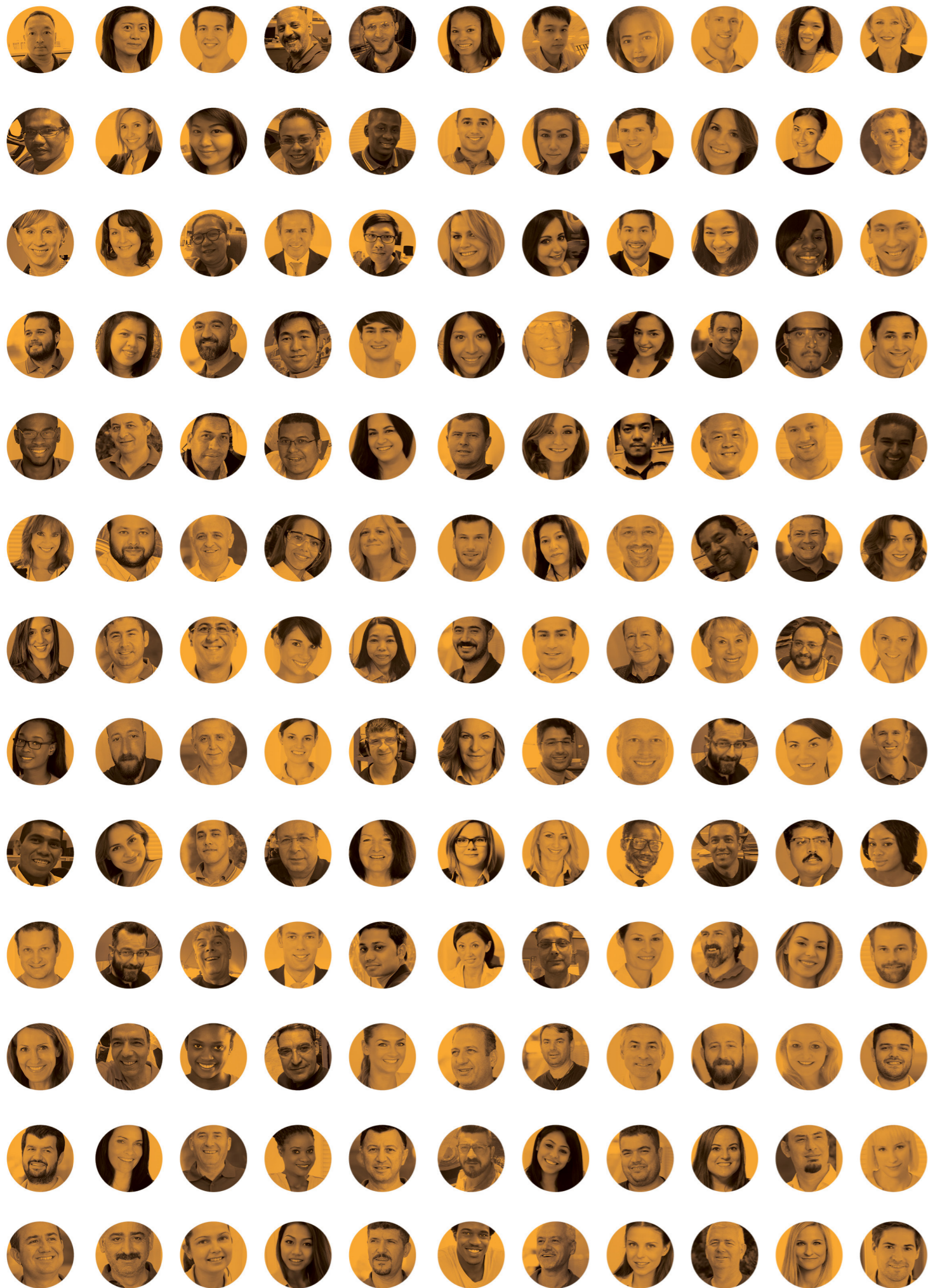


**WHEELS
MOVE
PEOPLE.
PEOPLE
MOVE THE
WORLD.**




MAXION
WHEELS
a division of IOCHPE-MAXION



***5 continents,
16 nations,
10,000 personalities,
1 world,
1 culture,
1 purpose.***

IN PURSUIT OF WHEEL PERFECTION

Our commitment and passion for innovation have led us to become the largest wheel manufacturer in the world.

