



## Editorial



### COBRA BECOMES TIER 1 SUPPLIER OF GLOBAL HONDA PROJECTS

Cobra started the supply of antitheft systems to the Honda UK plant in July 2012. This step forward taken by Cobra in OEM was made possible thanks to the team work between Cobra Japan and Cobra AT in Varese.

Historically, Honda business has been supported by a Tier 1 supplier, Cobra being the Tier 2 partner. To increase the proximity with Japanese vehicle manufacturers and support capability, Cobra created a local engineering team able to perform application engineering, project management as well as business development.

At Cobra AT, a new logistic process was put in place to perform Just-In-Time delivery to the Honda UK plant in Swindon. Number of visits to UK and meetings with involved parties made the creation of this new channel possible.



Today, Cobra AT provides antitheft systems to Honda in Japan, Malaysia, and in the UK. "Cobra made the strategic decision to increase its presence in Japan to understand the requirements of Japanese OEMs, and this step up to Tier 1 is one example of the positive feedback from our customers.

Cobra is committed to providing efficient engineering support at local level and logistics service on a global basis to meet customer expectations" said Shiro Hayakawa, Sales Director at Cobra Japan.

### INFINITI TRACKING SYSTEM NOW IN RUSSIA

In July 2012 the Infiniti Tracking System (ITS) project went live in Russia. ITS is now part of the original accessory range and the system can be ordered by all Russian dealership centers. The regional Service Provider is Cobra Russia, the exclusive partner of Cobra Automotive Technologies SpA, the operator of the telematic services in Russia and CIS countries.



The advantages of ITS include the optimal integration into the vehicle, the complete alignment with the in-vehicle alarm system, high reliability, automatic self-diagnostics functions, service support and traditional Infiniti quality. The owners of Infiniti cars with ITS installed have a 24-h / 7-day support provided in the native language via the SOC in Russia, Europe and CIS countries.

Before the project went live, Cobra Russia organised presentations of the new product for the sales managers of Infiniti dealership centers.

Dear Partner,

We are pleased to send you the latest issue of the Cobra Newsletter where you will find a variety of company updates as well as our recent agreements with vehicle manufacturers.

We wish you an enjoyable reading!

Best regards,



Virginie Lachat  
Marketing Communications Manager

Customers can find the description of the system on the accessory page of the Infiniti website.

"Infiniti Tracking System project start-up is one more important phase in development of our company", Dmitry Chernikov, the President of Cobra Russia said. "This is a good possibility to provide to our customers the most innovative theft management system which ensures the highest operation quality and reliability. The purpose of our company is to achieve the leading position in the security market for the Russian vehicles, offering the new products and improving the quality of customer service."

At present Cobra Russia is the Service Provider for Porsche Vehicle Tracking System, Audi Tracking Assistant, Bentley NavTrak, Ferrari NavTrak, Infiniti Tracking System. Within the next months one more project, Nissan Tracking System, is planned to go live.

## RENEWAL OF ISO/TS16949 CERTIFICATION FOR COBRA VARESE

In September the accredited CSQ/IMQ organisation performed the re-assessment audit according to the automotive ISO TS 16949:2009 in Cobra Varese.

The IATF accredited certificate, which has a 3-year validity period, has been renewed, confirming the efficacy and functional application of our quality management system.



## NEW CONTRACTS FOR DRIVE SERVICE IN ITALY

Drive Service SpA, the Cobra company expert in vehicle fleet management and vehicle services for company and private clients, has reached over the last few months new agreements for the management of insurance claims for different Italian-based companies.

Drive Service has signed this contract with Europcar, the n°1 car rental company in Europe, for which it will manage an average of 26,000 vehicles per year, as well as with

Assiteca, an Italian insurance broker, for which it will take care of the same amount of vehicles. The Drive Service team is made of 14 highly specialised staff providing also direct support and guidance to end user customers.

SAI Fondiaria, the second insurance group in Italy, also appointed Drive Service for its claim management procedures. In this specific case, a remote diagnosis is operated by the Drive Service staff who also takes in charge the vehicle repair, thus operating totally on behalf of the insurance company for all claims under a 3000 € value. This service provided to the insurance company has reduced by 20% the cost of repairs.

## KIA FRANCE CHOOSES COBRA PARKING AID SYSTEMS

Kia Motors France, part of the world's 4th vehicle manufacturer Kia Motors Corporation, has chosen Cobra Park Master to assist drivers during low speed manoeuvres.



Both Park Master clip-on and flush mount ranges are offered for rear and front applications to customers via the network of 200 dealers. The number of dealerships adopting Cobra technology has grown significantly since the signature of the contract last May.

## CAMPUS BOCCONI VISITS COBRA BEIJING

In the framework of "Campus Abroad", a short-term program that Università Bocconi, a Milan-based university among the top global universities, organises in co-operation with partner universities around the world, a group of 26 students met Cobra Beijing management in order to discuss around the theme of Risk Assessment and Auditing.



Fabrizio Finocchiaro, Managing Director of Cobra Beijing, made a presentation of the company in Asia and explained the Management of risks related to OEM Automotive Suppliers. HL Tang, Operations Director, introduced the manufacturing process and guided the students in the factory visit. This experience is an opportunity for students to explore new countries, develop new insights and work on live case studies, and Cobra was pleased to be part of the program.

## COBRA TOGETHER WITH APRILIA RACING IN THE SBK WORLD CHAMPIONSHIP

Cobra Italy has signed a 2-year agreement with Aprilia Racing, the company participating to the Superbike World Championship. A great opportunity for Cobra to increase its brand awareness: the company logo is visible on top riders' Max Biaggi and Eugene Laverty motorbikes, on the support vehicles (trucks, motorhome) and in the paddock.

For Roberto Moneda, Commercial Director at Cobra Italy, "this sponsorship is a great chance for us to be linked with Aprilia, a company whose motorbikes are a symbol of high technology, and who is leader in a renowned race such as the SBK World Championship followed by a very wide audience. Considering that Aprilia has won 49 world titles and is represented by 2 riders of very high calibre, we are convinced that the coverage brought by national and international media will give great visibility to Cobra".

At Magny-Cours, where the last race of the season took place on the 7th October, Max Biaggi won its second world title (he also won in 2010). Below a picture of the Silverstone event, during which Cobra UK customers enjoyed the hospitality of the Aprilia Team and met some of the Race Team.



Rider Eugene Laverty with Chris Leete, from Cobra UK

## COBRA FRANCE AND AUDI FRANCE TOGETHER AT THE GT TOUR 2012

The Audi Team is thriving to win French GT Tour in 2012. Cobra France entered the competition by becoming this year an Audi partner.



During the events Cobra customers have an opportunity to visit the paddock and meet the pilots, but not only: they can experience the thrill of being their passenger onboard the Audi R8 LMS for a lap! The last event took place on the 29th September at Le Mans.

During the year, Audi Driving days are also organised for the Audi network to experience sports and premium models. Progress through technology is what characterizes Audi, the prestigious automotive brand, and we are pleased with this alliance providing visibility to the Cobra brand in many ways.