working with the world’s leading automotive manufacturers.

The 8-speed automatic transmission has already been signed up by Audi, BMW, Jeep and Jaguar Land Rover. The 9-speed automatic transmission (the world’s first) will be used in the new Jeep Cherokee and Land Rover Evoque. ZF’s new 9-speed transmission can improve fuel economy by as much as 16 per cent.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/new\\_contract](http://www.rh-automotive.co.uk/news-and-case-studies/new_contract)

## The Future Looks Bright But be prepared for the challenges ahead!

Innovative design, lean distribution and sales (all with a keen eye on cost control) have contributed towards the UK automotive manufacturing success story. The question is what can those operating within the UK’s automotive industry do, to ensure this growth is sustained.



### Expansion in the pipeline – preparation is the key

Many of our OEM customers have plans for significant expansion over the next 12 months. These expansion plans are likely to have a positive knock-on effect throughout the whole supply chain, delivering growth both in automotive logistics and 1st and 2nd tier providers. Preparation is the key to success combined with adopting a more flexible approach to the dynamic demands of the industry, which means examining what’s needed not simply scaling the current processes.

A fresh pair of eyes at the whole process may mean a little or big change is required to deliver longer term savings. So explore all the options don’t simply increase manpower, storage or frequency. The question we ask ourselves is, how could we possibly do more with the same or less?

### Increases in part complexity and managing costs – taking a proactive approach

Anticipating the challenge over the next few months, we are taking a proactive approach to ensure we continue to deliver the high levels of service our customers deserve. Which means we are looking at all aspects of our operations. Whether its MHE, warehousing configurations or people, we ask ourselves – how could we possibly do this better? It’s too easy to rest on contract timescales before making the big cost saving changes. The reason we have some of the ‘longest manufacturer – logistics provider relationships’ within the industry is because we are always looking for small improvements but aren’t afraid to rethink the big ones.

### Staffing levels – spotting talent, motivation and personal development opportunities

Working in tandem with changes in some of our operations, we expect to see a surge in our current staffing levels. Which means our emphasis will be on recruiting and training a diverse, flexible, skilled, professional and committed team. Because to ensure a sustained increase in our business, we need good people. But if we are looking for good people, so will our competitors. Which means we need to provide a greater incentive so the ‘good people’ want to work for Rudolph and Hellmann Automotive. Having a ‘Home Grown Timber’ policy means people can see whatever task or role they originally take on within the organisation, they can work themselves all the way to the top. So the question here is, how can we possibly improve the ways we spot talent? So we can reward great attitude, hard work and dedication and motivate our people to be even better than they are today.

## Supply Chain Control - key to reducing costs

With a proven track record in delivering cost savings combined with improved operational performance, clients often seek to increase our service offering. Typically this is within the on-site logistics operation but doesn’t have to be.

From 2nd tier supplier to lineside then on to the automotive manufacturer

Rudolph and Hellmann Automotive were asked to extend their on-site service contract to organise, coordinate and import sizeable quantities of containerised components. Inbound containers from Europe, USA and the Far East arrive in the UK by road, sea and air for onward road transportation to the customer’s operational facility in the UK Midlands.

Rudolph and Hellmann Automotive now have total responsibility for their inbound supply chain from the collection of material at 2nd tier suppliers right through to lineside delivery and outbound despatch to the automotive manufacturing clients in the UK.



[www.rh-automotive.co.uk/news-and-case-studies/supply\\_chain\\_control](http://www.rh-automotive.co.uk/news-and-case-studies/supply_chain_control)

## Rudolph and Hellmann Automotive are really excited about the year ahead

**Jeff Hyde, Finance Director, Rudolph and Hellmann Automotive provides his view on what is needed in the drive for continued success.**

As a numbers man, my focus is on the only area in the business which can be controlled – your cost base. If the past few years have told us anything, it’s to be lean and flexible. Which means you need a core team with the critical management skills to ensure the people, process and systems are continually reviewed and optimised. A management team with foresight to see what’s going to be needed tomorrow whilst dealing with the demanding pressures of today’s challenges.



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## Spot Light On...



