



PT. SUNGWOO INDONESIA

Automotive Seat Belt Systems

COMPANY PROFILE



QUALITY
IS OUR CONCERN



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01 / ABOUT US



PT. SUNGWOO INDONESIA
Automotive Seat Belt Systems

1.1 / HISTORY

History Overview

A joint venture with Sungwoo Group in Korea for the manufacture of automotive safety System, PT. Sungwoo Indonesia was licensed and established in June of 1993. The company anticipates strong demand for its products as result of the passing of traffic regulation No. 14 effective 17th Sep. 1993 aimed at increasing the safety and discipline of Indonesia motorists.

PT. Sungwoo's products are manufactured under license from Delphi Automotive Systems Sungwoo. Which is a leading manufacturer of automotive parts in the world. Supported by experts and the latest technology, Delphi Automotive Systems has become a major supplier of safetybelt to Hyundai Motor Company and KIA Motor Company in Korea. Now, PT. Sungwoo Indonesia has become major safety belt supplier to OEM automobile manufacturing company in Indonesia.

By maintaining high standards of production quality, PT Sungwoo Indonesia strives to satisfy the requirements of the end users of its products, the driver.

Historical Timeline

- **1993** Agreement with Sungwoo Allied Signal Korea
- **1999** Agreement with Delphi Korea
- **2000** Obtained Certification of ISO 9001 : 2000
- **2001** Obtained Certification of ECE (Daihatsu model Xenia / Avanza and Gran Max)
- **2003** Established Warehouse in Jakarta
- **2008** Upgrade Certification to ISO 9001 : 2008
- **2010** Agreement with Autoliv Korea for CKD part
- **2012**
 - Agreement with Ashimori Japan for TAA (Technical Assistance Agreement)
 - CKD part supplied by Ashimori Korea



1.2 / VISION

To Be The Best Seat Belt
Manufacturing Company With
**INTERNATIONAL
QUALITY STANDARDS.**



1.3 / MISSION

TO ENSURE CUSTOMER SATISFACTION

by delivering the best quality
products at the fairest prices.



