



GKN Driveline Unveils Fresh New Look at India's Auto Expo

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NEW DELHI, India ([PRWEB](#)) January 14, 2004 --A new name and vibrant fresh colours for GKN's automotive group will debut here at India's largest automotive show -- Auto Expo.

GKN Driveline, formerly known as GKN Automotive Driveline Division, is the world's largest supplier of automotive driveline components and has more than 400 employees and three manufacturing locations in India.

The company will showcase its locally manufactured products along with a wide range driveline components and technology at its exhibit (Booth 1826) at Auto Expo, January 15th-20th at the Pragati Maidan.

–Over the years, GKN's driveline business has, like many others, grown through acquisition and diversification, said Ted Rodewig, marketing director of GKN Driveline.

–We are the largest automotive driveline component supplier in the world with a heritage of brand names and operational units that up until now have signalled diversity, rather than focus, Rodewig noted. –At a time when our industry is confronting many significant challenges, we decided it was timely to review our own strategy and structure.

The GKN executive explained that over the past two years, the company has been putting in place a plan that gives its automotive business a platform from which it can best support its customers in the future.

–To portray our new unity of purpose, we have introduced a new name for our organisation: GKN Driveline, he said.

–Many customers think of GKN Driveline primarily as a CVJ supplier. However, through our own operations and those of our partner, Japan's Tochigi Fuji Sangyo, we offer an unmatched range of products that cover the complete vehicle driveline, from the output of the transmission to the wheel hubs.

–Of course, a new name in itself changes nothing. But our new name and livery symbolises many significant changes within our business that I am confident will enable us to build on our strengths, and align our performance even more closely with our customers' expectations and demands.

About GKN Driveline

GKN Driveline is the world's leading producer of automotive driveline components and systems, with a 43% global market share in constant velocity jointed sideshafts. The company is the largest business unit within GKN plc, a UK-based global engineering group with FY 2002 annual turnover of 4.5 billion British pounds (approx. 342 billion rupees). Over the years GKN Driveline has grown both organically and through the acquisition of automotive component producers, and today comprises some 21,000 people working at 49 locations in 31 different countries.


About GKN Driveline India



GKN Driveline was established in India in 1989. GKN was the first company in India to manufacture sideshafts for front-wheel-drive vehicles, and was the sole supplier of CV Jointed shafts for Maruti, the only front-wheel-drive car manufacturer in India. GKN Driveline has three locations in India and 429 employees. Manufacturing locations are based in Faridabad, Dharuhera and Gummidipoondi.

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