



- INTENSE PRODUCT FOCUS
- FOCUS ON WORLD-CLASS MANUFACTURING PRACTICES
- ENRICHED CUSTOMER PURCHASE EXPERIENCE
- CONSISTENT QUALITY OF SERVICE

***Horizonext*, rolled out last year as a next-level strategy, helps us anticipate customer requirements and deliver exciting driving experiences. This strategy rests on the pillars of intense product focus, benchmarking to world-class manufacturing practices, enriched customer purchase experience, consistent and outstanding service and a technology-intensive aftermarket support. With this, we strive for the next level in design, driving experiences, fuel economy and connectivity.**

Through a broad range of activities, we pursue a singular goal: thrilling our customers and making the Company more efficient and successful. Outstanding operational excellence and efficiency, along with inspired and high performing people, is the strong foundation on which we shall build our roadmap to become one of the key players in the automotive space.