The fact is, there are millions and millions of Macion wheels turning somewhere on the planet 24/7/365. We help to keep a busy world turning.

We are a diverse, cross-cultural team of more than 10,000 people strategically positioned to serve the ever-expanding global transportation market.

We set the benchmarks for creating, developing, designing, manufacturing and delivering original equipment wheels for passenger cars and commercial and off-road vehicles. That level of focus and determination drives our people to produce almost 60 million wheels every year from our facilities in 16 countries on 5 continents.

We are a collection of incredible people whose single aim is to improve transportation by serving our partners with the most advanced and competitive wheels. This means a deep understanding of our customers as well as new technologies. We serve customers around the world, with steel and aluminum products for cars on the streets and roads, commercial and agricultural vehicles on the highways and off-road, and military fleets in extreme terrains. The wheel is both a styling element and a safety component at the same time - this means our products must meet unique requirements, and one high standard of technical excellence.

We are constantly challenging ourselves in the pursuit of lighter, more cost-efficient, highly styled and smarter wheels. As you are reading this, we are developing a “digital wheel” called the MaxSmart®. Macion understands how connectivity and mobility innovation are changing the world, and took that know-how and applied it to the wheel. MaxSmart® can communicate with the fleet and driver using sensor technology to monitor and deliver a broad range of wheel and tire data to increase driver and road safety. We are also working on a new Urban wheel, figuring out how our business will support a world with more autonomous and shared vehicles in mind.

We are driven by what's next. It's been that way for more than 100 years. In fact, Macion Wheels has been responsible for many of the most significant wheel innovations in the automotive history.

We continue pushing forward with new world innovation like the Macion Flexible Wheel with Acorus Technology. Together with Michelin, we recently introduced a wheel and tire combination that absorbs potentially damaging impacts from potholes and curbs. This level of high-performance thinking provides improved ride and comfort, reduces costly repairs, minimizes landfill waste and, most importantly, makes car travel safer for drivers and passengers.

No matter what, the wheel continues to be a critical component for all kinds of transportation and we are proud to lead the industry.



Wheels matter. People matter.

Wheels enable transportation; they are a tool for human progress. This is as true for our culture as it is for the automotive market. We pride ourselves on high performance – discovering talent, nurturing and empowering it. To do this in many places around the world at the same time and in the same way, we not only encourage a company culture of teamwork, but also a shared belief in who we are.

This is why we adhere to six fundamental beliefs. Beliefs that bond us, inspire us, and drive us. Not just in the workplace, but in our networks and families and communities. We are, after all, only as good as our people.



“We have a voice.”

At Maxion Wheels, we believe in the power of our people, and the power their voices carry. We challenge and empower one another to engage, to contribute and to make a difference – whether as an individual or as a team. This approach is supported by a high-performing culture that fosters relationships and drives us to strive for continuous improvement and reach outstanding results. Quite simply, it’s the reason why we succeed.



“We innovate.”

The automotive industry is changing rapidly and our wheels are an integral part of this. We believe the way to move the world better is through innovation, and we continue to increase our emphasis on being a technology and creative leader. Innovation is exciting and challenging, and through connections with our global colleagues and external partners, we develop breakthrough ideas and bring them to reality. This focus delivers value to our company, our customers, and to ourselves.



“We work as one.”

We are a global community, bringing together a broad and diverse range of viewpoints. This means lean, efficient teams are working with a deep level of shared knowledge and experience to solve problems for our customers. Our people are inclusive and collaborative. Teamwork is the engine of our growth.



“We drive our own careers.”

The global environment of Maxion Wheels creates opportunities for career advancement and personal growth. We reward self-motivation and give support and encouragement to fuel that progress. We include an experiential approach to people development with a robust structure and process that includes training and mentoring to ensure that talent is recognized and continues to differentiate Maxion Wheels as an employer of choice.



“We take ownership.”

