

DOSSIER DE PRENSA MASATS

September 2011

Opening

doors

INTRODUCTION

Masats is an international reference in accessibility systems for buses, coaches and railways. It offers the most extensive product range available on the market of pneumatic and electric doors, ramps, lifts and luggage compartments destined for passenger transport vehicles.

Masats currently exports 45% of its production to countries such as Germany, Belgium, Israel, Mexico, Poland, India, etc., and its main clients include MAN, Volvo, Irizar and the VDL group. More than 40 years of industry experience and the company's sustained growth back Masats' history, which is characterised by its ability to respond and adapt to the needs of each customer. A quality product that has undergone testing through intensive real-life use, resulting in maximum reliability, as well as first-rate service based on constant communication with customers are the pillars of this company's success.

Masats has 275 employees, of which more than 15% are technicians and engineers. In 2010, it obtained €31.3 million in sales and manufactured 24,700 devices, 8,200 aluminium doors and 900 ramps and platforms.

CHRONOLOGY

The Salvador Alapont Masats company, which focused on vehicle repairs in general, was founded in Manresa (Barcelona) in 1953. The family of Salvador's mother had operated in the field of passenger transport since 1920. The production of pneumatic cylinders, valves and equipment in general began in the Manresa workshop for the growing bodywork industry.

S.A. Masats was established in 1967. Initially it was only a passenger transport company since equipment was manufactured by the Salvador Alapont Masats company under the Alapont[®] brand.

In 1974, the first 1,000 m² building was constructed in Sant Salvador de Guardiola, and after a number of expansions, it reached the approximately 14,626 m² that currently exist.

In 1979, the transport and equipment manufacturing activities were unified in the S.A. Masats company.

In 1986, Masats became a pioneer in the development and production of pneumatic luggage compartments, giving the company extensive experience and reliability in this field.

In 1988, a corporate agreement was reached with the German company Gebr. Bode GmbH & Co. to become a shareholder of S.A. Masats, and it continues to manufacture electric and pneumatic equipment. Shared capital was used to create the new Bode Masats S.A. company, which manufactured aluminium doors for buses and coaches.

In 1995, the company developed a new line of electrical equipment designed specifically to operate doors, representing an important technological advance in door systems.

In 1996, Masats obtained the ISO 9001 certification from TÜV ProductServiceGmbH.

In 1999, the company began to manufacture access ramps for city vehicles using its own design. As a result, Masats became a provider of comprehensive vehicle access systems.

In 2001, all the administrative and technical departments were consolidated in a new office building, resulting in greater coordination and efficiency.

In 2002, Irizar S. Coop. became a majority shareholder of Masats, which meant greater access to international markets through an innovative methodology based on teamwork.

In September 2003, the S.A. Masats and Bode Masats S.A. companies merged into the new Masats S.A. entity to become the second European door systems manufacturer. That same year, Gebr. Bode GmbH & Co ceased to be a Masats shareholder.

As of 2004, the accessibility product range was expanded with the new SAM 4000 platform lift for coaches and the 028 sliding door with a compact design and fast movements.

In 2007, Masats obtained the ISO 14001 certification from TÜV ProductServiceGmbH.

In 2008, after several sporadic collaborations in the railway industry, Masats made the strategic decision to develop a specific product range for this sector.

In 2009, Masats expanded its range of lifts with the cassette-type lift installed on steps. This product stood out as the most elegant way for people with special needs to access intercity vehicles.

In 2011, the new 028C integrated sliding door, an easy to install and adjust fast door supported with arms, was presented at Busworld and the APTA's Expo.

CORPORATE VALUES

History and solidity

Throughout its history, Masats has been a pioneering company that has proven its ability to adapt to social and economic changes, opting for innovation as a key element in its strategy. Today, Masats is a company with more than 40 years of history that continues to grow and consolidate itself as an international reference.

Customer oriented strategy

Masats' key strategy is to obtain the loyalty of its customers by adapting to their needs and providing products and services that reflect the company's main values: reliability, service and quality, all within a setting of constant innovation.

