



Starter motors, alternators and spare parts at OE quality.

Your partner of choice for Aftermarket rotating machines. \_\_\_\_\_



## The quality and service level you need. ———

Transferring our expertise as Tier1 manufacturer to the Aftermarket, we provide rotating machines in OE quality for both, Original Equipment Service and Independent Aftermarket. In doing so, we offer new as well as remanufactured starter motors and alternators to car manufacturers, distributors, wholesalers and trading groups throughout the world.

For us, quality is not just about the renowned reliability of our products. It is every associate's commitment and starts with the creation of robust processes. In the manufacturing and engineering area, as well as throughout the whole organization, we comply with the demanding standards of the automotive industry, the IATF 16949.

We complement these superior standards applied in each product with a high stock availability in our specialized warehouses and experienced local aftermarket experts. They are the key to establish strong and lasting relationships with our customers.

## Reliable global partner to the automotive industry since 1913. ———

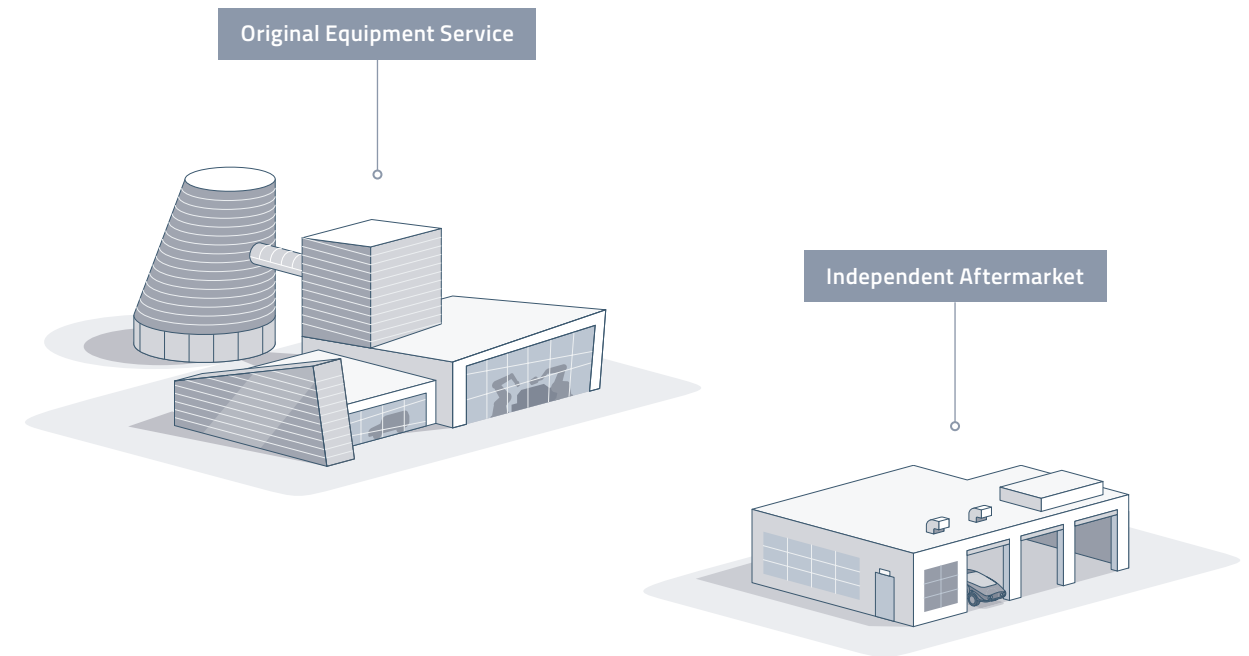
Emerging from the well-established Starter Motors and Generators division of the Bosch Group in 2018, we stand for more than a century of development and manufacturing competences for a broad range of passenger car and commercial vehicle rotating machines.

Almost all car manufacturers worldwide rely on our engineering expertise and global production network for high-performance products. Our quality mindset and manufacturing standards from the Original Equipment (OE) business also drive our growth in the Aftermarket and make us a strong partner for your success.

Since becoming an independent company, we have significantly expanded our existing Aftermarket activities and started our own brand. As of now, our products already cover the majority of the vehicles on and off the road – our portfolio provides a solution for half of the passenger cars and commercial vehicles on Europe's roads. In the mid-term, we aim to provide our customers a market coverage of 80%.



