



WELCOME TO THE WORLD OF WAI



WAI, A USA COMPANY

COMPANY
PROFILE 2022



WELCOME TO THE WORLD OF WAI

A LEADING PARTS MANUFACTURER FOR THE AFTERMARKET

Innovation and creativity are the forces that drive WAI's success. Since its founding, WAI has worked relentlessly to meet the ever-changing needs of its customers in the automotive, heavy duty and power sports aftermarket. This includes an unwavering commitment to be "first-to-market" with the latest model products available.

CONTENTS

04	A Little Bit About Us
06	The WAI Difference
08	Global Manufacturing & Distribution
10	Quality & Supply Chain
12	Private label packaging
14	Website & Marketing
16	The WAI Brand
18	WAI Product Range: <i>Rotating Electrics</i>
20	WAI Product Range: <i>Window Regulators</i> <i>Wiper Motors</i> <i>Ignition Products</i> <i>Engine Management</i>
22	WAI Product Range: <i>Components</i>



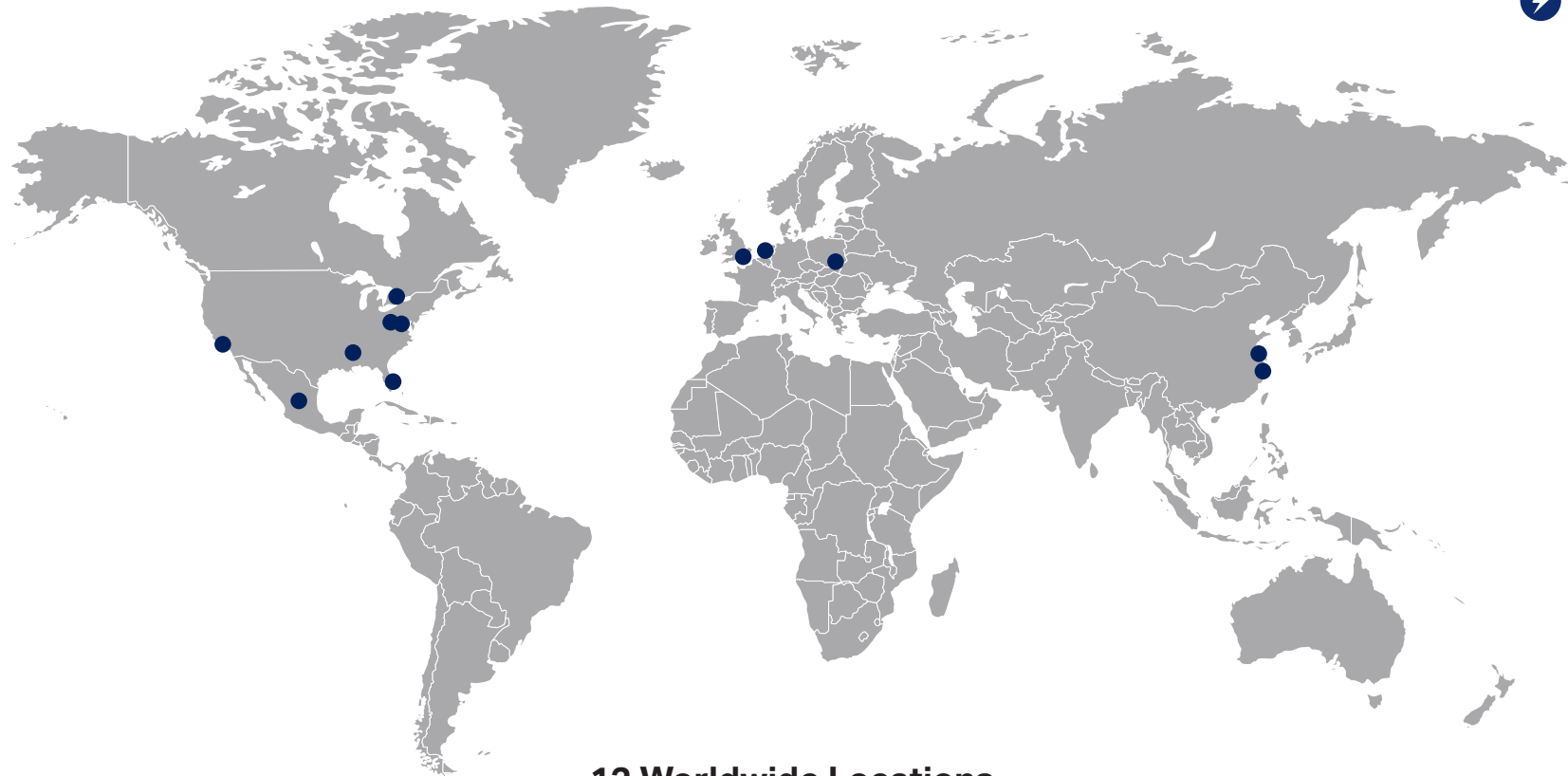


A LITTLE BIT ABOUT US

A DOMINANT GLOBAL PRESENCE

Consistently meeting the parts needs of the more than 105 countries to which WAI sells requires world-class parts manufacturing facilities and a robust distribution network. WAI's team is comprised of over 650 employees in 14 countries including the United States, Canada, Brazil, Europe and China. This network operates with exceptional precision under one united goal - to provide customers with the products they need, when they need them.

- A worldwide manufacturing, sourcing and distribution company
- Privately held USA company. Founded in 1978
- Employs more than 650 people worldwide
- Sells to customers in 105 countries
- Revenue approaching \$400m
- 50% NA; 25% EMEA, 15% LATAM; 10% APAC
- 12 worldwide locations
- Global headquarters located in Miramar, Florida USA
- EMEA head office and distribution center located in the Netherlands
- Distribution center located in the United Kingdom & Poland
- Extensive R&D with continuous investment
- In-house electronics manufacturing
- Production & distribution facilities in Pinghu, Shanghai & Ningbo



12 Worldwide Locations

Canada

- Toronto

North America

- Allentown, PA
- Limerick, PA
- Miramar, FL
- Norwalk, CA
- Southaven, MS

Europe

- Bleiswijk, Netherlands
- Bognor Regis, United Kingdom
- Rzeszów, Poland

China

- Pinghu
- Shanghai

Discover more at
www.waiglobal.com