We are all leaders in some aspect, whether our role is focused on process excellence, people leadership, or business management. Our value is the initiative we bring to the company, welcomed in an environment where we take personal responsibility. There is an open invitation to make an impact in any area, and at any level. This is a dynamic culture that promotes leadership qualities and develops leaders.



“We live our values.”

Our values reflect who we are and what we stand for. Being a part of the Maxion Wheels family means a dedication to results, but always with a commitment to integrity, fairness, and respect for our people and our planet. It is with a sense of pride that we aspire to have the impact of our values reach the communities where we work and live.



“

We have a voice.

”



MEET:
BARIS
 MACHINING TEAM SUPERVISOR
 MANISA, TURKEY

Baris Demir started with Maxion as a machining engineer five years ago. He says he’s thrived through the mentorship and patience of his manager and colleagues, and was recently promoted to a supervisor position. He feels this is a place where you can get your ideas implemented, and have a role in moving the business forward. He is proud to be part of a culture where his voice is respected.

Your voice travels

We believe everyone’s efforts should affect our results. We equip our people with knowledge of the latest technologies and give them every opportunity to succeed. We expect them to make their ideas heard. Baris is a great example. This year, he and his work colleagues won the Global Maxion Team Award in the ‘Natural Work Team Production Category.’ In Baris’s home plant in Manisa, they were machining 13,000 wheels a day, but Baris and his team believed it could be 15,000. In this Six Sigma Black Belt project, they proposed seven improvement points in production efficiency. Their process was rigorous – questioning everything and pushing themselves to collect data faster to get to a solution quicker, always working to incorporate new technologies. It paid off. Global production has improved, thanks to one group who wasn’t afraid to be bold. This is the employee voice at work.

School for growth

We’re in an era of digital transformation, but for us, the human will always be at the center. Technical training, however rigorous, can only go so far. Then it’s about actively participating in the business. *“I always say one thing to my colleagues,”* says Baris, *“Maxion is like a school.”* It’s a place where you can grow, train yourself for challenge, and help to shape the future. We place high value on the passion and ingenuity of our employees, throughout the organization.

“When you compete with other teams, it doesn’t matter whether you win or lose, you always feel the support behind you. You feel heard.”

BARIS DEMIR
 MACHINING TEAM SUPERVISOR



1ST PLACE
 MAXION
 TEAM AWARD,
 NATURAL WORK
 TEAM (NWT)
 PRODUCTION
 CATEGORY.

MEET:
JAKUB
 CASTING SIMULATION
 ENGINEER
 OSTRAVA,
 CZECH REPUBLIC

In high school, Jakub Rušaj was intent on becoming a car mechanic. His passion for all things related to auto led him to three university degrees in technology and design, metallurgy and foundry engineering, and further studies in foundry engineering and casting, including the simulation process, in his PhD. At a local Careers Fair, he encountered our student outreach program, and has been on the fast track with Maxis since then.



Sudaporn Rakkantham brought extensive experience to us two and a half years ago. She had already worked as a Supply Chain Manager, and had several years in Purchasing and Export Marketing. As well as managing supply chain operations at the plant, she is also an iAdvocate, meeting the daily challenge of helping us build an innovation culture, inspiring her colleagues to think in new ways, and teaching methodology.

MEET:
SUDAPORN
 SUPPLY CHAIN
 MANAGER
 SARABURI,
 THAILAND

“

We innovate.

”

Embracing change

Today our industry is more dynamic than at any time before, and we encourage our people to see change as an opportunity, and embrace it. We want them to apply insights from their work and lives to the needs of our customers and our business. Sudaporn, whose plant won the silver award for ‘Best Innovator Plant,’ says, *“Innovation is a key success factor in differentiating us and adding value - for every employee and customer.”* Ideas can come from anywhere - and by anyone: HR, Manufacturing, Management, IT, Finance, not just Engineering. Innovation happens every day, at every level of the company.