*"In the aftermarket, where vehicles need to be fixed quickly and reliably, quality and availability is the safest option. Together, we'll do it right the first time." says Sead Catovic, Vice President of Global Sales & Aftermarket.*



### Milestones

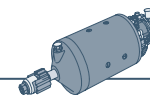
1913

First series production of an alternator



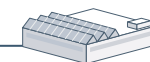
First office in the USA

1914



Invention of the first starter motor

1940



Production plant in Hildesheim

1954



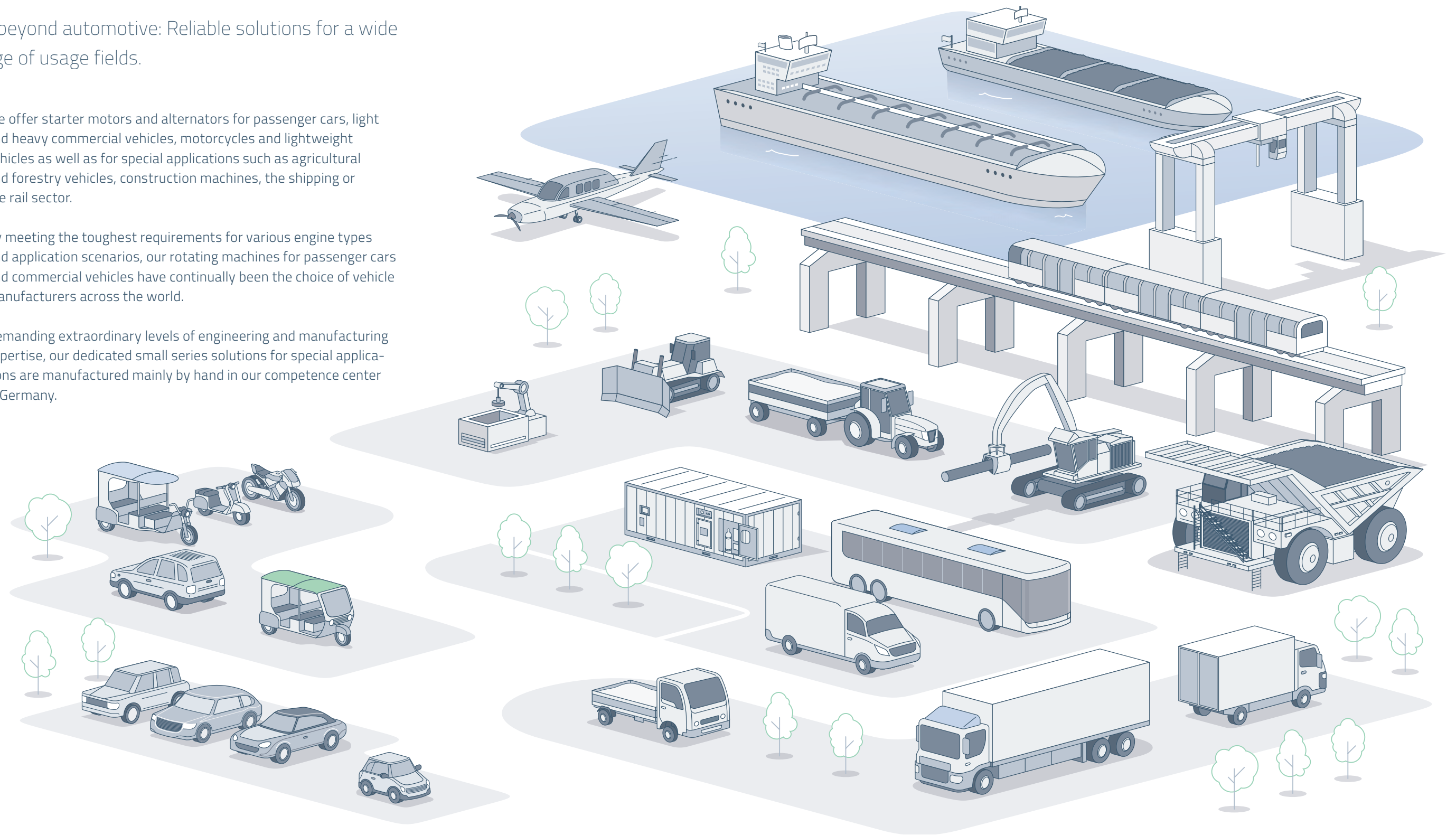
Market entry in Brazil



# Fields of applications. —————

Far beyond automotive: Reliable solutions for a wide range of usage fields.

