



***SEGER Sound of Safety*** <sup>®</sup> ...

 **SEGER**  
[www.seger.com](http://www.seger.com)

**SEGER**

# Company Structure

# SEGER

- ESTABLISHMENT: 1981
- CORE BUSINESS : Designing, producing and selling Acoustic Devices  
(Electromechanical, Electronic and Air horn, Back-up Alarms, and AVAS)
- CAPITAL STRUCTURE: % 100 Turkish Company
- NUMBER OF EMPLOYEES : 300 (150 Turkish - 150 Chinese)
- PRODUCTION CAPACITY : 15.000.000 horns/year  
750.000 Avas/year
- PRODUCTION QUANTITY : 10.000.000 horns/year  
25.000 Avas/year



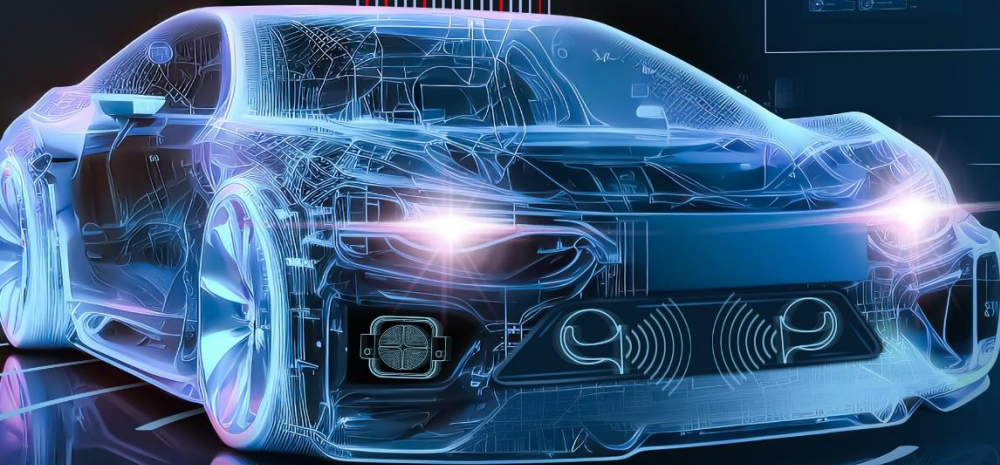
**SEGER A.Ş. (Bursa – TURKEY)**



**DONGGUAN SEGER  
AUTO PARTS CO.LTD  
(Dongguan – CHINA)**



# SEGER



## OUR VISION

To position SEGER as a technological product designer and manufacturer in the mobility ecosystem and to strengthen the SEGER brand by increasing product diversity in after-sales markets.

## OUR MISSION

To demonstrate continuous improvement with the contribution of our stakeholders in line with our ethical, sustainable and innovative business approach and strategic goals, and to fulfill our responsibilities towards society.



## OUR VALUES

### Trust Our Employees

We trust our people, our most valuable resource, and we believe that they will use the authority delegated to them as required by their responsibilities.

### Transparency

We are open and honest with each other.  
If we have an alternative idea, we are ready to explain and defend it.  
We accept different views and support change.  
We exchange information with each other throughout our organization.

### Professional Excellence

We do not see the current standards as sufficient and we pursue perfection.  
We enjoy what we do, constantly striving to improve and perfect existing standards.

### Team work

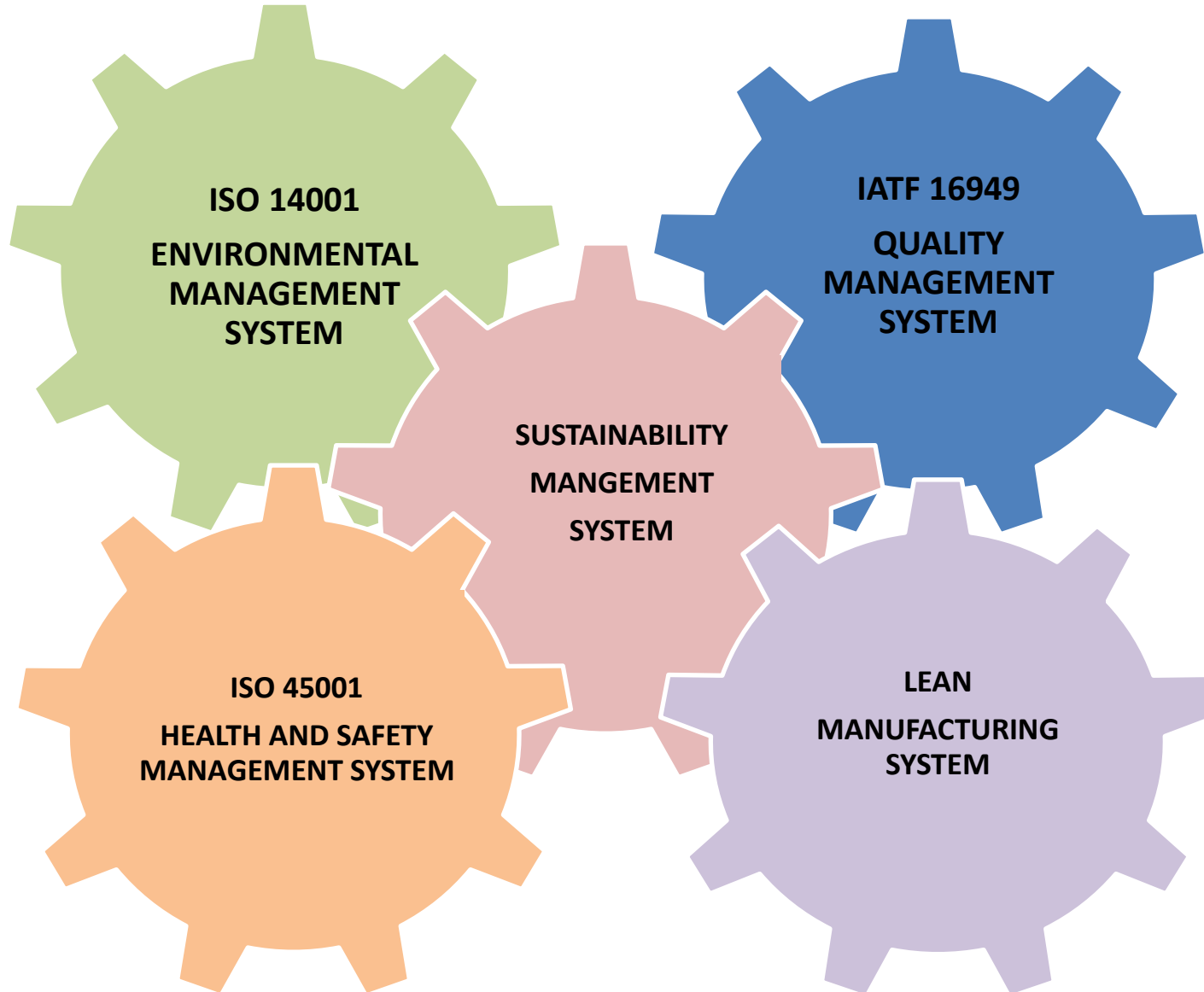
By combining the common interests and goals of our employees and the institution, we ensure that they work in harmony and with a team spirit. We ensure that the team spirit is strengthened by providing the necessary opportunities for our employees to reveal their creativity, own their work and improve themselves.

