

HBPO, a leading supplier of front-end modules, plan to open two new assembly plants in Mexico this year to help sustain growth in North America, where the supplier hope their annual revenues will top USD \$1bn by 2022.

The company, a joint venture involving **Hella**, **Behr**, and **Plastic Omnium**, have grown quickly since formation in 2004; global revenues now exceed \$2.33bn—double the 2011 total.



HBPO are targeting North America for further growth with the construction of new plants in Aguascalientes and Saltillo, Mexico, says Dianne Mannino, president of HBPO operations in North America. They already operate three Mexican plants in Puebla, Toluca, and San José Chiapas.

Mannino acknowledges that with two new Mexican plants ready to come onstream this year the company are concerned about the disruptive contentiousness brought by the U.S. Trump administration to ongoing discussions around the North American Free Trade Agreement. She says HBPO will have to adjust as the negotiations unfold, and makes no predictions about the outcome or their potential impact on the company's operations.

HBPO expect to also add an assembly plant in southeastern Michigan, which remains a major hub for vehicle assembly, to fortify plans for future growth and to more than double employment in North America within the next four years.

"The number of new-vehicle models equipped with HBPO front-end modules in Canada, the

U.S. and Mexico is expected to grow by 60%, from 12 in 2017 to more than 19 in 2022," Mannino says. "Our annual sales in North America are expected to increase by 70% to more than \$1 billion over the same period."