

NEW LEGISLATION IN JAPAN MAKES STEIRER JUBILANT

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From September ('07) new Diesel vehicles emission limits effective in Japan. From the business perspective this is a positive development for the Graz (Steyr in Austria) based subsidiary of Engine specialist AVL.

From September this year on, Japanese Diesel emission standards have been strongly upgraded. A move with effects reaching as far as Graz (Austria). As world market leader in emission test equipment, AVL DiTEST, is situated in the Steirer capital; a 100% subsidiary from AVL List.

When introducing new legislative emission limits you need to be able to screen them. While the equipment needed for emission testing can only be supplied by very few in the world, AVL landed this enormous project.

Again AVL has been able to move itself into the pole position.

The Japanese market for automotive workshops is strongly segmented, the market shares amongst the workshop equipment suppliers are clearly divided.

"With Bonzai we have established the number one trading partner" says Gerald Lackner CEO of AVL DiTEST. Bonzai dominates 50% of the market access.

The cooperation with AVL DiTEST came as a result as they could present as the first company in the world a certified emission tester at the Tokyo auto service show, the most important vehicle equipment show in Japan.



AVL head office Graz Austria

There is a 5 year change over period for the new emission standards.

According to market prognosis 60,000 from the 80,000 automotive workshops are going to renew their emission test equipment. 45,000 before the year 2010.

About one third of this order will be full filled by AVL DiTEST.

"As a comparison: there is a total of 3000 Vehicle repair shops in Austria. It would be like selling 5 emission tester to each of all of the Austrian garages" This is a picture Mr Lackner paints to put the size of the Japanese market in perspective.

AVL DiTEST becomes an instant market leader in Japan with this deal.

This development has been worked on since 1998. "Until now the Japanese control level correlated the European testing standard of the 1980's" say's Mr Lackner.

We invited a Japanese delegation already towards the end of the 1990's. "They were

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shown how the Europeans apply the emission legislation and how they perform the testing. We were the significant instigator for the Japanese”

It took 8 years of adjusting the legalities until the new emission law came to the vote. “For us this is the result of our determination” says Mr Lackner

With Japan AVL Ditest looks towards its most important business deal outside Europe in the company’s history.

This in return will have positive effects on the company’s turnover to the tune of 37 million Euros. “We have not done something this big in one single country yet” says Mr Lackner, concluding that with 80,000 workshops Japan has nearly twice as much as Germany.



NOTES FROM AECS LTD

AVL List is the world’s largest privately owned independent company for development and power train engineering.

They are performing power train R&D for all major car manufacturers in the world. AVL DiTEST 100% owned by AVL List is represented in over 50 countries throughout the world with in excess of 3500 employees.

AVL DiTEST is headed by Engineer Gerald Lackner, who heads the diagnostic equipment team of 209 employees. The AVL equipment is has many international manufacturers’ standard workshop equipment approvals, like for example Mercedes, Volkswagen/Audi group, BMW, Citroen and Peugeot.

AECS Ltd is the sole representative of AVL DiTEST in New Zealand and proudly carries its range of Scan tools,

Oscilloscopes and Emission testers since 2001.

AECS’s employees have been factory trained in the calibration and repair of the AVL equipment. AECS has extensive automotive diagnostic training seminars besides the equipment application training to maximise the efficiency in the workshops of its customers.

Choose your business partner wisely; we from AECS do deliver a valuable and consistent service to our customers.

Please check www.aecs.net for training seminars, equipment (specifications and prices) and technical articles

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