Reliability

Masats' constant investment in innovation has resulted in the unbeatable reliability of its products. Aside from undergoing exhaustive testing at special facilities, all the company's products have also been tested in real-life situations of intense use before being made available on the market. Therefore, customers that purchase Masats products do so with the certainty of having the most reliable technology available on the market.

Service

Customer satisfaction is the keystone to Masats' philosophy. For this, customer communication is crucial in product development. The service provided by Masats consists of fully accompanying each project from the development phase, its creation and production, and through the subsequent technical support. The company's key to success is due to its capacity and adaptability to the specific needs of each customer, its manufacturing flexibility and first-rate technical support.

Masats' high production capacity means that it can be flexible with customer requirements. Its modern facilities and logistics organisation allow it to manage the entire product range with short delivery time frames and maximum quality guarantees.

When customers purchase a Masats product, they also receive personalised technical support that includes extensive documentation for proper assembly, maintenance and repairs. Masats also offers a technical support service and in-company training for the installation, repairs or maintenance of products that have already been purchased.

Quality

In 1996, Masats earned the ISO 9001 quality certification, which accredited its commitment to quality. The quality system has evolved until obtaining the homologation of top industry brands. A clear example of the quality of the products offered is apparent in their reliability. In terms of service, the Customer Service Teams coordinate all the technical, production, logistics and quality teams within Masats so that customers always have a direct and accessible point of contact.

Constant innovation

At Masats, innovation forms part of the company's internal culture and philosophy. All the people who comprise Masats contribute constantly towards improving processes and products. For Masats, everything is linked to innovation, from the people-based management model through the last product manufacturing process.

Masats makes a constant commitment to R&D&i with an important engineering team that is focused on developing new products and systems, as well as executing custom projects that address the needs of each customer in collaboration with their design teams. Since its early days as a pneumatic component manufacturer, Masats has been a pioneer in the development and production of electrical equipment for doors, the development of electronic control systems, emergency door systems and pneumatic luggage compartments, maintaining a leadership position for these products.

Social commitment

Society plays a leading role at Masats. The creation of wealth and employment in the regions where it carries out its activity is an important part of Masats' mission.

The company allocates a significant financial effort as well as the dedication of its people in contributing towards the socio-economic improvement of its surroundings and of the society in which it is integrated. In this aspect, it's actively involved in activities that are carried out with the aim of sharing its experience with society and fostering interests that can be seen in the form of advances at other organisations.

Masats' management model is based on a relationship style in which everyone is involved in making decisions, participating in the management process as well as in recognitions and results. Despite the crisis, the company's long-term vision has allowed Masats to maintain the coherence of its social commitment, conserving jobs in the most unfavourable times which has resulted in a strong personal involvement towards the Masats project.

One of Masats' factors for success is the continuous search for excellence in the skills and attitudes of people. Teamwork, as the sum of people's abilities, is the foundation which allows growth that generates wealth.

Environmental commitment

Masats is concerned with conserving and improving the environment. All the processes that affect production are subject to constant monitoring in order to develop and apply management systems and ideas that control and minimise the environmental impact of the company's activities and products. Masats has held the Environmental Management Certificate in accordance with the ISO 14001 standard since 2007.

CORPORATE STRATEGY / BUSINESS MODEL

The differentiating value of Masats lies in its team. Its most important assets are people. People who believe, share and are committed to a common project of the future. Masats applies an innovative organisational system based on people. The company is organised in multidisciplinary work teams that constantly exchange knowledge about their respective work areas. This exchange allows to constantly improve product development, production processes and working conditions, resulting in a positive effect in the search of corporate efficiency and the best customer service.

This model is one of Masats' keys to success, and its proven effectiveness has made it the focus of study of various university forums of renowned prestige such as the Harvard Business School.