02 / PROFILE



2.1 / FACTORY LOCATION

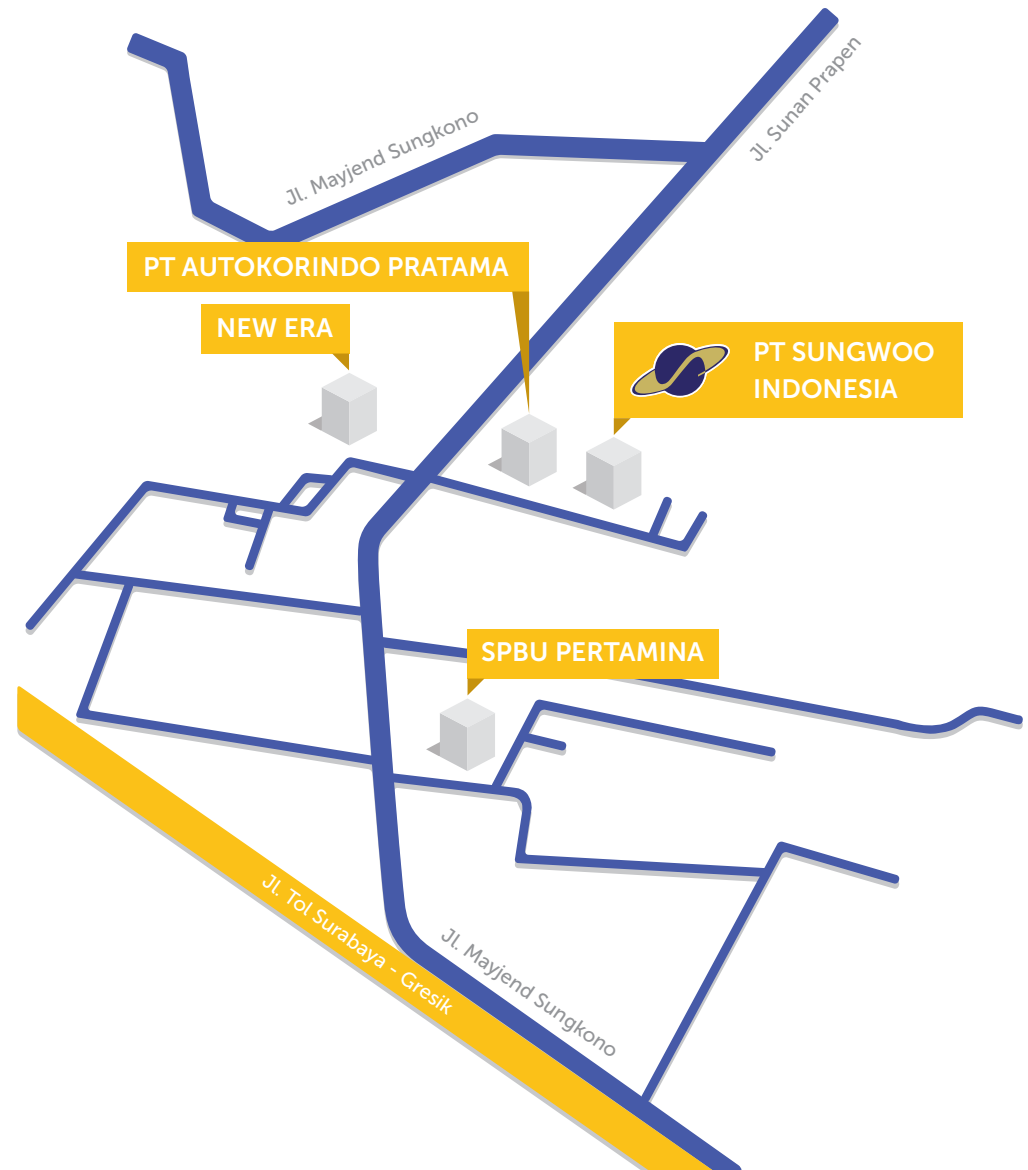
HEAD OFFICE & FACTORY

Address : Jl. Mayjend Sungkono GG. XVI,
Desa Prambangan,
Kec. Kebomas, GRESIK 61101,
EAST JAVA, INDONESIA

Phone : (62-31) 3970301-03

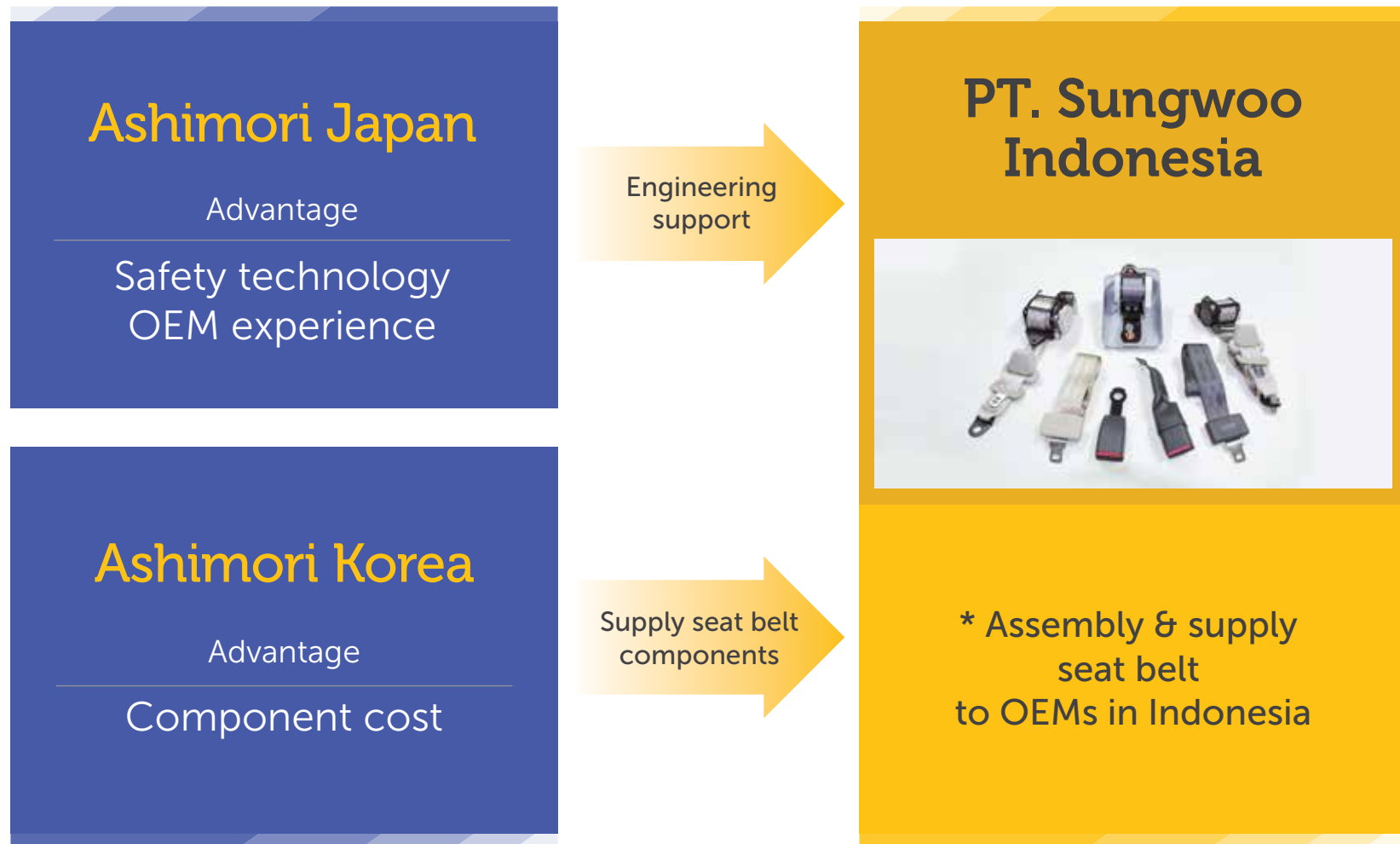
Facsimile : (62-31) 3970300

E-mail : Sungwoo@sby.dnet.net.id



2.2 / SUPPLY CHAIN

Business Plan Between Ashimori - Sungwoo Indonesia



2.3 / CAPACITY

ANNUAL CAPACITY



ELR

1,900,000

unit / year (5 lines)