THE WAI DIFFERENCE

SETTING OURSELVES APART FROM THE COMPETITION

We pride ourselves on being a customer driven business with our long term aim being to give you, the customer, exactly what you want, whilst offering the best possible value.

Our 'Core Values' are at the heart of our business and are the building blocks of our future vision for WAI and our relationships with customers.





OUR CORE VALUES

Putting Customers First

To be "First To Market"

Quality at Every Level

Leading by Example

To Build Trust and Strong Relationships

Superior quality

- WAI customers experience significantly reduced warranty rates
- Technicians prefer new products to Reman products
- Engineering, quality control and constant improvement are the benchmarks we live by for our products and customers

Superior Value

- WAI new products are competitively priced against Reman product
- WAI products are 100% new and have no core investment
- WAI products provide excellent profitability for our customers

Superior Coverage

- WAI has the largest offering of new products in the industry
- We introduce over 800 new products to the industry every year
- Our "First to Market" strategy enables our customers to have the latest products to sell in their markets

Discover more at
www.waiglobal.com



GLOBAL MANUFACTURING & DISTRIBUTION

THE MOST ADVANCED PARTS MANUFACTURING

WAI's state-of-the-art production facility and streamlined parts manufacturing practices help it consistently meet the quality standards and supply demands of the global aftermarket.

Located in Shanghai, China, WAI's 100,000-square-foot manufacturing plant possesses the most advanced equipment and precision technology available. This technology includes optical guided pick-and-place robotics and computerized laser trimming. WAI combines this technology with proven manufacturing principles including lean manufacturing, 5S discipline and statistical process control (SPC) to provide its customers with high-quality products at a reasonable price. WAI's skilled and experienced production team is committed to consistently being the first-to-market with the latest model products. This commitment, paired with the skill and expertise of the team, results in the introduction of more than 200 new products to the aftermarket each year.