Democracy of ideas

Idea generation is at the heart of our approach - if you’re not always improving, you lose your competitive edge. Programs like iWorkshops, SpeedLabs and iLabs are open platforms for new ideas. And, we believe cross-fertilization is an important stimulus. Jakub has spent time in Italy and at our Chihuahua plant in Mexico, and has worked with colleagues from Turkey and Germany. He believes this experience helps him see things in new ways. And he’s

proud to see how that thinking comes to life on a high-quality vehicle on the street. He’s proud to say, *“Hey, I was part of the team that produced this wheel, this perfect wheel.”*

Things happen fast

If you want to change things for the better and make things happen, Maxis is somewhere you can grow. We do our best to take barriers out of the way. Jakub illustrates our system well. *“As part of the engineering department, I’m asked each year to submit an innovation idea to iForum. I entered an idea in my first year, and it won! After evaluating the idea, they gave me time to execute it for the shop floor. It’s not in physical implementation yet - I’m still improving it in my simulation program - but it will be.”*

“In the innovative culture of the company, I’m always challenged and continually learning new things.”

SUDAPORN RAKKANTHAM
 SUPPLY CHAIN MANAGER



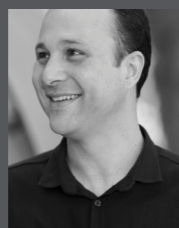


MANUFACTURING TEAMS IN TURKEY, GERMANY AND INDIA HAVE JOINED FORCES TO COLLABORATE AND ADDRESS WHEEL OPTIMIZATION AND STANDARDIZATION.



MEET: OZTAN
PLANT ENGINEERING MANAGER
MANISA, TURKEY

Oztan Ozturk joined us 24 years ago as a metallurgy engineering graduate. Initially in the Quality Department, he traveled extensively and met many customers and suppliers. Along the way he earned a Master's in administration, then moved on to Engineering. So, as well as his knowledge of customer relations, quality systems, and certification, he knows steel and welding, and the forming process - his understanding of our business is broad and deep.



MEET: SERDAR
MANUFACTURING ENGINEERING MANAGER
MANISA, TURKEY

Serdar Ercan worked with air compressors, pressure vessels, and elevator design before realizing his ambition to work for a global automotive enterprise. He's been with us now since 2008. His main responsibilities are tool design and process development, but he is also our innovation representative at the plant, helping to keep our culture moving forward.



MEET: G. NAGRAJ
OPERATIONS MANAGER, STEEL TRUCK
PUNE, INDIA

G. Nagraj joined us in 1995 as a production engineer. He was on the team which produced the first wheel at the Pune plant, and later as a project manager, he introduced robots to the shop floor. Driven by safety, quality and productivity, Nagraj is one of several team members sharing their work experience with other plants, including his close support for our Nantong plant in China, helping them to standardize their operational excellence.

“

We work as one.

”

Better together

Teamwork is our backbone. At each plant, everyone works in a dedicated team, in full collaboration with other departments and other locations. We have many sites on every continent around the world, representing a huge pool of knowledge and expertise that's just a call or video chat away. As problem-solvers, our people learn the value of networking - with colleagues, other departments, and their OEM counterparts. For example, if a project originates in Turkey or India, often people will bring in Germany, Brazil or Italy for support. Over time, colleagues far away often become friends.

Camaraderie

Strong bonds mean better alignment. When a project is initiated, it may require forming multi-functional, global teams. This creates camaraderie through standardization. On a recent wheel optimization project, G. Nagraj was on a team of eight in Pune, connected with similar groups in Germany, the U.S., Turkey and Brazil.

Between them, they knew the whole disc manufacturing process, but what brought success, he says, was a wider, international collaboration. These partnerships are the strength of our company, and the “extended family” of Maxion offers employees unique career opportunities.

“Recently our team was working on a project with the Global Engineering organization. To hit our goals efficiently we divided up all activities and worked out a step-by-step process so that everyone's work would count. We had weekly meetings, and used what our colleagues were learning.”

OZTAN OZTURK
PLANT ENGINEERING MANAGER





MEET:
DANI
 PLANT MANAGER,
 ALUMINUM
 LIMEIRA,
 BRAZIL

Danieli Melchior, or “Dani” as everyone knows her, is the perfect example of self-motivation. She joined us as a teenage intern and came on full time as a Quality Analyst three months later. Through development and initiative, she went on to earn college degrees, certifications, and promotions, leading to her current management role, overseeing one of our newest passenger car aluminum wheels plants. She’s truly one of our stars.

