

LU CHOU MACHINERY WORKS

Rocker arms, valve lifters, rocker shafts, cam shafts, tappets, filters, fuel pumps, water pumps, oil pumps

In the years following its establishment in 1982, Lu Chou Machinery Works has grown into Taiwan's largest supplier of rocker arms, valve lifters, and cam shafts for the aftermarket. Today it supplies approximately 2,000 items for the engines of many popular Japanese, American, and European cars, and is also one of the world's most comprehensive suppliers of parts for Japanese makes and models.

The ISO 9001:2000-certified company also supplies other kinds of automotive engine parts, including tappets, fuel pumps, water pumps, oil pumps, chambers, push rods, and transmission parts, using its strong manufacturing and computer numeric control (CNC) processing capability.

The firm's high-quality, high-precision products are marketed globally under the "LUCHOU" and "LU" brands.

Lu Chou's chairman, W.Y. Lin, comments that his company has been busy diversifying its product lines and upgrading its quality recently, along with its production capacity. Having moved into a new plant in northern Taiwan four years ago, the company now plans to install five additional CNC machining centers this year to boost capacity by about 50% to meet burgeoning demand. Ever since its establishment, the company has achieved a sales growth of 30% every year.

Lu Chou's success is due partly to the diversification of its product line to include, especially, oil pumps, fuel pumps, filter housings, water pumps, crankshafts, connecting-rod bolts, and special mechanical parts. It has also developed a variety of belt-tensioners, says Lin.

The company has established a sound central-satellite plant system, in which it keeps final-stage precision processing, assembly, and quality control in-house, enabling highly flexible production and efficient development. Quality Lu Chou products are popular in Southeast Asia, where Japanese cars dominate, as well as in Europe and the U.S.

Lu Chou keeps a sufficient inventory of finished and semi-finished products so as to achieve the quickest delivery to its customers. (QL)



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