OVER 55,741 M² OF WAREHOUSE SPACE GLOBALLY



Manufacturing

WAI's core advantage has been manufacturing control and supply of components to the Rotating Electrical and Vehicle Electronics industry, our quality is driven by the Sum of our Parts!

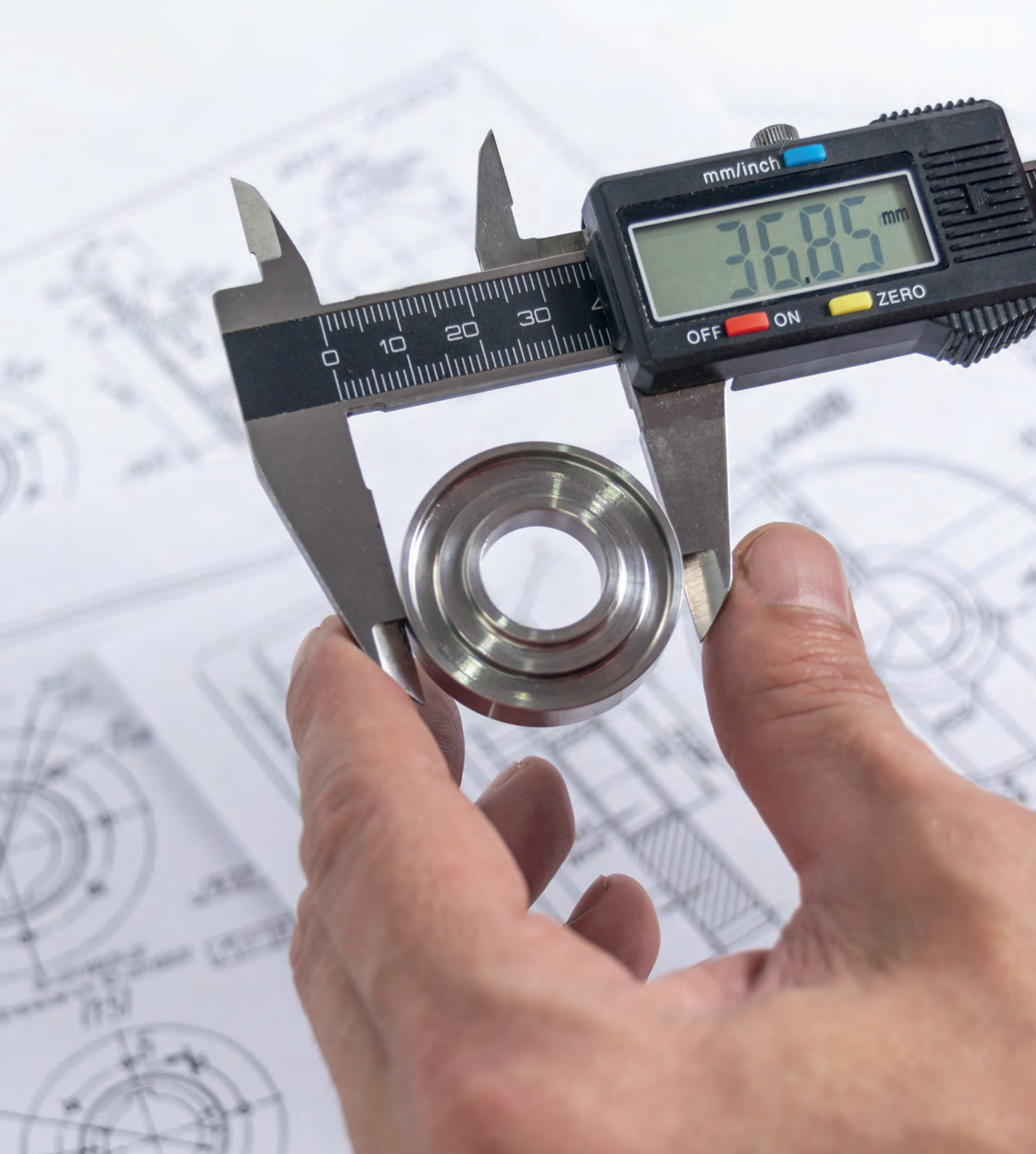
- Hi-Tech Design – software programming required
- Value created by U.S. Electrical Engineering team
- Partnership with OE supplier to manufacture WAI products
- Cost and quality driven standard components
- Validation and quality control