### Speed

We find the most suitable solutions by trying to offer solutions that will satisfy our customers before our competitors.  
We respond to improvement needs in the most effective way.

### Ethic

SEGER A.S. We are aware of the expectations of our customers and act in line with the basic values of business ethics and our social sustainability and ethical policy in all our activities.

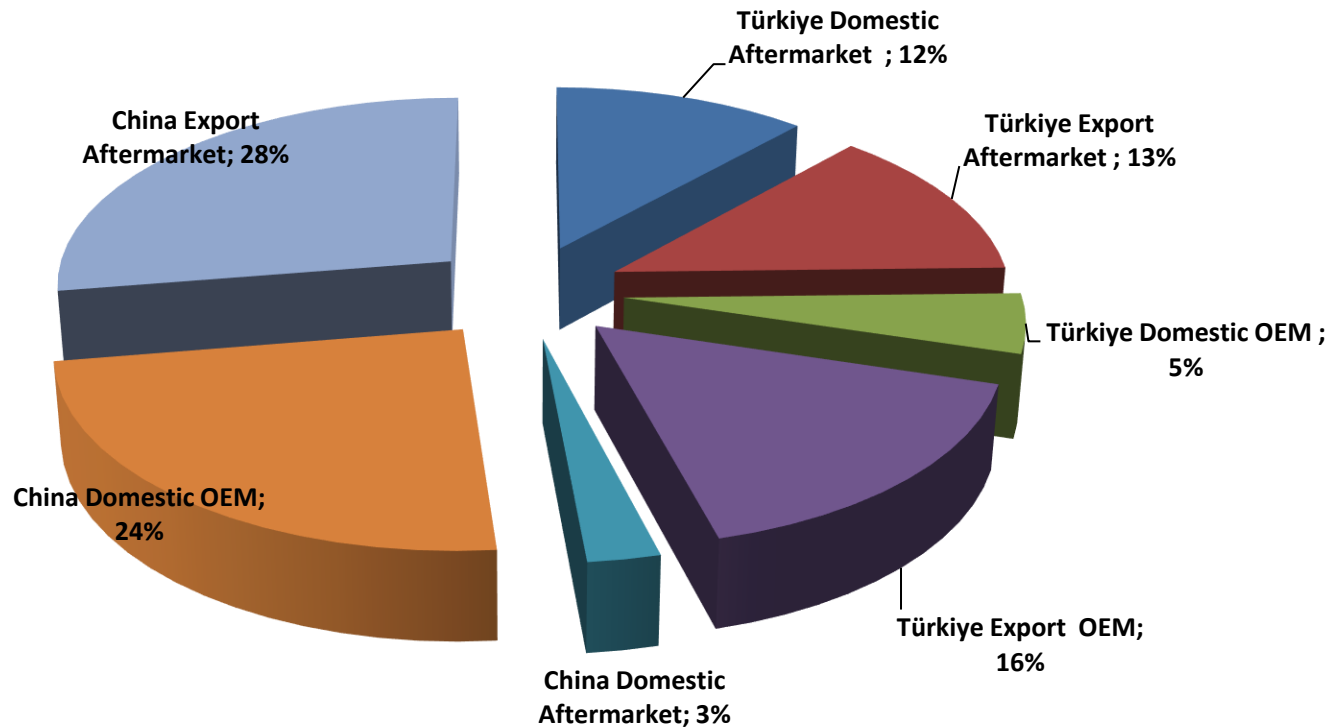


# SEGER



**OUR PRIORITY SUSTAINABLE DEVELOPMENT GOALS  
FOR TODAY AND THE FUTURE**





**2 registered brands in 50 countries**



# SEGER-TURKEY PLANT OEM CUSTOMERS

# SEGER





# CHINA PLANT OEM CUSTOMERS

# SEGER



*Seger horns are exported to more than 70 countries all over the world*



From SEGER to all over the World  
From SEGER to all over the World



# SEGER

*Thank you very  
much*