“

We drive our own careers.

”

Talent differentiates us

As Dani says, “You can’t use people to get results, you can only convince them – that’s when the results come along.” So, we encourage everyone to take responsibility for their own career path, and we provide the tools to help. Every employee has a formal Development Plan, which fosters partnership with their managers. A Mentoring Program and specialized training academics provide one-on-one and group learning, and Goal Planning aligns personal goals to the company’s strategy and values.

Impacting the culture

Very early in her career, Dani had participated in the creation of Natural Work Teams at our Limeira plant in Brazil. That early team implemented the processes we now use worldwide as a company. “You have the opportunity to present your ideas and get to know other cultures. It shows the company’s respect for its employees. Maxion is the best company in the world.”

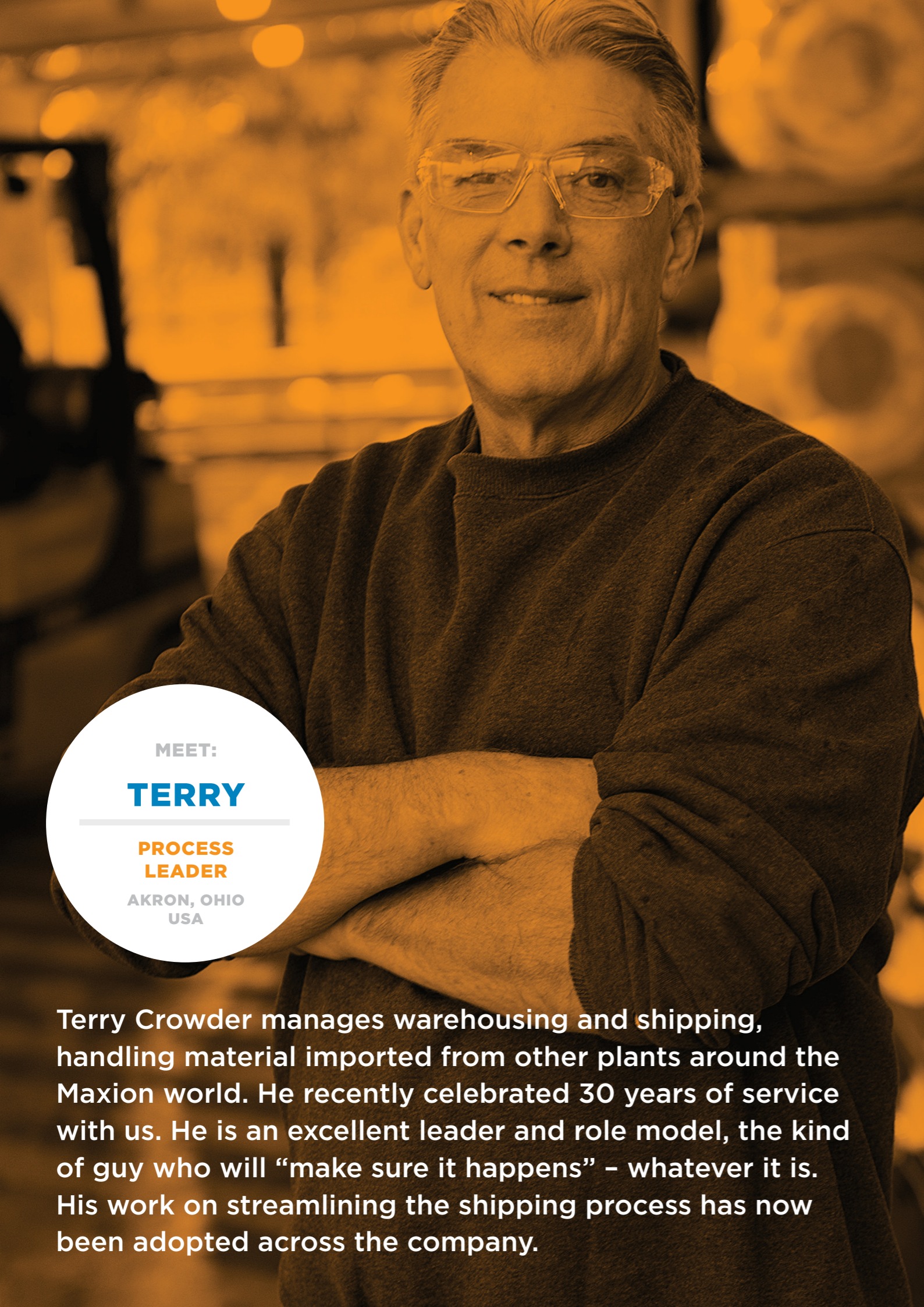
Embrace change

“All my professional life,” says Dani, “I’ve worked with people who taught me and coached me – from operators to directors, all my bosses, and most of all my team. I feel like I’m standing on the shoulders of giants.” She has always been a self-starter – she is now a Six Sigma Black Belt with an MBA. “I’m most proud to be part of other people’s growth – you can see in their eyes how much it means to have their ideas come to life.”

“My advice to anyone considering Maxion is to always be prepared – you never know when opportunity is coming. Don’t be afraid of change, always keep it simple and be positive.”

DANIELI MELCHIOR
 PLANT MANAGER





MEET:
TERRY
 PROCESS
 LEADER
 AKRON, OHIO
 USA

Terry Crowder manages warehousing and shipping, handling material imported from other plants around the Maxion world. He recently celebrated 30 years of service with us. He is an excellent leader and role model, the kind of guy who will “make sure it happens” – whatever it is. His work on streamlining the shipping process has now been adopted across the company.

“

We take ownership.

”

A ladder for everyone

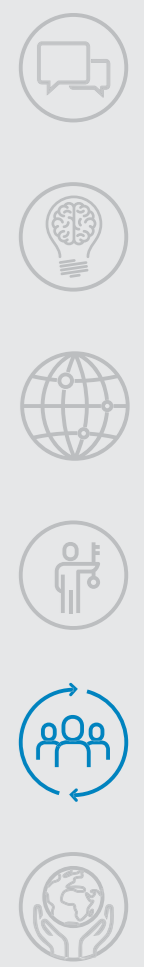