STATIC

1,125,000

unit / year (3 lines)



BUCKLE

2,500,000

unit / year (6 lines)

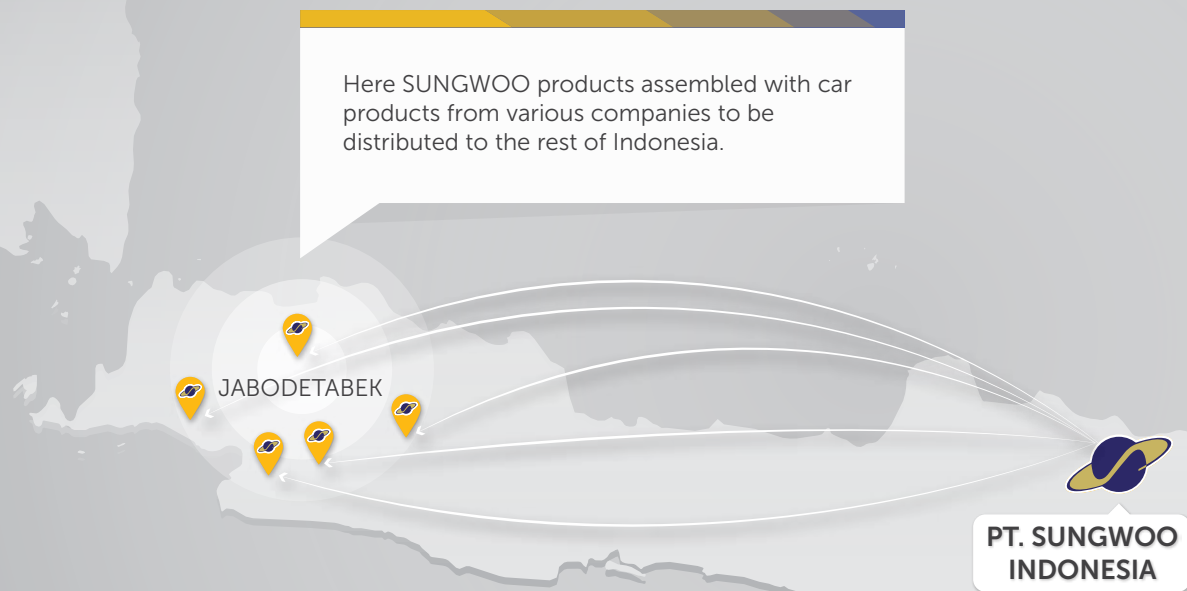


2.4 / EMPLOYEE

Employee
Worker Force:

178
person

2.5 / CUSTOMER LOCATION



Current customer location

CUSTOMERS



PT ASTRA DAIHATSU
MOTOR



PT KRAMA YUDHA TIGA
BERLIAN MOTORS



PT SUZUKI INDOMOBIL
MOTOR

ISUZU

PT ISUZU ASTRA MOTOR
INDONESIA

AMT
INDONESIA

PT ASTRA MULTI TRUCKS
INDONESIA



PT HINO MOTOR
MANUFACTURING INDONESIA



Mercedes-Benz

PT DAIMLERCHRYSLER



AFTER MARKET

03 / BOARD MEMBER



3.1 / BOARD COMMISSIONAIRE

HADI WANGGANA

President Commissioner

MONG HOON CHUNG

Vice President Commissioner

OH HEON KWON

Commissioner

3.2 / BOARD OF DIRECTORS

SUWAYANTO WANGGANA

President Director

SANG WOOK AHN

Vice President Director

MAN SOON PARK

Director

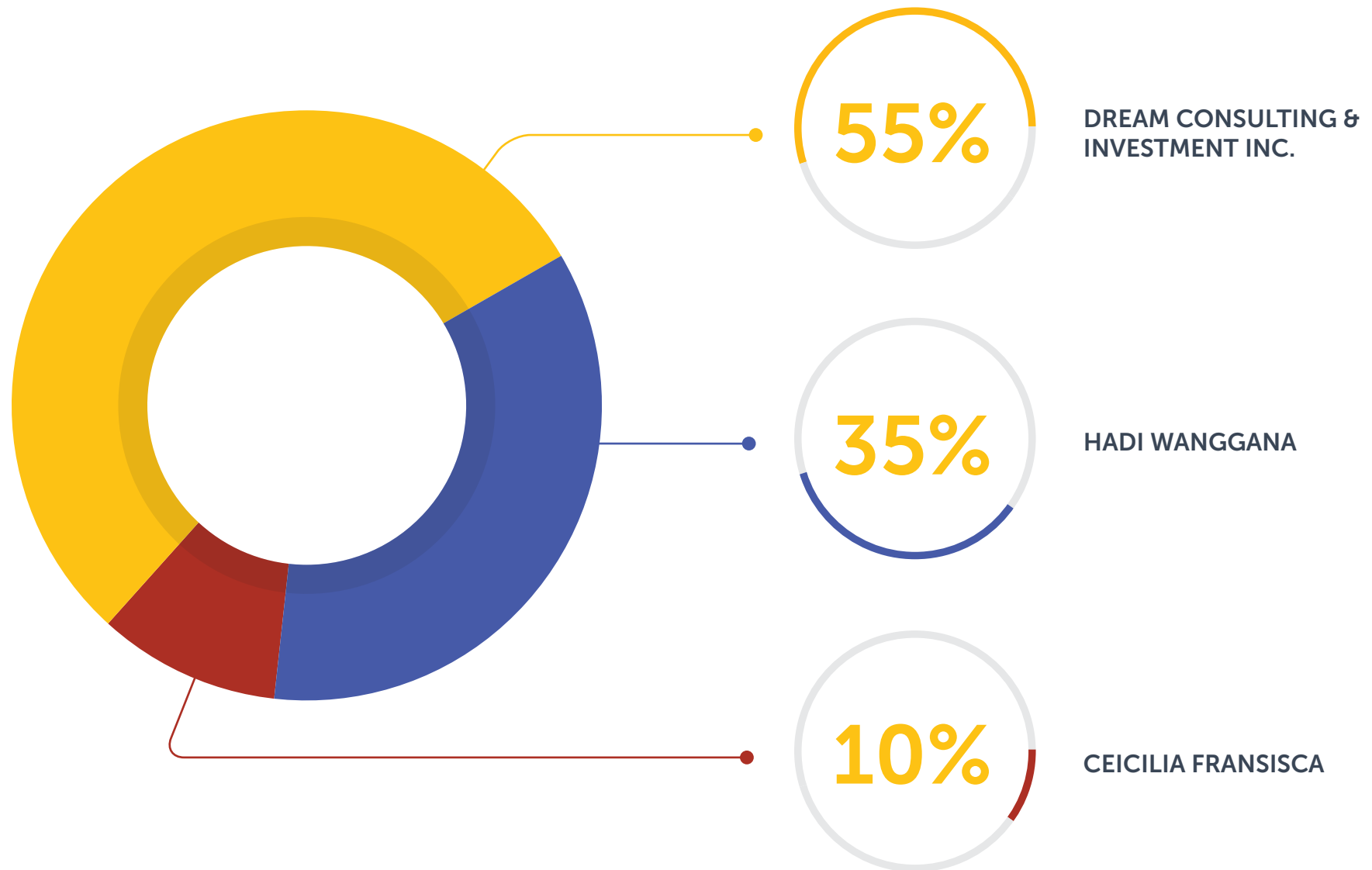
CEICILIA FRANSISCA

Director

JAE SEONG CHO

Director

3.3 / SHAREHOLDERS



3.4 / MARKET SHARE

SUNGWOO SALES

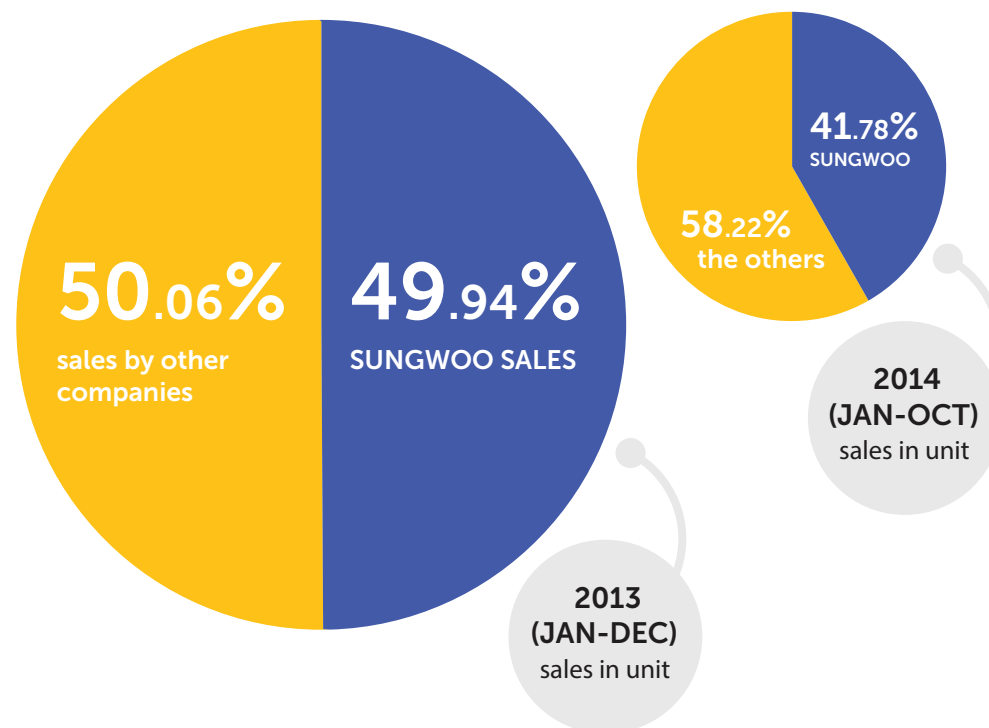
| CUSTOMERS | 2013 (JAN-DEC) sales in unit | 2014 (JAN-OCT) sales in unit |
|-----------------------------|---------------------------------|---------------------------------|
| ADM | 401,410 | 293,427 |
| KTB | 128,879 | 99,492 |
| SIM | 50,472 | 42,528 |
| IAMI | 29,123 | 26,244 |
| MERCEDES | 866 | 700 |
| AMT | 1,614 | 666 |
| HINO | 1,867 | 1,170 |
| SUNGWOO SALES (in unit car) | 614,231 | 464,227 |
| INDONESIA CAR PRODUCTION | 1,229,903 | 1,111,098 |
| SUNGWOO MARKET SHARE | 49.94% | 41.78% |

2013 SUNGWOO PRODUCTION & CAPACITY

| MODEL | 2013 (JAN-DEC) | CAPACITY | CAPACITY USAGE |
|--------|----------------|-----------|----------------|
| ELR | 1,752,665 | 1,900,000 | 92% |
| STATIC | 977,890 | 1,125,000 | 87% |
| BUCKLE | 2,336,157 | 2,500,000 | 93% |
| | 5,066,712 | 5,525,000 | |

