



DURA Automotive Systems Inc is a Global Supplier to the Automotive Industry. With a turnover of US \$2.5 Billion and a workforce of 20,000 people operating from over 80 facilities worldwide. In order to meet the competitive nature of the Global Automotive Industry, a strategic decision was taken to build a manufacturing plant in the eastern part of the Czech Republic. Following discussions and negotiations with several prospective partners, the town of Kopřivnice in Northern Moravia was selected, with DURA acquiring 138,000m² of land on a business park to the west of the town.

In early 2001 plans were drawn up to build a 10,000m² factory capable of supporting a workforce of up to 600 people. The factory was designed so that any of the 18 product groups produced in the Control Systems Division of DURA could be manufactured. These include Jacks, Handbrakes, Shifters, Pedals and their associated Cables.

In the three months from May 2001, several stages of specification and price negotiation was undertaken to achieve the target cost and completion of the facility by the end of 2001. The most critical decision was the selection of the right building partner to meet DURA's aspirations. From the original 10 companies invited to tender for the contract, IPS Skanska was nominated and the contract signed in July 2001. Building work commenced in August 2001 with a completion set for 15th December 2001. Naturally, regular reviews were held on site to monitor the progress and costs, however there were no issues with timings, costs or specifications. This allowed time to be spent on recruiting a Management Team from Czech Nationals. In fact when recruitment advertisements were placed in the local press, over 3000 applicants was received and a temporary administrator had to be employed. The offices provided by the Kopřivnice Town Council were a busy place by now. On the 15th December 2001 the Plant was completed on time, to budget and the keys given to the new Plant Director, Milan Černý. The senior management team was either in place or appointed and discussions on the transfer of work into Czech commenced.

Throughout the process of Negotiation, Selection and Build, the project has gone smoothly with the Town Officials and the Partner Companies supporting the arrival of DURA in Kopřivnice. The only word of caution to our new Czech Colleagues is to remember why DURA has invested in Kopřivnice, the Automotive Sector is so competitive with year on year price reductions demanded by all customers, survival in the future requires low cost plants to remain just that, low cost DURA welcomes Kopřivnice to the European Team and looks forward to a successful and mutually prosperous future together.

Mike Hobson

Cables Director and Project Manager Kopřivnice Plant