- We offer starter motors and alternators for passenger cars, light and heavy commercial vehicles, motorcycles and lightweight vehicles as well as for special applications such as agricultural and forestry vehicles, construction machines, the shipping or the rail sector.
- By meeting the toughest requirements for various engine types and application scenarios, our rotating machines for passenger cars and commercial vehicles have continually been the choice of vehicle manufacturers across the world.
- Demanding extraordinary levels of engineering and manufacturing expertise, our dedicated small series solutions for special applications are manufactured mainly by hand in our competence center in Germany.



**1978**

Production plant in Treto

**1989**

Market entry in India

**2003**

Production plant in Hungary

**2004**

Market entry in China

**2007**

Invention of the first start/stop starter motor

# #WeAreTheMotor. \_\_\_\_\_

From Original Equipment to new and remanufactured Aftermarket products – everything under one roof.

## Our Mission

We provide tailored rotating machines and service solutions for Passenger Cars, Light & Heavy Commercial Vehicles and special applications.



## Our Vision

Being the partner of choice for each stage in the vehicle life cycle.



## Our Values

Operational excellence, global strength and commitment to our responsibility are the guiding principles for our business.



# What we stand for. \_\_\_\_\_



## Brand & Relationship

- One of the leading OE suppliers for rotating electrical machines
- Brand reputation as high quality Tier1 supplier



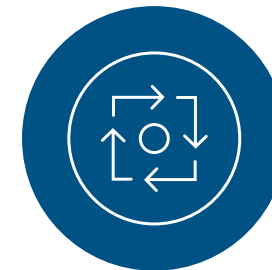
## Quality & Products

- High quality products on par with Original Equipment
- OE quality standards also reflected in Remanufacturing
- Implementation of latest technical standards



## Environment & Sustainability

- Products designed to reduce CO<sub>2</sub> emissions
- Transfer of products into a second life cycle saves resources and reduces waste



## Stock & Availability

- Disposable stock with favorable lead times and order quantities
- Possibility of new products infill for Remanufacturing in case of core shortage



## Certification & Manufacturing

- Built on existing experience with certified production for OEMs
- Remanufacturing in same plants as new production under usage of serial production facilities



## Portfolio & Applications

- Product solutions for a wide range of vehicles: Passenger Cars, Light & Heavy Commercial Vehicles and special applications
- Market coverage based on high Tier1 supply share