At Maxion Wheels, we believe that creating opportunity for yourself creates opportunity for the company. We’re fueled by the tenacity and commitment of our people. These are our most precious resources, and we work hard to nurture them. When we see someone take charge, we let them run with it. We frequently promote from the plant floor. *“I’ve seen Maxion promote people to my position, or supervisor positions, or customer service,”* Terry says.

“The company let me run with things from the beginning - it feels great when I implement a plan and it works. I’d recommend this company for anyone who has initiative.”

TERRY CROWDER
 PROCESS LEADER

Initiative at work

Terry serves as a good example of the success of our approach. Through his diligence and the support of his manager and team, he championed a turnaround for inventory and shipping at our Akron plant. Between organizing the warehouse and improvements in staging loads before they ship, efficiency is way up. What used to take ten people and two shifts now takes five people and one. Truckers say our Akron plant is one of their favorite places to pick up, because a load takes fifteen minutes, which gets them on the road and to their destination on time. Today, the benefits of his work are enjoyed at our plants around the world. The reason? Terry saw opportunity for the company, and took ownership.





FORMARE'S FIRST GRADUATING CLASS, 2011



MEET:
PAULO
FORMARE GRADUATE,
IT ANALYST
LIMEIRA, BRAZIL

“When I was a kid I had ambition, but no motivation to strive for a better life - I thought I didn't have a chance. I didn't have family support to invest in my studies or to fight for my future. The Formare school really helped me through that phase. I learned to look 'outside of the box.' I began to believe I could be like the Maxion employees and volunteers around me. I found my own potential.”

PAULO SILVA
IT ANALYST

“

We live our values.

”

Who we are

We are a business, yes. But more importantly, we're human beings who depend on one another, and that takes trust and respect. Our conduct, towards each other and the world around us, reflects what we believe. It all starts with core values. That's why we place such emphasis on safety - of our employees as well as the end users of our products. Why we feel responsible for sustaining our environment and the communities around us.