Distribution

Dedicated Logistic Services and Distribution to ISO 9001, TS 16949 and ISO 14001 certified quality standards for:

- Warehouse and distribution
- Air/ocean import and export
- Overseas consolidation
- 24-hour information system
- Multiple LTL carrier options
- Customs brokerage

Discover more at
www.waiglobal.com



QUALITY & SUPPLY CHAIN

QUALITY

- Global quality staff of 25+ engineers and technicians
- Quality Response System (QRS)
- Non-Conformance Resolution (NC)
- Supplier Corrective Action Response (SCAR)
- Supplier audits
- Inbound inspection
- Warranty processing, testing, and disposition
- Customer support: tech training & customer hotline

SUPPLY

- Over 1200 new products are introduced annually
- Global supply chain committed to First-to-Market late-model products
- Established and long-term strategic partnerships with premier manufacturers
- Suppliers qualified and audited by WAI sourcing and quality engineering staff
- Production Part Approval Process (PPAP)
- Process Failure Mode & Effects Analysis (FEMAs)
- 8D corrective action programs
- Advanced Product Quality Planning (APQP)

PRIVATE LABEL PACKAGING

MAKING THE RIGHT IMPRESSION IN THE AFTERMARKET

In addition to our key brands WAI has full private label packaging capabilities across all our products to meet our customers needs.

Through packaging design, private labels have been differentiating themselves from other brands by having an identity of their own. When this identity is based on your own brand values instead of the design and values of another brand, you can turn a private label into a private brand - one that appeals to consumers in the same way a premium brand does.



WEBSITE AND MARKETING

MAKING THE RIGHT IMPRESSION IN THE AFTERMARKET

WAI has an extensive marketing and communication programme in place all designed to raise the profile of WAI, our products and our customers. WAI also exhibit at major industry exhibitions such as Automechanika, Equip Auto, ReMaTec, AAPEX and APRA

In addition to our key brands WAI has full private label packaging capabilities to meet all our customer needs

For 70 years, Lester Catalog's part numbering system for rotating electrical products has been embraced by all sections of the automotive industry, including manufacturers, remanufacturers auto electricians, parts suppliers and installers. Lester data (KwikFinder®) covers passenger car and light truck, medium and heavy duty truck agricultural and industrial, Marine, Power Sports and DC Motors.





Website

- Enhanced freight options
- New product introductions
- Sales & promotional item selection
- New & improved search capabilities
- Available in 8 different languages
- Self-serve capabilities
- Online statements, order tracking and order history

Catalogues

- Full E-cat capabilities
- ACES compliant
- TecAlliance, ALDOC, Inforicambi, TecDoc and MAM
- Printed catalogues
- Application Guide
- Buyer's Guide
- Interchanges
- Custom cataloging

Discover more at
www.waiglobal.com

WAI THE BRAND

COMMITTED TO PROVIDE PREMIUM QUALITY PRODUCTS

The ultimate goal of every brand is to induce customers to buy the pitch and ultimately make the purchase, which is why we introduced the WAI brand with a clean, modern and fresh approach.