**Steve Layton**  
Shift Manager

My first role with Rudolph and Hellmann Automotive was in 2000 as a Team Leader and I progressed to Shift Manager, moving to various locations within the UK to fulfill roles where I was needed.

**How do you feel your experience in the Automotive Logistics Industry helps you to help customers deliver their logistics requirements on a day to day basis?**

There's a buzz and excitement around the automotive logistics sector and my knowledge, skills and experience gained, definitely help put customers at the heart of our operational focus.

**What hobbies do you enjoy outside work and are there any interesting facts about you that you would like to share?**

I really enjoy spending quality time with my family and taking time out to watch the footy and Rugby. I've always been an avid Liverpool supporter and follow them as much as I can, although I take a ribbing from some of my colleagues who are mostly Midlands based.

**For the full case study visit:** [www.rh-automotive.co.uk/news-and-case-studies/steve\\_layton](http://www.rh-automotive.co.uk/news-and-case-studies/steve_layton)

### Last Newsletter Competition Winner



Colin Wharton receiving his prize for winning the Automotive Word Puzzle. Presented to him by Julie Graham at Komatsu UK and Commins Engines Darlington, where Colin is Business Unit Manager.



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## Win yourself a Bottle of Bubbly

**Below are 10 questions relating to the company profile and previous Newsletters. The answers can be found at <http://www.rh-automotive.co.uk/news-and-case-studies>**

1. Which country is the location of the new state of the art facility?
2. Where are Rudolph and Hellmann Automotive's 3 UK sites?
3. Who is Rudolph and Hellmann Automotive's Director of UK Operations?
4. What year was Rudolph and Hellmann Automotive first ISO9001 certified?
5. In what year was the Dubai facility opened?
6. Name the 3 types of contract logistics we operate.
7. Which page in the newsletter are our contact details?
8. Which newsletter had the headline "Launch Store Operation Success"?
9. Who are our Shareholding Companies?
10. What's the telephone number for our 'FREE Supply Chain audit and healthcheck'?

Email your answers to [hqreception@rh-automotive.co.uk](mailto:hqreception@rh-automotive.co.uk)

All correct entries will be put into a draw which will take place on the 29th November 2013. The successful winner will be notified on the 2nd December and their name will be published in the Winter Newsletter.

Please include your name, the organisation you work for and a contact telephone number.

For more info visit [www.rh-automotive.co.uk/news-and-case-studies/win\\_bubbly](http://www.rh-automotive.co.uk/news-and-case-studies/win_bubbly)

Supply Chain Consultation	Process Implementation	Contract Logistics	FREE Supply Chain Audit & Healthcheck
<p>Discreetly assess your inbound and outbound supply chain and submit a detailed report on the areas you can improve and save money.</p> <ul style="list-style-type: none"> <li>■ Discreet Assessment</li> <li>■ Full Logistics Audit</li> <li>■ Process Mapping</li> <li>■ Process Re-Engineering</li> <li>■ Process Development</li> <li>■ Error Proofing</li> <li>■ Tender Specification Creation</li> </ul>	<p>Set-up your inbound and outbound supply chain to maximise efficiency, recruit and train your people and step away when everything is working.</p> <ul style="list-style-type: none"> <li>■ Consultation and Evaluation</li> <li>■ Recruitment and Implementation</li> <li>■ Spot Audits and Support</li> </ul>	<p>Provide you with a complete out sourced cost centre operating to your SLA and KPI's.</p> <ul style="list-style-type: none"> <li>■ Fixed Term Contracts – from months to years depending upon your requirements</li> <li>■ Rolling Contracts – should you wish to continue a fixed term contract but not wish to enter into another fixed term contract</li> <li>■ Project Based Contracts – if you have a specific, defined project that you would like us to work on</li> </ul>	<p>Our FREE 'on site logistics' audit – carried out under a non-disclosure agreement anywhere in mainland UK. Drive out excess cost and inefficiency from your manufacturing supply chain through better processes, systems and training. Our findings will be reported in full confidence and will provide a detailed analysis of where savings and improvements can be made.</p> <p><b>To find out more call us on</b> <b>01543 441670</b></p>