**2018** | 

Bosch division becomes SEG Automotive under the ownership of ZMJ

**AFTERMARKET**

Introduction of SEG Automotive brand to the Aftermarket

**2019** | 

Launch of SEG Automotive Aftermarket packaging

**2020** | 

First Aftermarket warehouse



# Superior Quality Standards.

## Product development:

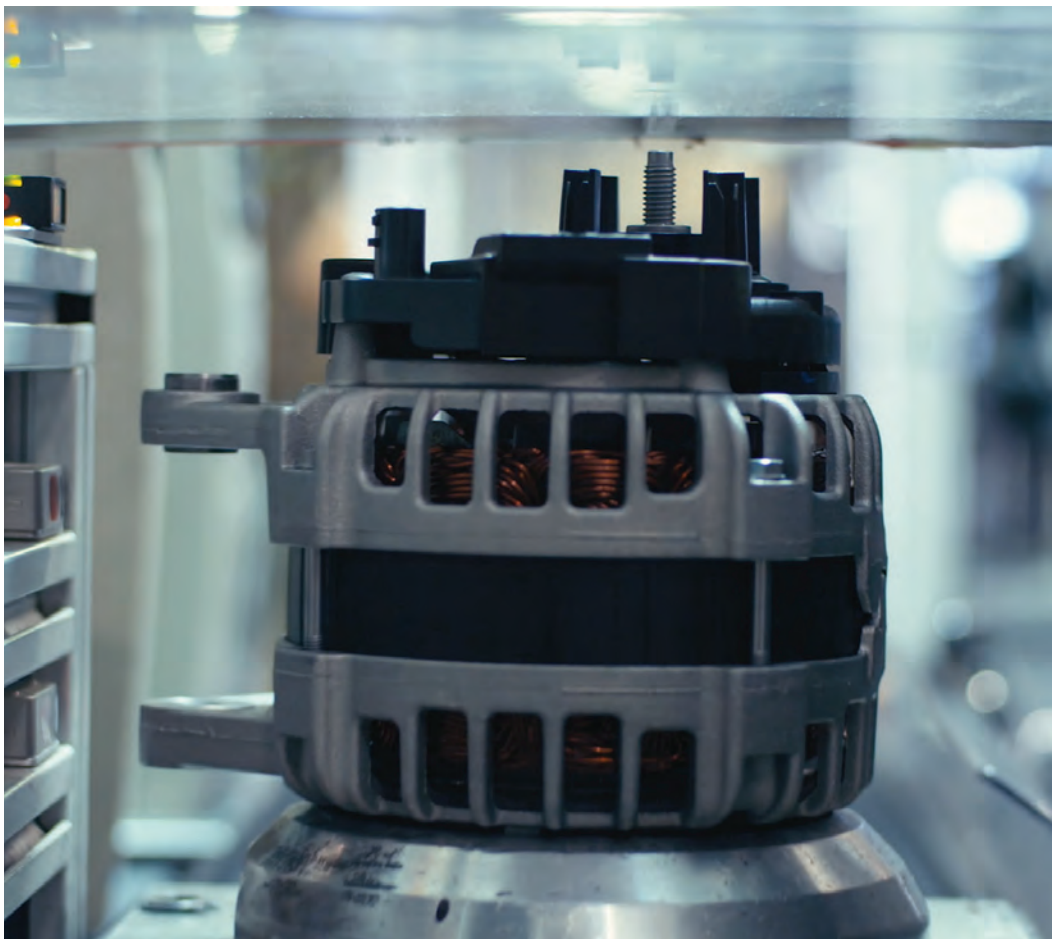
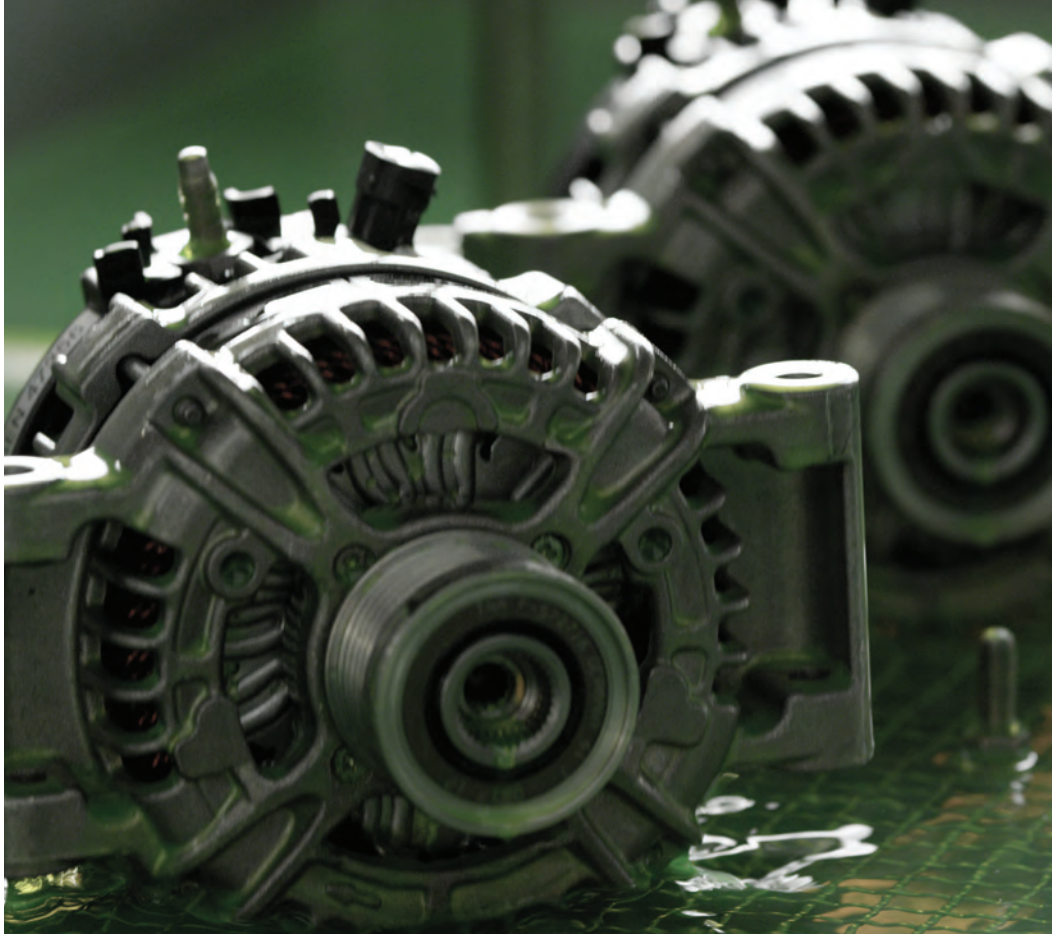
- Endurance testing
- Noise testing
- Salt spray testing

## Manufacturing:

- SEG Automotive facilities
- OE series production lines
- 100% end-of-line testing

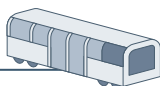
## Products:

- High robustness for extended lifetime
- Resistant even to the toughest conditions, according to application requirements



Aftermarket product catalog

2021



Competence center in Germany focuses on special applications



Aftermarket B2B online shop

2022



Aftermarket online product catalog

TecDoc®  
DATA SUPPLIER

TecDoc Listing



Our products of today ...