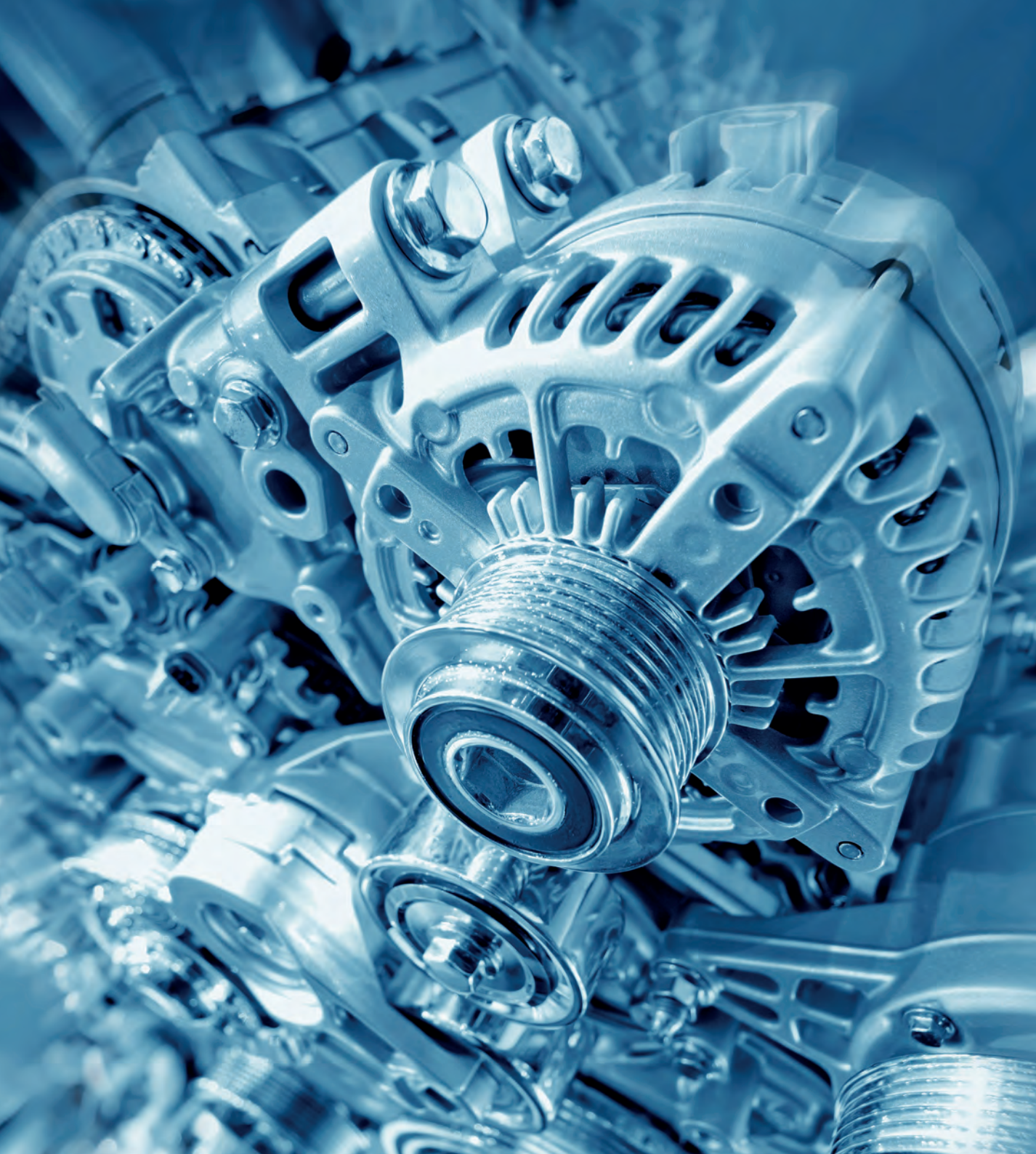
The WAI brand helps make the connection between the product and the brand promise, so that both of these elements will connect in a coherent way that resonates with both prospective and existing customers.