SUNGWOO MARKET SHARE

IN INDONESIA CAR PRODUCTION

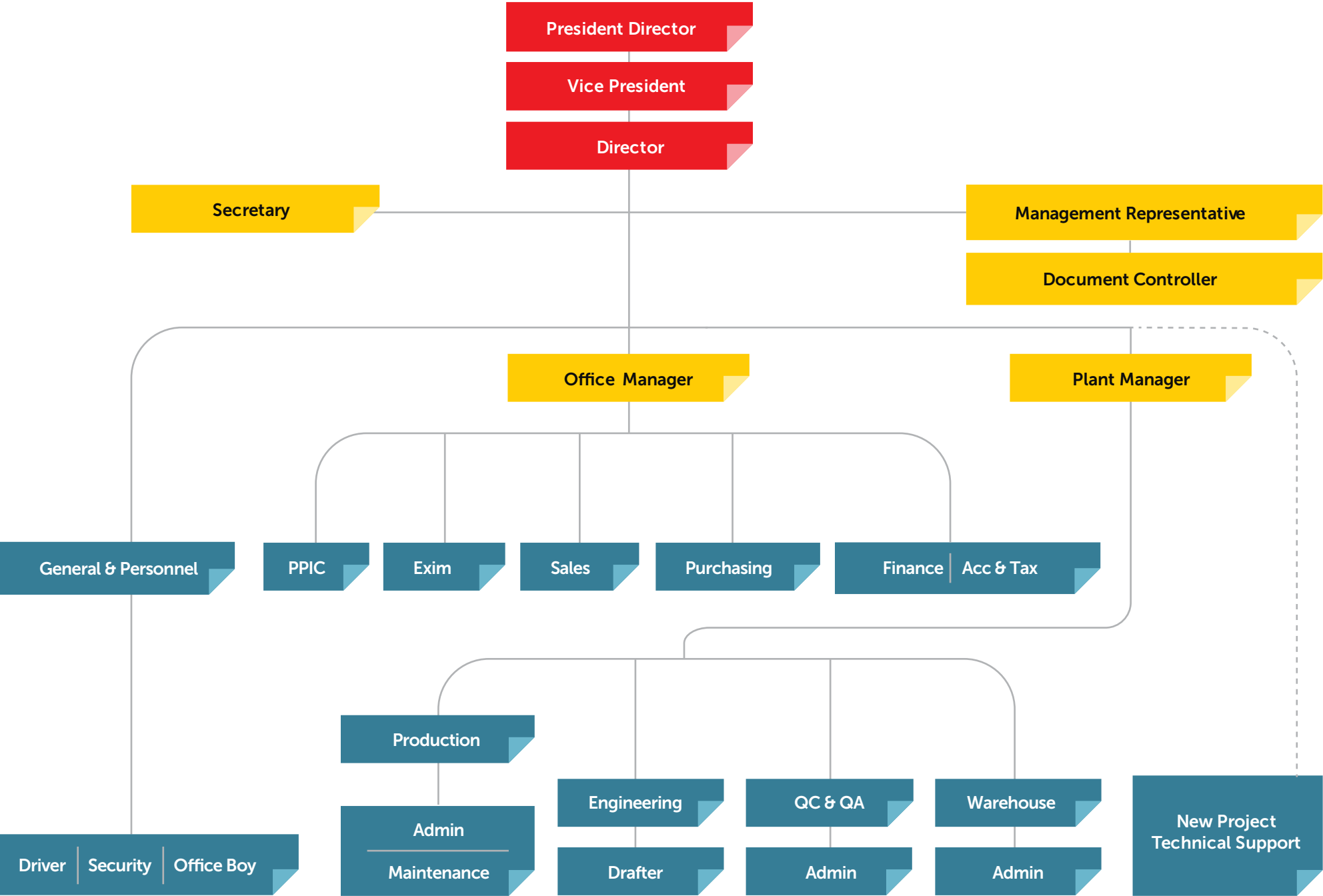


2014 SUNGWOO PRODUCTION

| MODEL | 2014 (JAN-OCT) |
|--------|----------------|
| ELR | 1,045,644 |
| STATIC | 733,417 |
| BUCKLE | 1,665,784 |
| | 3,444,845 |



04 / ORGANIZATIONAL STRUCTURE



05 / WORKFLOW





5.1 / PRODUCTION



5.1.1 / Tilt Lock

The process of checking the function of the seat belt when the seat belt installed in the car. Testing is done in a variety of conditions, such as sudden braking, uphill, downhill, etc.



5.1.2 / Auto Sewing

Process automatically sew seat belt part to remain robust in the event of a sudden pressure. This process is done automatically by the engine and under the supervision of a careful worker.

A close-up photograph of a hand holding a white fabric strap that is part of a mechanical assembly. The assembly includes a white plastic housing, a black cylindrical component, and a metal bolt with a red-tinted head. The background is a blurred industrial environment with green flooring and various machinery.

5.2 / QUALITY CONTROL



5.2.1 / G-Lock Test

This process is useful to know the distance retractor free from the event of a sudden locking process, (under no circumstances 2g, free of maximal distance = 50 mm).



5.2.2 / Tilt Lock Test Machine

This process is useful to determine the function of the use of the seat belt assy due to changes in the angle.



5.2.3 / Final Inspection

Final inspection is very important because the products are less qualified and corporate standards can be handled more quickly and effectively. Before entering the next process. In the process of labor and human foresight is still the best solution to overcome this problem.



5.3 / WAREHOUSE



5.3.1 / Racking

With the increasing amount of production and the continuous need for a system of warehousing and systems keep the good stuff. this is important because of the poor storage of goods can be damaged even before going further distribution process.



5.3.2 / Warehouse Environment

In summary contains a warehouse management system understanding: the management of inter-related activities in the activity of temporary storage of goods. What are the activities of the storage of goods? Proceeds from the supplier, Handling of goods, expenditure is to outline the purpose of the storage activity.



06 / PRODUCTS

6.1 / ELR

ELR Emergency Locking Retractor or safety belt pretensioner is equipped with load limiters are attached to the front and rear passenger seats.