## Starter Motors.

Setting the industry standard for over 100 years.

We have been a market leader for starter motors ever since first inventing them in 1914. Our experience, technical know-how and quality mindset also define our Aftermarket products with one clear mission: Reliably (re-)start the engine to keep our customers moving.

- Consistent, smooth and quiet start, every time
- High durability and functional flexibility
- Compact dimensions and reduced weight
- Fuel consumption and CO<sub>2</sub> emissions reduction

## Alternators.

Running and running and running, in any situation.

Ever since introducing the predecessor of modern alternators all the way back in 1913, our products stand for an efficient, reliable vehicle electric system. Our wide range of alternators can meet any power requirement and endure even the toughest conditions.

- High robustness for an extended lifetime
- Reliable and efficient power supply at all times
- Compact and weight-optimized design
- Compliant with stringent CO<sub>2</sub> legislation



TecDoc Certified Data Supplier

2023

AAMPACT

AAMPACT Membership



GVA Membership

... and tomorrow. \_\_\_\_\_

## E-Machines.

We commit ourselves to the electrified future of mobility and the electrification of the powertrain.

Based on our extensive experience in the production of e-machines, we are a driver of this transformation. Our e-machine concepts for the Original Equipment constitute our future of Aftermarket products.



BOOST RECUPERATION  
MACHINES (BRM)



48V E-MACHINES  
(EM)



48V LIGHT ELECTRIC  
MOBILITY E-MACHINES

48V



HV E-MACHINES

HIGH VOLTAGE



HV E-MACHINE  
COMPONENTS  
FOR AUXILIARIES



E-BIKE MOTORS

E-BIKE

### BOOST RECUPERATION MACHINES

- Recuperation of kinetic braking energy
- Power supply of high-performance consumers
- Extremely smooth start/stop operations & boost
- Coasting at high speeds with the engine turned off
- Harmless low voltage without special safety requirements
- Reduction of total fuel consumption by up to -15 % (real world driving conditions)\*

### 48V E-MACHINES

- Recuperates energy and saves fuel
- >25 kW generating power, >20 kW boosting
- 48V board net enables new comfort functions with high energy demand
- Extra driving power via electric boosting
- Allows pure electric driving in certain situations (e-coasting and others)
- Up to 25% CO<sub>2</sub> reduction in WLTP and real world\*

### 48V LIGHT ELECTRIC MOBILITY E-MACHINES

- Extra compact design and outstanding power to weight ratio specifically for the application in two-wheeler, three-wheeler and other light electric vehicles
- Robust and reliable solution built for tough operating conditions
- High efficiency in operating cycle, offering increased range and extended battery life
- Reduction of air pollution via electrification of urban transport and on the last mile
- Better total cost of ownership than comparable combustion engine vehicles
- Low dependence on charging infrastructure by charging at ordinary electrical outlet

### HV E-MACHINES

- Electric drive to support path towards zero emissions
- Portfolio ranges from 96V gearbox integrated e-machines up to 800V e-machines for powering HEVs (Hybrid Electric Vehicles), PHEVs (Plugin Hybrid Electric Vehicles) and BEVs (Battery Electric Vehicles)
- E-machine classes for various powertrains, e.g. 60, 150 and 260 kW
- Highest machine efficiency and power density enabling extended driving range
- Optimized electromagnetic design for better Noise, Vibration, Harshness (NVH) performance

### HV E-MACHINE COMPONENTS FOR AUXILIARIES

- Power e-machines for vehicle support functions, e.g. for windshield wipers, pumps, or the air-conditioning compressor
- Increase of driving range and experience in all-electric vehicles
- Highest machine efficiency and power density allowing very compact packaging
- Optimized electromagnetic design for better Noise, Vibration, Harshness (NVH) performance

