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Ficosa opens new plant in Brazil

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Ficosa, a top-tier global provider devoted to the research, development, manufacturing and marketing of high-technology vision, safety, connectivity and efficiency systems for the automotive and mobility sectors, is reinforcing its presence in Brazil with a new plant in Jandira, in the São Paulo metropolitan area. With a total surface area of 13,000 m² and 273 workers, the factory will manufacture rear-view mirrors, control and command systems (brakes, gear shifts and cables), underhood solutions and electronic systems for automobiles.

In the words of José María Serra, CEO of Ficosa Brazil, "The new Jandira plant will not only make Ficosa more competitive in a key market like Brazil, but is also a strategic move to strengthen our presence in Mercosur, as the centre will be the group's base of operations for the region. Likewise, Serra highlights that "this factory will strengthen the synergies of the alliance between Ficosa and Panasonic by laying the foundations for producing technological solutions in Brazil that have been generated as a result of the agreement between these two companies."

The alliance with Panasonic will increase industrial capacity and geography presence of Ficosa in Brazil and Mercosur, since the factory at Jandira will be backed up by the Panasonic plants in the free trade area of Manaus (Amazonas), specializing in electronics, and in Exterma (Minas Gerais). Serra adds: "Both companies are assessing the value of having a joint presence in Argentina. This will offer Ficosa comprehensive coverage for customers in Mercosur, strengthening its position at the production level and new processes in the field of electronics to provide necessary support to customers as the market introduces more technological products."

The new plant has been equipped with latest-generation technology that meets the highest standards of energy efficiency, demonstrating Ficosa's commitment to sustainability and respect for the environment. At the same time, these facilities stand out for their high production capacity, aimed at addressing future growth of Ficosa in this market and better serving the clients it will supply, which include Volkswagen, Audi, Ford, Fiat, General Motors, Peugeot, Citroën, Renault and Nissan, among others. In this regard, the plant has the capacity to double its current production, reaching a yearly total of 4 million rear-view mirrors and 3 million control and command systems. The facilities at Jandira will also be home to an R&D centre that will develop solutions for the Mercosur region.

This new production centre, which is already 100% operational, has been inaugurated recently at an event that brought together the main automobile manufacturers in Brazil and Argentina.

Firm commitment to Brazil

Ficosa landed in Brazil in 1996, opening its first plant in São Paulo. Since then, the group has been firmly committed to this market, establishing here its central headquarters for operations in the Mercosur region. The company moved to Barueri (São Paulo) in 2007 in order to build larger facilities. This plant's activity will be absorbed by the new factory in Jandira, with which Ficosa has significantly expanded its production capacity in Brazil. Likewise, all of the workers have moved to Jandira, just two kilometres from Barueri. In this way, Ficosa is reaffirming the group's commitment to the carioca market and to providing a better future, in more competitive facilities, for workers in the region.

This strategic new opening also boosts the company's global presence, which currently has production plants, R&D centres and commercial offices in 17 countries in Europe, North and South America and Asia.

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