

UK car manufacturing hits six-year high



“5 key measures of manufacturing at all-time high & UK car sales top pre-2007 levels. See how we’re growing UK economy.”

Prime Minister David Cameron tweeted that the 2013 figures were an example of the growing UK economy

UK overtakes France as Europe’s second largest car market. With 22 months of consecutive growth, only Germany has a larger car market than the UK.

According to the trade body 'The Society of Motor Manufacturers and Traders', car production in the UK in 2013 rose to its best level since 2007. UK demand has consistently outperformed the rest of Europe where car sales have been falling. Spain was the only other major market to register a growth in sales last year, with volumes

up 2.1%, driven by a scrappage scheme. The German, French and Italian markets all shrank.

The SMMT said British buying patterns were shifting towards smaller, more fuel-efficient models, with “supermini” vehicles taking the largest market share of 35.9% in 2013. Registrations of hybrid and plug-in cars rose 20.5% to 32,715 vehicles.

Business Secretary Vince Cable said “Our success lies in the appetite from countries around the world for British cars. Around 80% of the 1.5 million cars we produced last year were exported – a testament to the diverse, high quality of British manufacturing.

For the full case study visit www.rh-automotive.co.uk/news-and-case-studies/six_year_high

An exciting year ahead!

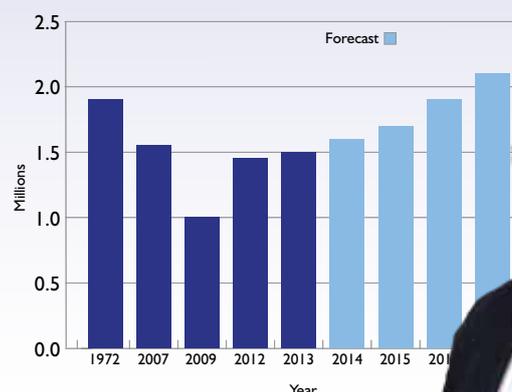
“With some significant contract wins and established contracts set to grow, it’s a great time to work at Rudolph and Hellmann Automotive. Industry predicts the UK will be the third biggest car manufacturer in Europe by 2017 and confidence is high.” Jeff Hyde, Finance Director and Company Secretary.

Deutsche Bank estimates global automobile sales will rise 4% in 2014, to 87.4 million light vehicles. That would be slightly ahead of the 3.5% growth the industry is on track to hit for this year, when global auto sales are expected to total 84 million vehicles. Total auto sales estimates can vary because of inconsistencies in reporting by different countries and whether heavier duty vehicles are included in the total.

The key drivers will be a return to growth in Europe and continued strong demand in the U.S. and China.

After six years of decline in new-car sales, Europe should see a rise of 3% in 2014, to about 14 million light vehicles, according to Deutsche Bank’s forecast. While that total would be an improvement from 2013. Sales in China, the world’s biggest auto market since 2009, surged 13.9% to 21.98 million vehicles last year, the China Association of Automobile Manufacturers (CAAM) said.

Note: 1972 is currently the record year for car output (1.92 million cars)



For the full case study visit www.rh-automotive.co.uk/news-and-case-studies/exciting_year_ahead

Automotive sales in the UK 2013 against 2012

New car sales in the United Kingdom reached the highest level in five years in 2013 as sales of more than 2.25 million, a rise of more than 10 per cent on 2012.

ON THE RISE



“With its best year since a pre-recession 2007, the UK new car market has helped stimulate the country’s economic recovery,” said SMMT CEO Mike Hawes.

“While the European market is only now showing signs of improvement, the UK has consistently outperformed the rest of Europe with 22 consecutive months of growth. The 10.8% increase in 2013 reflects the attractive financial offers available, as well as increased demand for more technologically advanced new cars. We expect new car registrations to remain stable in 2014 as customers return to a more regular replacement cycle.”

Marque	% of 2012 Sales	% of 2013 Sales
Alpha Romeo	0.35	0.25
Aston Martin	0.05	0.04
Audi	6.05	6.27
Bentley	0.06	0.05
BMW	6.24	5.99
Chevrolet	0.66	0.53
Chrysler	0.16	0.11
Citroen	3.60	3.46
Dacia	N/A	0.76
Ferrari	0.03	0.03
Fiat	2.44	2.66
Ford	13.79	13.73
Honda	2.65	2.46
Hyundai	3.63	3.40
Infiniti	0.03	0.02
Jaguar	0.69	0.72
Jeep	0.11	0.10
Kia	3.26	3.18
Land Rover	2.38	2.42
Lexus	0.41	0.40
Lotus	0.01	0.01
Maserati	0.02	0.01
Mazda	1.28	1.38
Mercedes-Benz	4.49	4.83
MG Motor	0.04	0.02
Mini	2.51	2.29
Mitsubishi	0.32	0.40
Nissan	5.21	5.18
Peugeot	4.87	4.66
Porsche	0.39	0.36
Renault	1.99	2.04
Rolls-Royce	0.02	0.01
Seat	1.90	2.00
Skoda	2.62	2.92
Smart	0.27	0.23
Ssang Yong	0.04	0.03
Subaru	0.10	0.10
Suzuki	1.22	1.46
Toyota	4.14	3.91
Vauxhall	11.36	11.46
Volkswagen	8.96	8.57
Volvo	1.55	1.44

For the full case study visit www.rh-automotive.co.uk/news-and-case-studies/sales_in_2013_against_2012

Increasing Complexity – Drives Need for Greater Visibility

The automotive industry is evolving faster than ever before. The news that UK car manufacturing could reach an all-time high by 2017 adds to the pressure. Combined with news of a new initiative, aimed at bringing more supply chain manufacturing back to the UK - launched by the government in January 2014 - means even more change is expected over the coming years.