PRODUCTS

Door systems

Masats offers a wide range of door opening systems that operate pneumatically or electrically for coaches, buses, inter-urbans and minibuses, always with the best reliability and passenger safety and meeting the most demanding international standards (EC 2001/85 and UN R.107) while adapting to the specific regulations of each country.

In coaches, the vertical operating systems allow to opt for versions with or without mechanical blocking, remote control and centralised locks for the doors or various types of internal and external emergency controls. The single or double aluminium panel doors allow for designs with standard rubber seals or sensitive edges. Driver doors are also manufactured with power windows and manual emergency doors.

The range of coach doors includes a number of movements that are adapted to the needs of each customer. A variety of opening models are offered: inward swinging, sliding with one or two panels, rotating and outward opening. All are available with various safety options that adapt to the needs of each operator: emergency door, sensitivity, emergency-block when the vehicle is in motion, etc.

Masats has its own electronic door control systems that are able to communicate with the multiplexed systems of different chassis.

The company offers fully automatic solutions for minibuses, with 12V or 24V electrical equipment, interlocks for intercity routes or without interlocking for urban routes. There is also an optional remote control for electrical doors or running boards.

Luggage compartments

Masats provides pneumatic or manual luggage compartment mechanisms for coaches and special vehicles. Automatic luggage compartments are extremely convenient for drivers as well as passengers. This pantographic system makes it possible to open the luggage compartment, even in the case of limited side space. It also gives the vehicle an elegant design since the entire side can be built using a single cover. An optional sensitivity system is available to provide increased user safety. Manual luggage compartments are ideal for opening small covers in both passenger as well as industrial vehicles.

Accessibility systems

The accessibility range includes manual and electric ramps for low vehicles and minibuses, and above-floor, below-floor and telescopic models have been developed.

Platform lifts that allow people with reduced mobility to access coaches and inter-urban vehicles are also offered. Lifts can be installed on steps or in luggage compartments, depending on the different elevation heights.

The electronics that control these products are coordinated with the door opening, which offers a number of operating sequence possibilities.

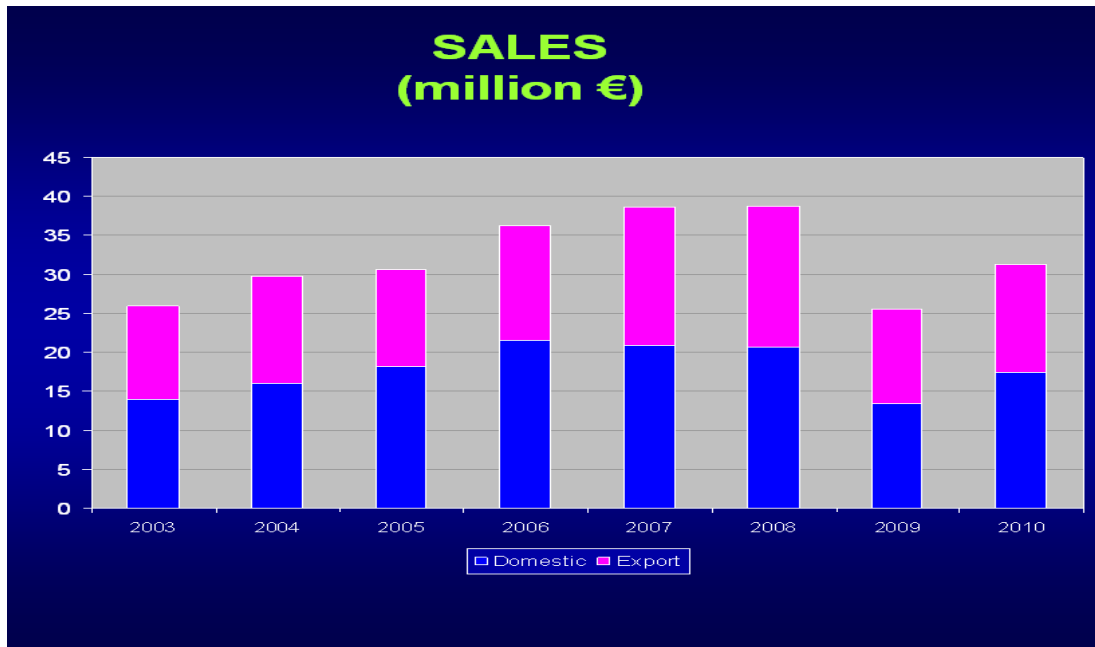
Doors and accessibility systems for the railway industry.