### E-BIKE MOTORS

- Cost-efficient mid-mount motor
- Extremely quiet – optimized design for setting new noise standards for eBikes
- Extremely lightweight – less than 2.6 kg
- Extremely powerful – more than 85 Nm torque

\* compared to conventional start/stop systems





## Three product approaches, one quality mindset. ———

### Origins.

- Following advanced technical and functional specifications, comparable to our Original Equipment products of vehicles
- Manufactured on OE production lines, with components in OE quality
- In-house testing, following OE standards

### Aftermarket-specific solutions.

- Tailored to answer additional needs of Aftermarkets customers and to cover an even broader range of vehicles
- Manufactured according to the highest automotive standards
- Developed based on our comprehensive OE engineering experience

### Remanufacturing & Spare Parts.

- Return of used products to their original performance
- Extension of components' life, contributing to raw material and CO<sub>2</sub> saving
- Strict quality checks and end-of-line testing based on OE standards
- Final assembly on OE production lines



# Remanufacturing. \_\_\_\_\_

## The smart solution for CO<sub>2</sub> and cost savings.

Based on existing experience out of certified series production:

- Remanufacturing of products originally designed and developed by SEG Automotive
- At the same facilities as OE production and under usage of serial manufacturing lines
- In OE quality
- Updated to the latest technical standards

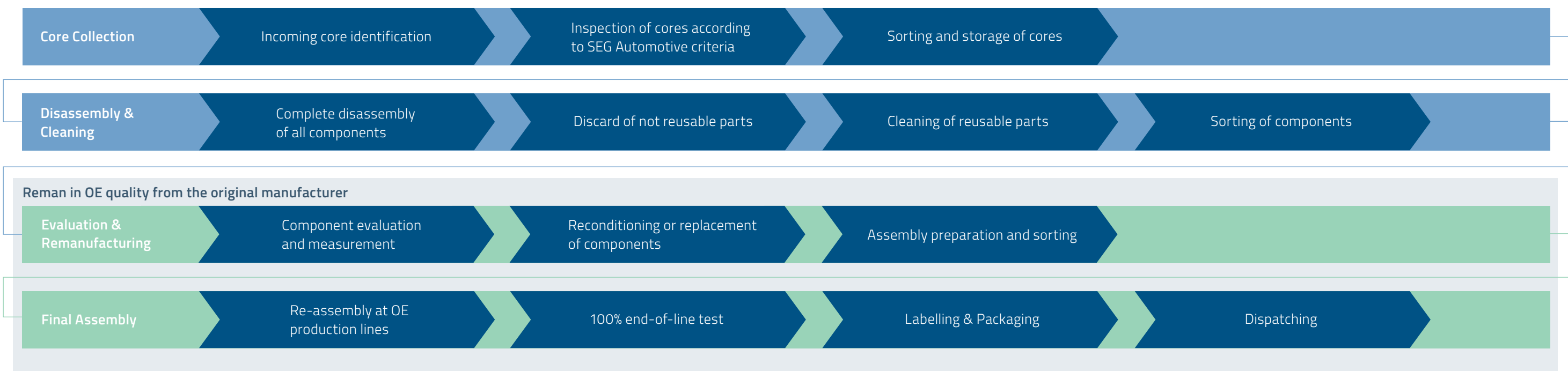
Environmental responsibility:

- Resource saving and waste reduction by transferring of products into a second life cycle
- Reduction of CO<sub>2</sub> footprint

Product availability during the entire vehicle life cycle:

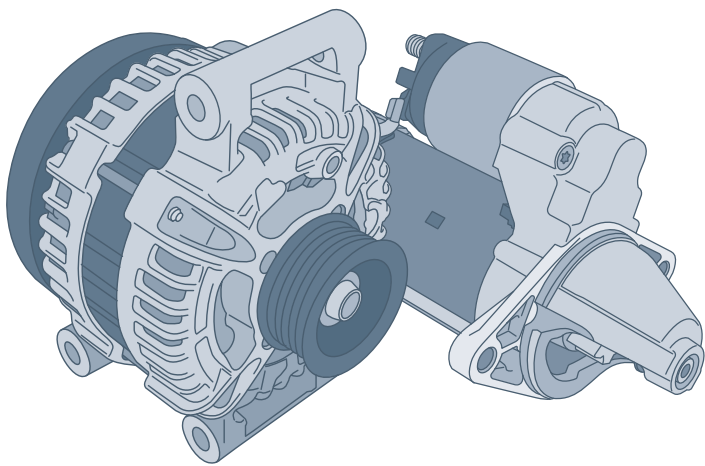
- Possibility of new components infill in case of core shortage
- Guaranteed supply, even after the end of new parts production

Price advantage – cost optimized product solution across the vehicles’ lifetime.