How do you integrate a variety of systems to gain greater visibility?

One innovative approach to address the rising demands from the ever-changing automotive sector is the application of ERP systems. Enterprise Resource Planning (ERP) gives an integrated real-time view of the core business processes, no matter which department (manufacturing, purchasing, sales, accounting, etc). ERP enables constant and fast communication between all business functions. Information flow is both inside the organisation and managed to relevant outside stakeholders.

ERP functionality helps automotive manufacturers increase competitive advantage and remain lean. Plus keep on top of evolving industry standards and strict compliance requirements.

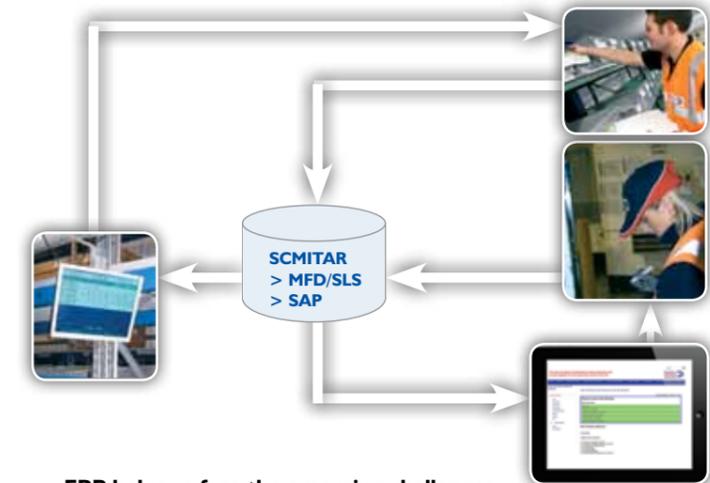
“It’s crucial for information to be accessible in “real time” to enable us to evaluate a particular activity at any stage of a process. It’s pointless measuring yesterday’s performance, leave that to trend analysis.



Our IT specialists have recently installed this system in our Oxford operation, amalgamating multiple data streams to talk with one voice which can be listened to on any device anywhere there is an Internet/data connection. KPI’s need to drive improvement real time, so logistics can be more responsive to manufacturing needs and dynamic changes within the supply chain.”

Martin Rollings, Managing Director
Rudolph & Hellmann Automotive

For the full case study visit www.rh-automotive.co.uk/news-and-case-studies/increase_complexity



ERP helps us face the emerging challenges

ERP solutions can enable automotive manufacturers, logistics providers and their suppliers to reduce time to market, improve plant floor production, and link supply chains more effectively to production.

Improve operations and reduce costs

- Support a variety of release accounting methods, including cumulative order management, Kanban, and long-range forecasting 830 Production Release Transactions.
- Help lower system costs by supporting lean manufacturing capabilities.

Develop profitable customer relationships

- Provide a comprehensive view of customer information.
- Coordinate multi-channel communications with customers.
- Improve customer support by more effectively tracking and monitoring customer needs and requests.

Build connections to suppliers and vendors

- Utilise automotive production demands to enable operations and suppliers' operations to react quickly.
- Drive transparency down the supply chain to second- and third-tier suppliers directly from auto makers' forecasts.
- Shorten development cycles by integrating product development with manufacturing, accounting, purchasing, and suppliers.

Automotive Buying Trends

Since 2007, the UK market has shifted away from the Upper Medium segment towards smaller cars in the Mini and Supermini segments, as well as the MPV and Dual Purpose segments.

Change in buying patterns has been driven by demand for smaller, more fuel-efficient models, as well as the greater versatility offered by vehicles in Dual Purpose and MPV segments.

Dual Purpose sales overtook Upper Medium volumes in 2013 to become the third largest segment.

The Supermini segment remains the largest by volume, with a market share in 2013 of 35.9%.

All sales types recorded growth in 2013, although it was the private sector which saw the largest volume gain.

Improving consumer and business confidence, after an extended hold-off period and a competitive market place helped fuel sales growth.

Increase in private registrations accounted for two-thirds of overall market growth. In 2013 private buyers accounted for 47.5% of the market, up from 45.5% in 2012.