ELR

6.1.1



ELR Horizontal

6.1.2



ELR Roof Center

6.1.3



6.2 / STATIC

2 Point
6.2.1



3 Point
6.2.2



6.3 / BUCKLE

Webbing
6.3.1



Plate
6.3.2



Mini Buckle
6.3.3



Boot
6.3.4



6.4 / PRETENSIONER

Pretensioner Retractor

6.4.1



Lap Pretensioner

6.4.2



6.5 / HEIGHT ADJUSTER

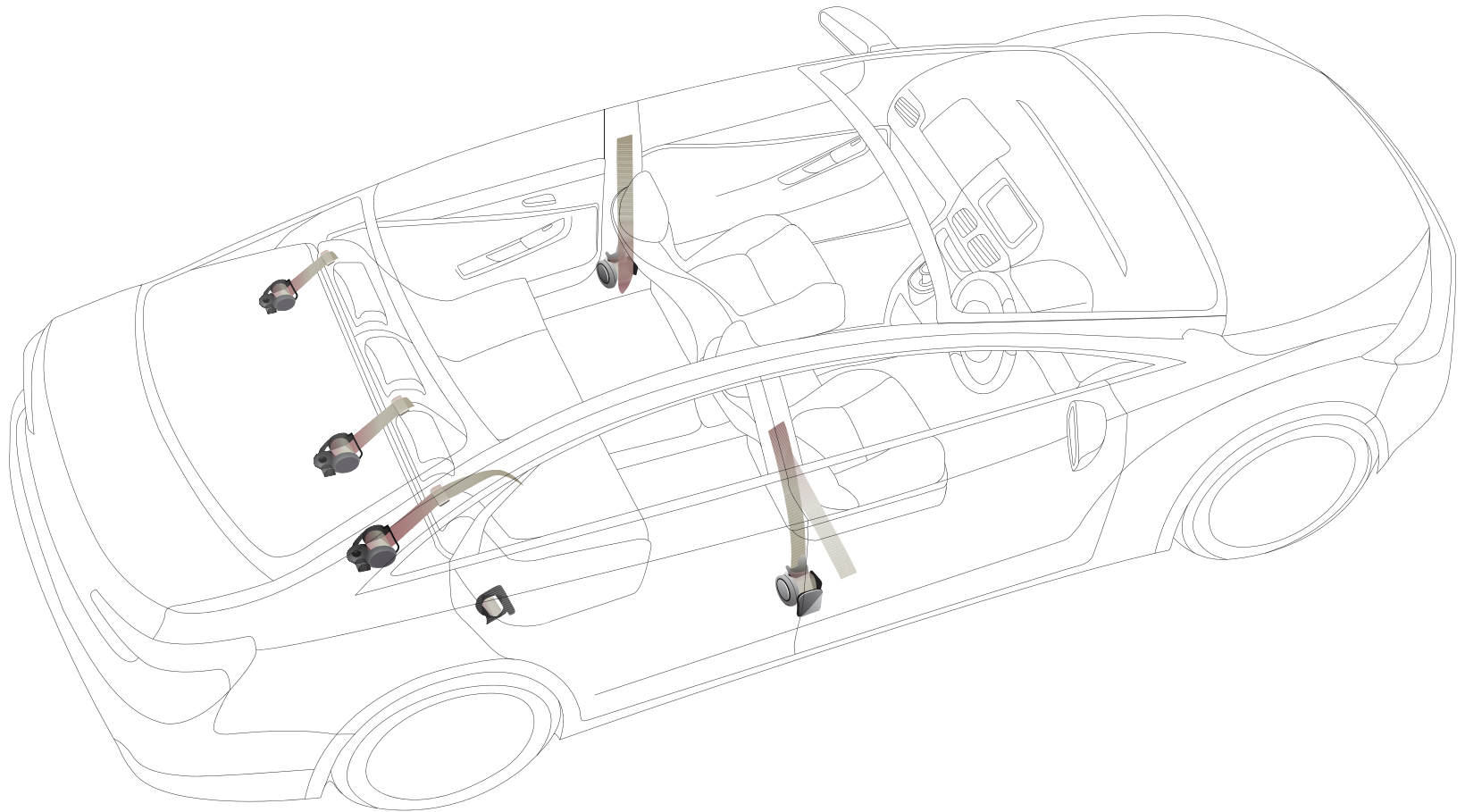
Height Adjuster

6.5



TOTAL SAFETY SYSTEMS

To protect human life, Sungwoo uses advanced technologies to incorporate total safety systems throughout every vehicle. We develop complimentary systems that work together to provide drivers and passengers protection from every angle. We continue to make advancements everyday in the design and engineering of ground-breaking technologies for total safety systems that will make all future vehicles even safer.



07 / FUTURE PLAN DEVELOPMENT



7.1 / PRODUCT (AIRBAG)