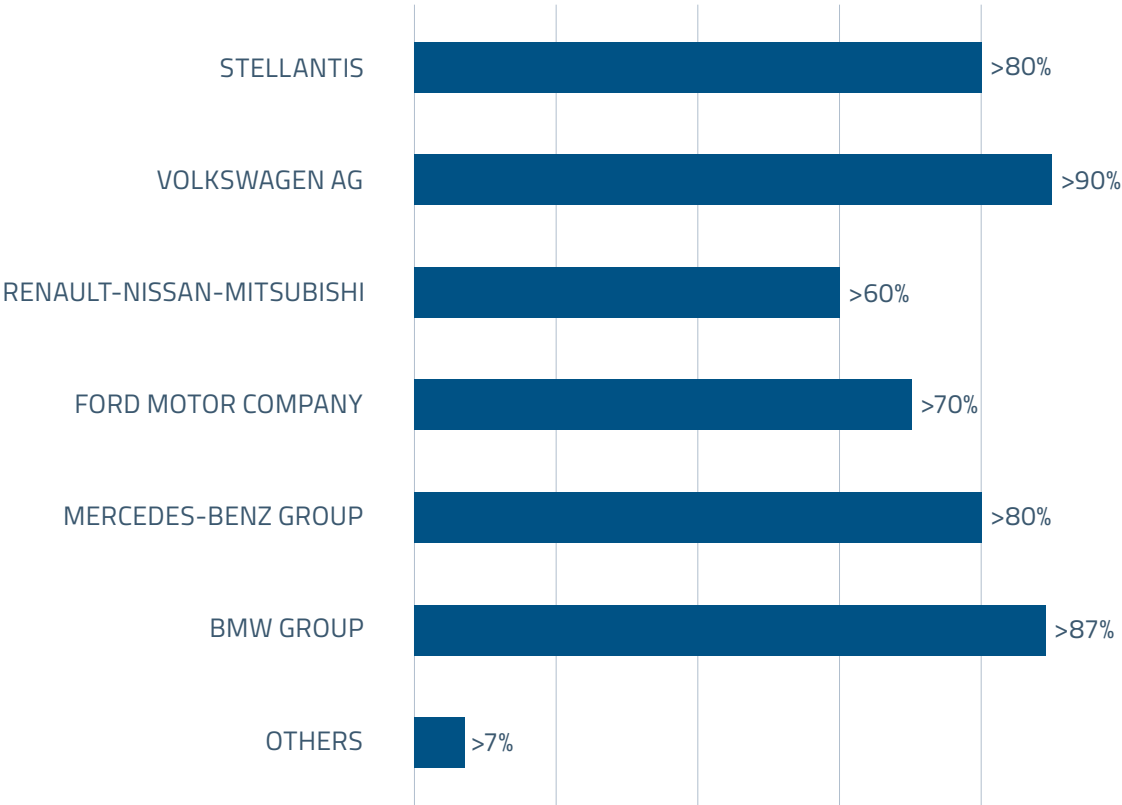




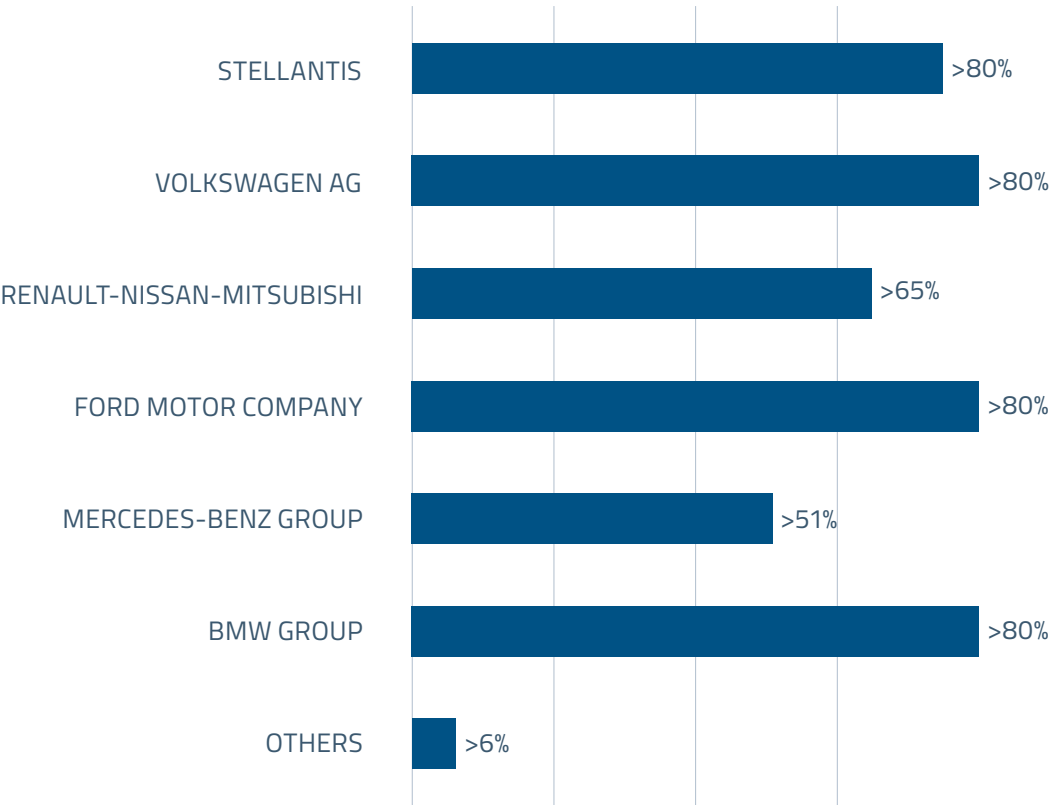
Market coverage. \_\_\_\_\_



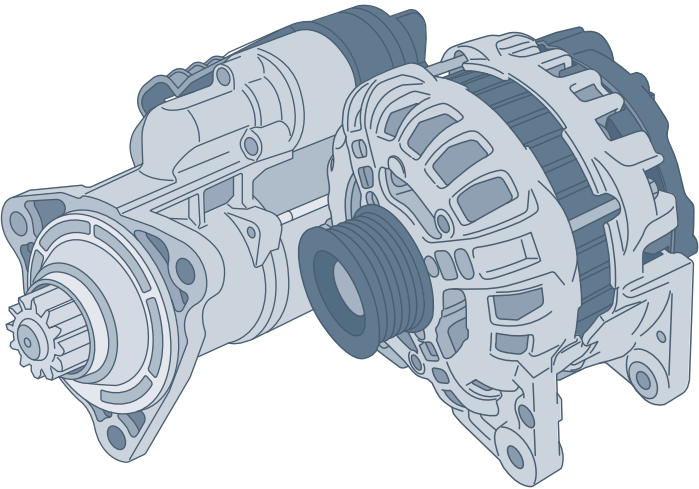
Starters for Passenger Cars & Light Commercial Vehicles.



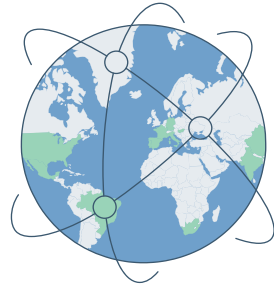
Generators for Passenger Cars & Light Commercial Vehicles.



Broad portfolio for almost all CV manufacturers on and off the road.



At your service in person ...



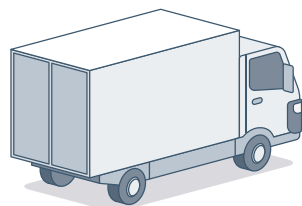
#### Global Presence

As a leading supplier of rotating machines to almost all OEMs, we have plants and/or sales offices in 14 countries. With our global production and distribution network, we quickly respond to our customers' needs in every corner of the world.



#### Local for Local

Our key accounts specialists are locally based, wherever they might be needed. In our customers' local language and within the same time zone, they are committed to building lasting relationships by offering a customized service.



#### Quick & Easy Delivery

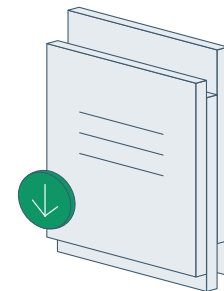
From our PickMe warehouses, tailored to the needs of the aftermarket, we quickly deliver a wide range of products within just 2 days - with low minimum order quantities. We also build on-demand references which might not be in stock, directly in our production facilities.

... and digitally.



#### One Click Away

Around the clock, you can conveniently order from our Aftermarket B2B online shop. Our products are available for fast and direct supply.



#### Online Product Information

By being TecDoc listed and through our online catalog, working with us is highly accessible. Product information can easily be obtained and checked in order to find a suitable solution for your demands.





Homepage

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English Brochure — V230613