Registrations of hybrid and plug-in cars rose 20.5% in 2013 to 32,715 units.



www.rh-automotive.co.uk/news-and-case-studies/buying_trends

Breast Cancer Charity fund raiser at Halfpenny Green Golf Club, Wolverhampton raised £3000

Barry Kilburn, Shift Supervisor at our Darlaston site has been a passionate Golfer (handicap 21) at the club for the past five years. Knowing Rudolph and Hellmann Automotive are active supporters of local community events, Barry spoke to his Manager’s, Mick Cook and Paul Byrne who organised sponsorship of ‘the longest drive.’ The event, in support of a close friend of Barry and fellow club member, Rachel Brookes, attracted 17 teams of 4 players. Ian Waldron managed a huge 296 yard drive to the fairway and earned a fantastic £143 Rudolph & Hellmann charitable donation.

“Congratulations Karen, Simon, Barry, Ian and everyone involved in this fund raiser. We would like to take this opportunity to wish Karen all the best with her ongoing treatment.”

Mark Cranidge - Operations Director, Rudolph and Hellmann Automotive



Pictured left to right: Barry Kilburn, Rachel Brookes, Ian Waldron, Simon Brookes

www.rh-automotive.co.uk/news-and-case-studies/breast_cancer_charity

Spot Light On...



Mick Cook Contract Manager

I started working for R&H in 2005 as Senior Operations Manager providing additional support to the already established Management team. My key roles were to support the Contract Manager and bring standardised processes in across the operation. Specifically preparing for the forthcoming VDA accreditation, for which we achieved 'World Class Standard.'

I currently manage the ZF operation in Darlaston which is an operation that provides OE parts to the Automotive Sector.

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

My main hobbies are fishing & Golf which I love to do when I have the time. The biggest fish that I have caught is 42lb cat fish and 27lb carp and yes I hear you thinking these are just fisherman's tales but I really did.

I have a wonderful wife who I have been married to for 20 years, during this time we have had 5 wonderful girls. Our youngest two are identical twins so as you can imagine I do not get much time to myself and between them they have my weekends planned. Our eldest daughter has given us a beautiful grandson, so finally a boy (and hopefully an ally). This is why I do not have that much hair and look a lot older than I am, but I love them all.

For the full case study visit: www.rh-automotive.co.uk/news-and-case-studies/mick_cook

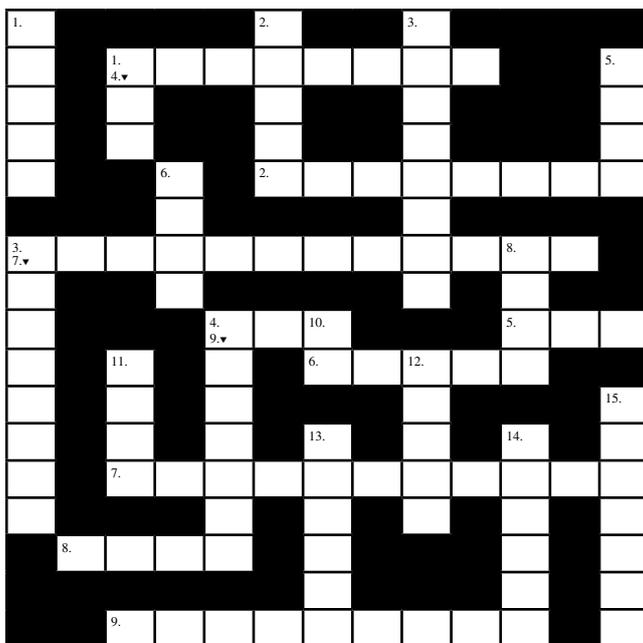
Last Newsletter Competition Winner

Congratulations to **Ellie Rock**, Product Manager, Military & AVM Programmes Jaguar Land Rover Cars Exports Ltd, from Whitley, Coventry for winning last issues competition, enjoy your Bubbly!



Want to subscribe to our newsletter?
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Win yourself a Bottle of Bubbly



Across

1. Cargo list
2. Linked to a computer
3. Leading a trail
4. Product code (acronym)
5. Software function (acronym)
6. Section
7. Transport term
- 8 & 5 down. Information update
9. To carry from one place to another

Down

1. A system of symbols, letters etc..
- 2 & 11. The highest level
3. To put together
- 4 & 10. A type of lift truck
- 5 & 8 Across. Information update
6. Select
7. Acquiring of skill
8. Act of Pulling
9. Cargo space
10. See 4 Down
11. See 2 Down
12. Handheld terminal
13. Wood/Metal wedge
14. Open ended box/platform
15. Goods for transport

For details on how to enter the competition and T&Cs please visit:
www.rh-automotive.co.uk/news-and-case-studies/crossword

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"> Discreet Assessment Full Logistics Audit Process Mapping Process Re-Engineering Process Development Error Proofing Tender Specification Creation 	<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"> Consultation and Evaluation Recruitment and Implementation Spot Audits and Support 	<p>Provide you with a complete out sourced cost centre operating to your SLA and KPI's.</p> <ul style="list-style-type: none"> Fixed Term Contracts – from months to years depending upon your requirements Rolling Contracts – should you wish to continue a fixed term contract but not wish to enter into another fixed term contract Project Based Contracts – if you have a specific, defined project that you would like us to work on 	<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>To find out more call us on 01543 441670</p>

