

Webasto Americas turns 50

February 14, 1974 marks the entry of Webasto into the American market. The region rapidly gained importance for the company in the following years. With its roof systems and solutions for electromobility, Webasto also sees good prospects in North America in the future.

Stockdorf / Auburn Hills – February 15, 2024 – Webasto, a global systems partner to the mobility industry, is celebrating its 50th anniversary in North America this year. Together with a partner, the automotive supplier founded its first international joint venture in Detroit in 1974 and took it over completely in 2000. Since then, Webasto has more than tripled its sales in the Americas region. Fifty years after the entry into the American market, about 4,000 employees work at the company's locations in the USA and Mexico.

On the occasion of the anniversary, the CEO of the Webasto Group Dr. Holger Engelmann explained: "The founding of our subsidiary in the USA was the starting point of a consistent internationalization and thus a very decisive milestone in our company history. Being close to the customer worldwide and producing in the market for the market are still basic principles of the entire Webasto Group. Strong, independent regions, such as the Americas, are the basis for the successful further development of our company."

From the very beginning North America has been an important market for Webasto. The company generates around a quarter of its total sales in this region – currently mainly with roof systems and thermal management solutions. "Despite being 50 years old, there are no signs of a 'midlife crisis' in our American organization – quite the opposite. Over the past five years in particular, we have experienced a very positive development with many extremely innovative projects. With a view to the coming years, the Americas clearly remain a growth region for us," emphasized Engelmann.

Under the motto "The Drive to 50 and Beyond", Webasto Americas is celebrating its anniversary year 2024 with a series of activities at the company locations throughout the region. These will focus primarily on the employees. President and CEO Webasto Americas Brad Ring said: "For almost a year now, I have had the privilege of leading a great team of dedicated colleagues and technology enthusiasts. We look back on the past 50 years with pride and are clearly focused on the road ahead. It's the people that make Webasto a special company and I look forward to developing our region alongside them and capitalizing on additional potential for our business – especially in the areas of lightweight design, automated driving and electromobility."

About Webasto

As a global innovative systems partner to the mobility industry, Webasto is one of the 100 largest suppliers to the automotive sector worldwide. In development, manufacturing and sales, the company focuses on roof systems on the one hand and on vehicle electrification on the other hand. The product range includes, openable and fixed panoramic roofs, electric high-voltage heaters and batteries, as well as thermo management solutions. Among the customers of Webasto are manufacturers of passenger cars, commercial vehicles, and boats, as well as dealers and end customers. In 2022, the Group generated sales of over 4 billion euros and employed about 16,800 people at more than 50 locations. The headquarters of the company, which was founded in 1901, is located in Stockdorf near Munich (Germany). For more information, please visit www.webasto.com

Media Contact

Webasto Gruppe
Antje Zientek
Manager Corporate Communications
Phone.: +49 89 85794-55832
E-Mail: antje.zientek@webasto.com

Webasto Americas
Alexandra Lordache
Manager Communication
Phone.: +1 (248) 997-5122
E-Mail: Alexandra.lordache@webasto.com