For this industry, Masats offers automatic fitted-sliding doors that operate electrically for light rails or trams, as well as cabin doors for all types of trains.

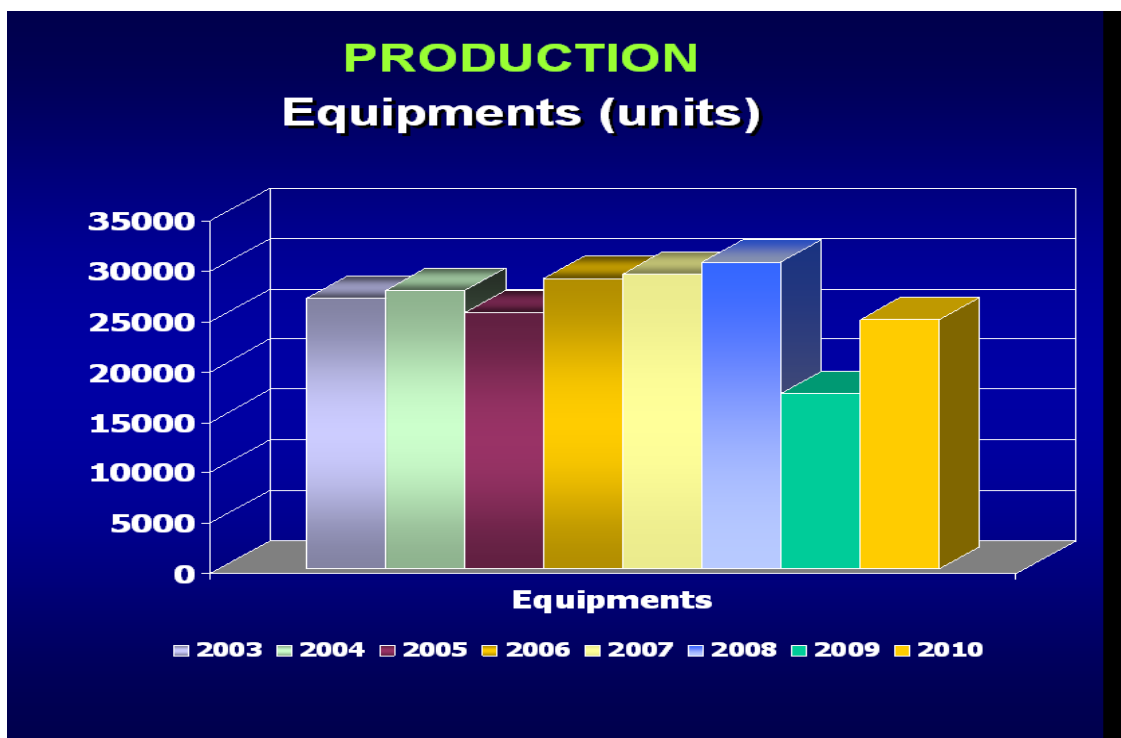
In terms of accessibility systems, electric ramp systems are available that allow people with reduced mobility may access trains, as well as sliding steps that are installed on low trains for the same purpose.