Alternators | Starter Motors | Window Regulators | Wiper Motors | Ignition Coils
Ignition Distributors | Ignition Modules | Ignition Leads | MAF Sensors
MAP Sensors | Camshaft Position Sensors | Crankshaft Position Sensors
Clutch Pulleys | Components for Rebuilders

Discover more at
www.waiglobal.com



WAI PRODUCTS

ROTATING ELECTRICS

HIGHEST QUALITY MEANS LOWER WARRANTY

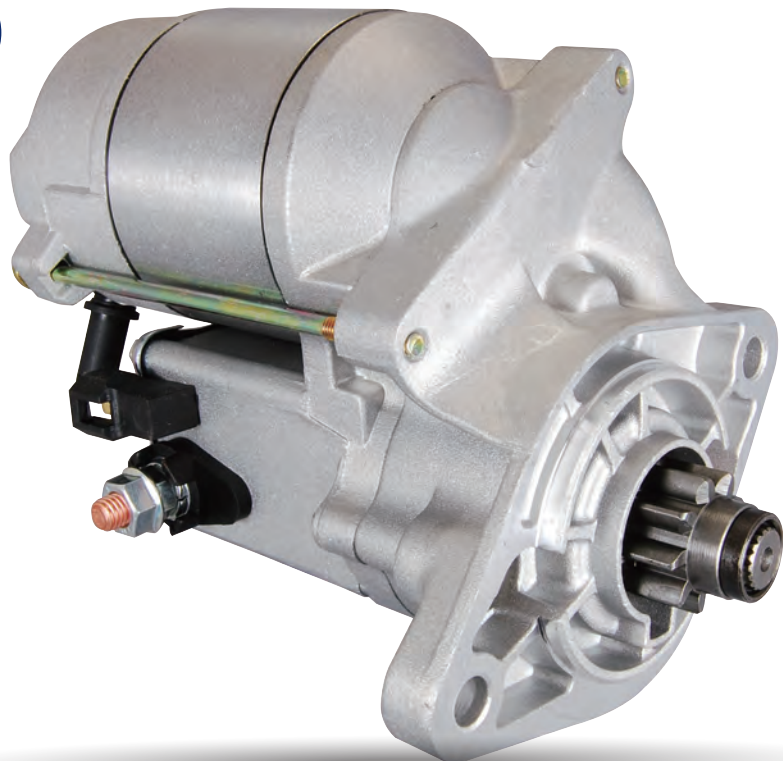
- WAI components manufactured at our Transpo Electronics plant provides us with exceptional control over quality
- WAI bearings manufactured at our WBD plant provides outstanding quality to prevent failures under the harshest conditions
- WAI customers have experienced 60% reductions in warranty returns versus their former remanufactured product offering from our competitors
- Satisfied technicians mean more sales for you and your distributors

BEST MARKET VALUE MEANS GREATER PROFITS FOR YOU

- Selling "NEW" starters and alternators means no more core processing
- Eliminating cores in your work flow and financial tracking means less headaches
- Cores cost money and eliminating them reduces your investment, improving your return on gross margin dollars

EXCEPTIONAL COVERAGE MEANS HAVING WHAT YOUR CUSTOMER NEEDS

- WAI provides products for everything from lawn mowers to commercial diesel applications including marine, powersports, automotive, medium duty and heavy duty applications
- Our goal of "First to Market" provides over 250+ new product introductions each year
- Superior coverage also eliminates your commercial customer from having to source these products from the OE dealer



Starter Motors

- Full range of rotating electrical products for all market segments around the globe
- Manufactured by WAI and tested to OEM specifications
- 100% New units and components
- 24 month warranty
- WAI / Transpo electronics in all alternators
- Premium WBD bearings



Alternators

- **Automotive:** 3500+ Starter and Alternator part numbers
- **Heavy Duty:** 1200+ Starter and Alternator part numbers
- **Agricultural & Industrial:** 1000+ Starter and Alternator part numbers
- **Lawn & Garden:** 250+ Starter and Alternator part numbers
- **Marine & Powersports:** 700+ Starter and Alternator part numbers
- **Motorcycle/ATV/UTV:** 700+ Starter and Alternator part numbers

