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[PASSENGER VEHICLES \(/CATEGORY/PASSENGER-VEHICLES\)](#)By [Autocar Pro News Desk \(/Author/Profile/AuthorName/Autocar-Pro-News-Desk/AuthorId/19\)](#) , 10 Jul 2018

Ficosa, the Tier 1 global provider devoted to the research, development, manufacturing and marketing of high-technology vision, safety, connectivity and efficiency systems for the automotive sector, has bagged Toyota Motor Europe's Value Analysis award. With this award, the Japanese carmaker has acknowledged the know-how and capacity of Ficosa to offer high-quality products, optimizing the ratio between function and cost, and eliminating costs that do not add value.

The Toyota Motor Europe awards ceremony was held during the *Annual Supplier Business Meeting 2018*, which brought together more than 70 European suppliers at this edition. With these prizes, every year the Japanese multinational recognises the most outstanding suppliers in the areas of quality, value analysis, project management, supply and cost.

Karim el Hamel, country director of Ficosa Turkey and the one to collect the award, said: "It is an honour to receive this award from a premium car manufacturer like Toyota, as it recognizes our work to identify everything that does not add value to the product with the aim of reducing costs and supplying more competitive and high-quality solutions. In this regard, we will continue to focus our efforts on ensuring the excellence of our products and offering the best quality to our customers."

Ficosa says that since 1998 it has been developing and manufacturing multiple solutions for Toyota at its production centres in Spain, Portugal, Turkey, China, Brazil, the United States and Mexico. Some of these products are shifter systems, brake levers, mechanical cables, rearview mirrors and windshield washing systems, among others.