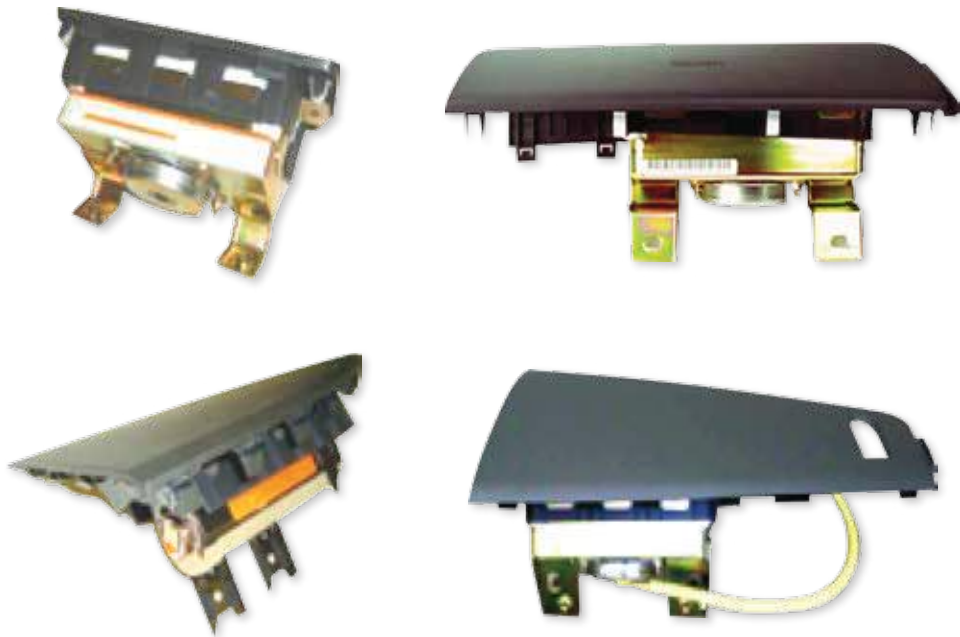
Future Airbag Product

Airbag is a safety feature in the car to protect the driver and passengers in the event of accident. Airbag serve to protect the head, neck, and chest. Generally, airbags inflate from the steering wheel or on the dashboard of a few milliseconds after the driver has a crash. When the head hit the airbags, airbag began to deflate slowly so as to allow the driver out of the car. However airbag alone is not sufficient, the driver and passengers are required to wear a seat belt remains. It is because the airbag primarily intended to protect the driver's head hit the steering wheel during a crash. Airbags do not work to prevent the driver was thrown from the car. Because, in addition to airbags, seat belt still needed.

Diver Side Airbag Module



Passenger Side Airbag Module



Side Impact Airbag Module



Side Curtain Airbag Module



08 / AWARDS & ACHIEVEMENT



PT. SUNGWOO INDONESIA



8.1 / AWARDS & ACHIEVEMENTS

2004 - 2008

- 1. HINO: DELIVERY PERFORMANCE IN YEAR 2004**
Jakarta, February 14, 2005
- 2. HINO: QUALITY PERFORMANCE IN YEAR 2004**
Jakarta, February 14, 2005
- 3. KTB: SPECIAL ACHIEVEMENT**
In recognition of their excellent contribution in quality & supply in 2006
Jakarta, December 19, 2006
- 4. IAMI: QCD Award in year 2005**
(Outstanding performance in delivery in year 2005)
Jakarta, 2006
- 5. HINO: APPRECIATION OF QUALITY & DELIVERY ACHIEVEMENT IN YEAR 2006**
Jakarta, April 24, 2007
- 6. NISSAN DIESEL: THE BEST QUALITY PERFORMANCE 2008**
Jakarta, January 2009

2009 - 2010

- 7. KTB: BEST QUALITY SUPPLIER IN 2009 PRODUCTION**
Jakarta, January 2010
- 8. AMTI: CERTIFICATE OF APPRECIATION**
In recognition of valuable contribution for our production during previous years
Jakarta, January 2011
- 9. KTB: BEST PERFORMANCE SUPPLIER**
In recognition of their excellent contribution in quality & delivery of 2010 production
Jakarta, January 2011
- 10. ADM: GOOD QUALITY & DELIVERY PERFORMANCE 2010/2011**
Jakarta, April 26, 2011
- 11. ADM: APPRECIATION OF DELIVERY TARGET ACHIEVEMENT**
In recognition of good delivery performance (Rank A) to ADM Assembly Plant in period
Jakarta, June 2011
- 12. ADM: BEST QUALITY PERFORMANCE 2nd QUARTER 2011 (APRIL – JUNE)**
Jakarta, July 25, 2011

2011 - 2013

13. KTB: BEST QUALITY SUPPLIER

In recognition of their excellent contribution for 2011 Mitsubishi Vehicle production in Indonesia
Jakarta, February 2012

14. KTB: BEST PERFORMING SUPPLIER

In recognition of their excellent contribution for 2011 Mitsubishi vehicle production in Indonesia
Jakarta, February 2012

15. KTB: ZERO PPM QUALITY ACHIEVEMENT OF 2011 MITSUBISHI VEHICLE PRODUCTION IN INDONESIA

Jakarta, February 2012

16. ADM: EXCELLENT QUALITY & DELIVERY AWARD 2011/2012

Jakarta, April 26, 2012

17. IAMI: CERTIFICATE OF APPRECIATION

In recognition for its valuable contribution to localization project
Jakarta, July 18, 2012

18. IAMI: OUTSTANDING PERFORMANCE IN DELIVERY IN YEAR 2012

19. KTB: BEST DELIVERY SUPPLIER

In recognition of their excellent contribution in 2012 production
Jakarta, March 2013

20. ADM: APPRECIATION OF 3 MILION UNIT PRODUCTION ACHIEVEMENT OF PT. ADM

Jakarta, April 10, 2013

21. KTB: ZERO DELAY DELIVERY ACHIEVEMENT

For the great support and contribution to the success of 2013 Mitsubishi Vehicle Production in Indonesia
Jakarta, March 2014

22. IAMI : AWARDED TO PT. SUNGWOO INDONESIA

For their outstanding performance in quality & delivery in year 2013
Jakarta, April 2014



PT. SUNGWOO INDONESIA

Automotive Seat Belt Systems

HEAD OFFICE AND FACTORY

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