

Collaboration

Common sales companies give surge to business

Here are the lessons from Swedish Powertrain

United front.

Swedish Powertrain unites several companies under the same umbrella and markets member companies' products in common solutions. The marketing team at Elmia Subcontractor are Anders Göransson, Martin Jönsson and Bo Mattsson.

Photo: Göran Björklund

LEAX Group, Sibbhultsverken Group and FIMEK AB collaborate in the common market and sales company Swedish Powertrain. But how has the concept worked?

The Vehicle Component asked Stephan Bauer, Marketing Director for Swedish Powertrain.

How is the collaboration working? Company cultures to bridge? Was it easy to agree? The customers' reactions?

"The member companies are financially independent. However, since the company cultures are quite similar and the owners have known each other for a long time the collaboration has been easy. Customer reactions are, in general, positive since a broad spectrum of systems and components are assembled under the same umbrella."

How has the alliance's idea of selling the various company's products and services as an entirety worked?

"The goal is to create inroads to export markets rather than to do business in Sweden. We market one comprehensive and innovative range of systems and components for heavy vehicles to OEMs and Tier 1 companies with respect to engines, gear boxes, driving shafts and more. In order to succeed we join our forces and sell individual member company's products as well as joint solutions. One way to do it is to use sales teams with a wealth of knowledge about Swedish Powertrain's entire assortment with direct customer contact. For example we use such teams after a marketing manager from one of the member companies discovers a customer interest for a service or product that belongs to another company."

Have there been any joint assignments?

"The member company's products complement each other very well. The customers therefore win the most if they invest in the entire system where the included components are available at Swedish Powertrain. The majority of the business has, however, gone to individual companies in the group,



even if the marketing activities have been common."

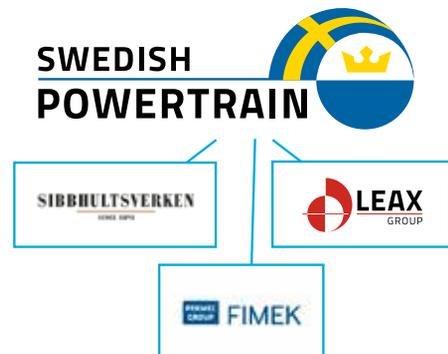
Have any of the member companies been more successful thanks to Swedish Powertrain?

"LEAX Group has many products and manufacturing on three continents. As the largest member company they gain perhaps the most through the collaboration. A big recently attained customer by LEAX is MAN. Four plants will now supply rear axel components for commercial vehicles to them."

How have the sales and market activities been carried out? Exhibitions? Events? Where?

"Direct customer contact is the most important, but also other activities. For that we have produced a great deal of marketing materials like brochures, videos and websites. Another way is to participate in various exhibitions. On these occasions we do not market the member companies individually but the whole concept in order to show potential customers that together we have a broad assortment.

Participating regularly in IAA Commercial Vehicles, the industry's most important event on a bi-annual basis is very instrumental. That exhibition has exposed Swedish Powertrain favourably to Daimler, DAF,



IVECO/Fiat Powertrain, Liebherr, Allison Transmission, ZF and Voith.

We are also working on the market for agricultural machinery, which is why we have participated several times in AGRITECHNICA, the world's largest exhibition for agricultural equipment, and now we have good contact with the industry's main players John Deere, Case New Holland, AGCO group and CLAAS. Of course we participate in the Swedish ELMIA exhibition. Furthermore we hold minor conferences that are product specific in order to reach more niche customer groups. One such event was the GETPRO Congress in Wuerzburg, which resulted in new interesting contacts with, among others, Daimler."