Values to share

One of our best-established and most successful social programs is Formare. Through business partnerships with large and medium-sized companies, the Formare schools help young people from poor families to prepare for the working environment after secondary schooling. Local Maxion Wheels employees contribute to the teaching of year-long vocational courses. This immersion in a multi-national company gives the teenagers a very different point of view from academic books.

This has become a valued social program, a small but meaningful contribution to the future of Brazil and Mexico.

Good for all

Formare is one excellent showcase of our values. Our Czech Republic team is another. Every year we provide respirators for hospitals, for children and for premature babies. We work to help kids with no family, and young adults who are moving out of the government support system. In these ways, we can really impact the communities where we live and work, beyond our role as an employer.



PERSONAL GROWTH

OUR TEAMS IN CHINA, JAPAN AND THAILAND PROMOTED BREAST CANCER AWARENESS TO INCREASE UNDERSTANDING OF THE DISEASE AND EDUCATE EMPLOYEES ON SYMPTOMS, PREVENTATIVE MEASURES AND TREATMENT.



OUR VISION

Be a global leader, growing in a sustainable manner through innovation and inspiring our people to take part in shaping the automotive world with us.

OUR MISSION

Provide components and automotive systems in a profitable manner while improving the competitiveness of our customers' products on a global basis through continued innovation, process improvement and outstanding people.

OUR VALUES

Conduct ourselves ethically and be socially and environmentally responsible.

Develop, trust, empower and respect our people.

Drive results through commitment, ownership mentality, continuous improvement and teamwork.

Utilize our resources efficiently and achieve highest levels of customer satisfaction.

Foster innovation and unleash the creativity of all of our people.

THE POWER OF TEAMWORK

IN 2018, OUR PLANT IN SEDALIA, USA, CELEBRATED BOTH ITS 40-YEAR AND IOCHPE-MAXION'S 100-YEAR ANNIVERSARIES. CONGRATULATIONS TO A FANTASTIC TEAM - KEEP UP THE GOOD WORK!



RESPECT FOR PEOPLE'S HUMANITY

OUR PEOPLE IN PUNE, INDIA, RECENTLY CELEBRATED INTERNATIONAL DAY OF YOGA TOGETHER. THE WORD 'YOGA' MEANS TO JOIN OR TO UNITE, SYMBOLIZING THE UNION OF BODY AND CONSCIOUSNESS.





EUROPE

Königswinter, Germany
Global Headquarters
Global Advanced Engineering
Center of Expertise
Global Steel Engineering
Center of Expertise
Steel Commercial Vehicle
Steel Light Vehicle

Ostrava, Czech Republic
Aluminum Light Vehicle
Steel Light Vehicle
Steel Forklift Steel

Manresa, Spain
Steel Light Vehicle

Dello, Italy
Global Aluminum Engineering
Center of Expertise
Aluminum Light Vehicle

Vienna, Austria
Office

Birmingham, United Kingdom
Office

Manisa, Turkey
Aluminum Light Vehicle
Steel Commercial Vehicle
Steel Light Vehicle

AFRICA

Johannesburg, South Africa
Aluminum Light Vehicle

ASIA

Pune, India
Aluminum Light Vehicle
Steel Commercial Vehicle
Steel Light Vehicle

Shanghai, China
Office

Nantong, China
Steel Commercial Vehicle

Bangkok, Thailand
Office

Saraburi, Thailand
Aluminum Light Vehicle

Seoul, S. Korea
Office

Yokohama, Japan
Office

NORTH AMERICA

Akron, USA
Steel Commercial Vehicle

Sedalia, USA
Steel Light Vehicle

Novi, USA
Office

Chihuahua, Mexico
Aluminum Light Vehicle

San Luis Potosí, Mexico
Steel Commercial Vehicle
Steel Light Vehicle

SOUTH AMERICA

Cruzeiro, Brazil
Steel Commercial Vehicle
Steel Agriculture/Off-Road

Limeira, Brazil
Global Advanced Engineering
Center of Expertise
Global Steel Engineering
Center of Expertise
Aluminum Light Vehicle
Steel Light Vehicle

Santo André, Brazil
Aluminum Light Vehicle