Discover more at
www.waiglobal.com

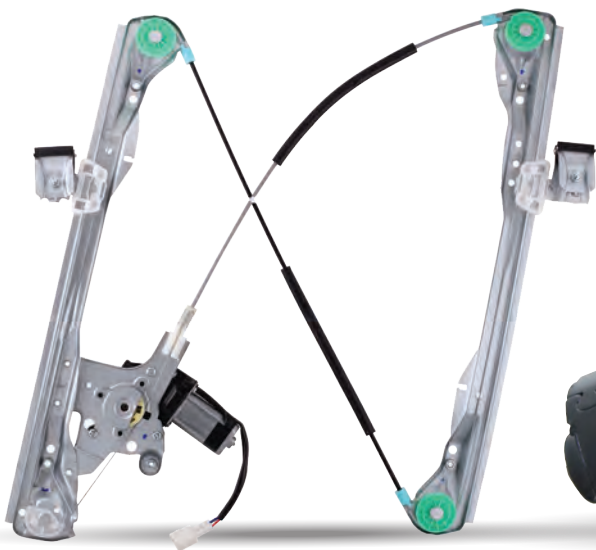


WAI PRODUCTS

Continued...

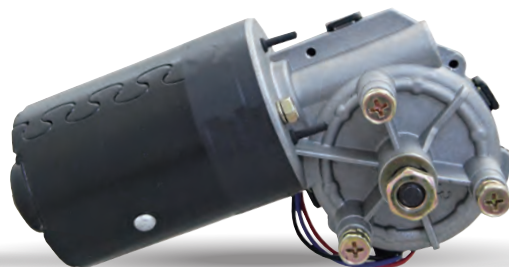
PRODUCT LINES FOR THE NEEDS OF THE AFTERMARKET

WAI is committed to offering its customers in the rotating electric and non rotating electric sectors ready access to the products they need, when they need them. WAI provides a full range of window regulators, wiper motors, ignition coils, ignition modules, manifold air pressure and mass air flow sensors.



Window Regulators

- 4500+ part numbers
- Smooth / quiet operation for safety, reliability and endurance
- Improved gear design & strength with high torque motors
- Premium materials, European certified E2 motors, nylon cables and heavier gauge metal components
- Program covers global market



Wiper Motors

- 275+ part numbers
- 100% Load Tested: Ensures maximum performance and durability
- Engineered to match OE: Ensures a perfect fit and hassle-free installation
- New magnets deliver the torque needed to withstand extreme weather conditions and compensate for worn components in the wiper system



Ignition Products

- Ignition Coils: 450+ part numbers
- Ignition Leads: 700+ part numbers
- Ignition Modules: 500+ part numbers
- Matches original equipment
- Latest Transpo Chip and Wire technology in Ignition Modules
- Ignition coils are properly insulated to prevent shorts between windings
- Perfect fit and hassle free installation



Engine Management

- MAP Sensors: 140+ part numbers
- MAF Sensors: 275+ part numbers
- Precision engineered for an exact fit, form and function
- Original equipment performance
- Latest Single Chip Tier 1 technology
- Microcontroller base circuitry with high accuracy and response



WAI PRODUCTS COMPONENTS FOR REBUILDERS

HIGH QUALITY PRECISION MADE COMPONENTS

WAI's Transpo brand precision electronic components for the automotive, heavy duty and power sports aftermarket are among the highest quality parts available. All Transpo precision electronic components are manufactured to industry standards, including TS 16949, ISO 9001, and ISO 14001.

WAI's vigilant attention to detail and steadfast commitment to product improvement helps to drive the Transpo product line while promoting sustainable material specifications, manufacturing processes and operating systems. All phases of production for the Transpo product line – from raw material to finished product – are controlled by WAI, thus ensuring that quality standards are consistently met.

WAI's WBD bearings offer customers unmatched consistency, quality, performance and price. WBD bearings are ABEC and EMQ compliant and are manufactured to adhere to the highest quality standards in three key areas: seals, grease and mechanical components. This helps to ensure the longevity of WBD bearings and the functionality of the alternators and starters in which they are used. Furthermore, all WBD bearings are endurance tested to outperform low-cost bearings, and must meet or exceed the performance of competing, higher priced bearings.



