

Press release, October 2, 2020

The BILSTEIN GROUP global network – together successful through the challenge of the corona crisis

Hagen, October 2, 2020 - The BILSTEIN GROUP has been pursuing a successful internationalization strategy for many years which is to be continued successfully. With BILSTEIN COLD ROLLED STEEL in the USA and BILSTEIN CEE in the Czech Republic, the BILSTEIN GROUP, together with the BILSTEIN and HUGO VOGELSANG plants in Germany, is able to produce top-quality cold rolled steel grades directly in the company's most important markets around the world. Together with SHEARLINE STEEL STRIP in the UK and BILSTEIN TRADING (SHANGHAI), the BILSTEIN GROUP is thus able to meet global demands in the major regions. Originally strongly based on the philosophy of maximum customer and market orientation, this strategy is proving to be successful, also and especially in times of the global corona pandemic.

The corona pandemic with its well-known negative economic consequences due to lock-downs and restrictions of different regional characteristics has shown one aspect very clearly: in order to reduce the risk of a worldwide loss of sales at the highest point of the pandemic wave at one site, companies are more dependent than usual on strong and flexible international activities and operations.

Markets in China recovering very strongly

The automotive markets in China are on track for growth. All major European car and truck manufacturers are benefiting from this trend. Sales opportunities are currently growing strongly in a dynamic market environment. "We are available to our customers in the region with our technology and service competence via BILSTEIN (TRADING SHANGHAI)", says Marc T. Oehler (CEO BILSTEIN GROUP) about the current positive development. "Using the market dynamics in China for the success of the BILSTEIN GROUP only works through our local team". The commitment in China has been essential for the company's global strategy for years.

North America fights the pandemic

The automotive markets in the USA have recovered despite considerably high infection rates. Industry experts expect a year-end level of around 70 percent

compared to the previous year. "For our BILSTEIN COLD ROLLED STEEL site in Bowling Green, Kentucky, very attractive opportunities have become visible here in a market shaken by the crisis. Our investments in high-end technology and the broadband rolling concept are paying off particularly well right now," says Marc T. Oehler with a view to the USA.

Europe is weakening, but catching up

New car registrations in Europe and thus also production are recovering in Europe, however the level will remain low as industry insiders assume. By the end of the year, the market volume is expected to be around 70 percent of the previous year's volume. "The development in many EU countries is having a positive effect. We can see this in the incoming orders at our German plants," says Marc T. Oehler, pleased with the current trend. Politicians in Europe want to avoid further lock-downs wherever possible, despite the current increase of infections in many countries. However, the production figures of the German plants will not reach the level of recent years, also for structural reasons due to the trend towards new drive train technologies.

With the global BILSTEIN GROUP network through the crisis

The BILSTEIN GROUP is well positioned internationally and is able to follow current market developments with top products. This is only possible with a global network. With its flexible production, the BILSTEIN GROUP is also able to respond to production downtimes caused by the corona pandemic, for example due to a regional lock-down or infection and continue to provide customers with top quality products. "Together with BILSTEIN COLD ROLLED STEEL, BILSTEIN CEE, SHEARLINE STEEL STRIP, BILSTEIN TRADING (SHANGHAI), BILSTEIN and HUGO VOGELSANG we can supply our customers worldwide with top quality and service engineered in Germany. The BILSTEIN GROUP will continue on this path" says Marc T. Oehler, commenting on the strategic positioning of the BILSTEIN GROUP.



Marc T. Oehler,
CEO and partner
(Copyright: BILSTEIN GROUP)

About the BILSTEIN GROUP – Leading in cold rolled steel

The companies of the BILSTEIN GROUP combine extensive and international expertise in the manufacture and sale of technical solutions made from cold-rolled strip. Our strategy and our technical orientation are always geared to the needs of our customers. This has made the BILSTEIN GROUP one of the strongest international partners to the automotive and processing industries. The BILSTEIN GROUP network includes the production sites BILSTEIN (DE), HUGO VOGELSANG (DE), BILSTEIN CEE (CZ) and BILSTEIN COLD ROLLED STEEL (US). As a family-owned company, we are committed to fair partnerships with our customers, employees and business contacts. Sustainably - and this since 1911.

Media contact:

Christian Pürschel
Head of Corporate Communications
Phone: +49 2334 82-1025
christian.puerschel@bilstein-kaltband.de
bilstein-gruppe.de