CONSOLIDATED NUMBERS AND DATA

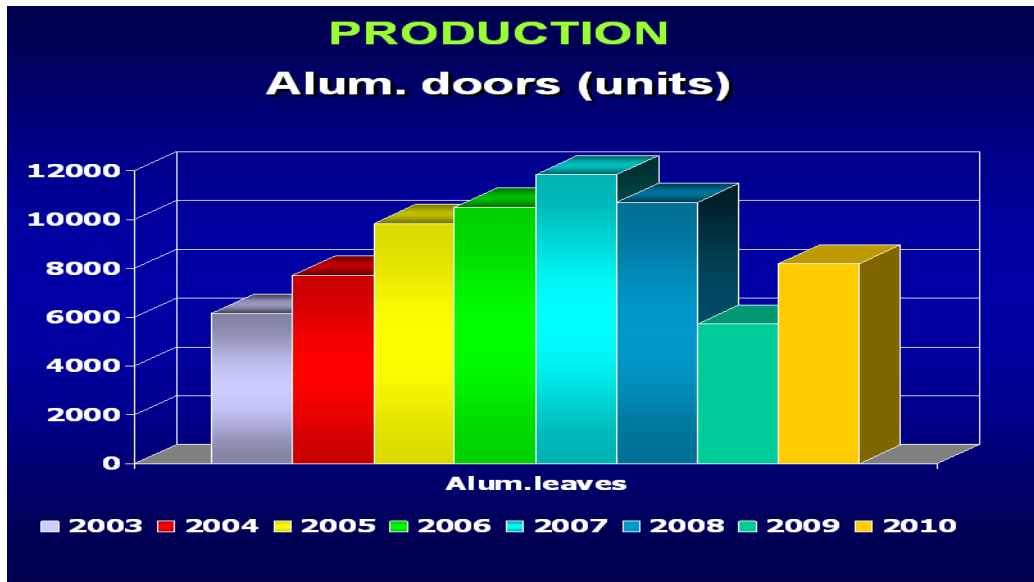
Sales



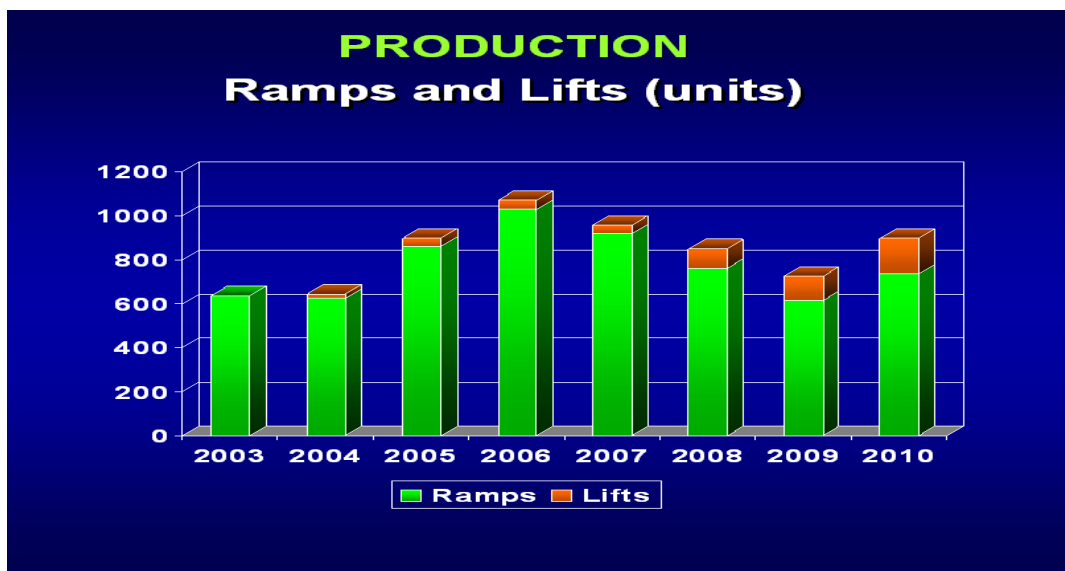
Equipment production (units)



Aluminium door production



Ramp and platform production



Masats has been committed to its customers' needs for more than a century, providing top industry solutions: motors, doors and ramps. All its products are innovative solutions that have been tested for easy installation and maintenance.