Clutch Pulleys

- 192 part numbers
- Patented needle bearing design
- Validated using OEM test specifications
- 1000 hour durability test at high temperature & high speed
- 160,000 cycle endurance test
- Zinc-Nickel plated for superior corrosion resistance



Regulators

- 2500+ part numbers
- Patented design produced in WAI's Transpo factory
- Validated using OEM test specifications
- Covers mechanical regulators and the latest COM regulators
- Full range of Harley Davidson and Motorcycle regulators



Rectifiers

- 1200+ part numbers
- Patented design produced in WAI's Transpo factory
- Manufactured with latest state-of-the-art equipment
- Validated using OEM test specifications



Starter Drives

- Extensive coverage including automotive, heavy duty, agricultural, industrial and marine applications
- Meets & exceeds O.E. 30,000 cycle test
- ISO9001 and TS16949 certified



Brush Kits & Holders

- Extensive coverage including automotive, heavy duty, agricultural, industrial and marine applications
- Manufactured with latest state-of-the-art equipment



WAI EV PRODUCTS 2022/23



Discover more at
www.waiglobal.com





The Future is Electric

Global sales of electric vehicles rose 43 percent in 2020.

Part of the **NEW**



range from WAI



WAI is delighted to launch its range of Electric Vehicle products as we combine our auto electrical expertise with future mobility solutions.

Global sales of electric vehicles rose 43 percent in 2020, despite overall car sales slumping by a fifth during the coronavirus pandemic. In the UK, SMMT data said that 2020 was the best-ever year for electric cars, with battery and plug-in hybrid vehicles total market share up to 10 percent.

The vehicle parc is growing older and more diverse with electric joining its internal combustion engine counterparts. WAI has reacted with a fantastic range of products to support its customers now and in the future.

WAI's new range of EV cables are TUV Certified and available in a five-metre length and a 10-metre extension length. WAI is the first in the market to offer extension EV charging cables as part of its commitment to provide a high-quality alternative to manufacturer supplied cables with the option to extend the existing charging cable.

WAI has also launched the Go-Anywhere Portable Power Supply Range, a power station that can be used to charge anything with a battery.

The growth in the EV market is considerable and WAI is excited to be supporting customers with a range of point of sale and marketing support. As part of our pledge to helping automotive businesses survive and thrive in times of change, WAI will take the lead and be a major player in the supply of products for electric vehicles.





DISCOVER THE WORLD OF WAI

USA

WAI Corporate

3300 Corporate Way
Miramar
Florida
FL 33025

Toll Free: 800.877.3340

Fax: 800.948.6121

United Kingdom

WAIglobal UK Ltd

Unit 2 Christie Place
Durban Road
Bognor Regis
West Sussex PO22 9RT

Phone: +44 (0)1243 833 420

Fax: +44 (0)1243 833 421

Canada

Toronto

34 Alex Avenue
Vaughan
Ontario L4L 5X1
Phone: 416.740.9200

Toll Free: 800.387.2807

Fax: 416.740.5348

Poland

WAIglobal Polska

Reslogistic
Park Logistyczny Rogoźnica
Rogoźnica 306 A
30-060 Głogów Małopolski
(k.Rzeszowa)

Phone: +48 (0)17 77 25 805

Netherlands

WAI Europe b.v.

Klappolder 225
2665 MR Bleiswijk
The Netherlands

Phone: +31 (0)10.524.1980

Fax: +31 (0)10.524.1981

China

Transpo Electronics Shanghai LTD

Building No. 32 215 De Bao Rd
Wai Gao Qiao Free Trade Zone
Pudong, Shanghai 200131
Peoples Republic of China

Phone: 86.21.5048.2700

Fax: 86.21.5048.2722



WAI, A USA COMPANY

Discover more at
www.waiglobal.com