



**SUCCESS THROUGH TEAMWORK:
THE RIGHT PARTNER
FOR GLOBAL MARKETS.**





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GLOBAL TEAMWORK

Today's business world is marked by global markets, tough international competition and fast economic and technological developments. Having the right information for strategic decisions is often more valuable than capital, machinery, or labor. The right information can mean new applications for your products or services. New markets. New partners and possibilities for strategic alliances. New opportunities for long-term success of your company.

Your success on a global basis is the goal of the Quadral Group, Ltd. Formed in 1984 in Akron, Ohio

Quadral has provided unique strategic international consulting services through our offices in North America and Europe. The uniqueness of Quadral's approach results from its team orientation providing multi-disciplined and realistic solutions. Quadral not only recommends a solution, we can also work with the client to assure timely and proper implementation. The results for our clients have been faster, successful market entry, lower market entry costs, higher quality global production and increased sales and profitability.

The pressure and risks are increasing in all aspects of business, as a result of "Globalization." The globalization process has created unprecedented worldwide competition, and increased cost reduction pressures. On the other hand Globalization, can also be the catalyst to develop new markets, new sales opportunities, increase production, your company experience unprecedented growth. With our know-how, and proven global strategies, we can assist your company to chart a successful course in this new business world.

You can receive answers to traditional business questions, including market analysis, managerial issues, finance, or personnel. However, Quadral can also support development of new products, markets, production sources and locations. Quadral always provides its services with an understanding for the cultural and business customs unique to the client and the target market or production location. As a total source for global solutions, Quadral protects the investment of time and money as well as the reputation of the client at home and in the local market.

YOUR FUTURE IN THE GLOBAL MARKET

Many of our clients, especially in the automotive branch, are established companies and already supply the global market. Quadral offers global solutions with experience from numerous projects in Eastern and Western Europe, North and South America, Asia and Australia. Our base in Europe and the United States provides the optimum platform to spring from an international company into a global player:

The largest customer potential with suppliers open to joint ventures, or acquisitions, as well as a well-developed consumer base:

- ◆ The high interest in and perception of U.S. and European goods as high quality.
- ◆ Generally low costs of production in certain regions.
- ◆ Highly developed infrastructure, especially in logistics and communication.
- ◆ A source for new technological developments to help all facets of your business at home, or abroad.
- ◆ Strategic positioning in Globalization as a platform to enter other markets such as South America, Eastern Europe and Asia.



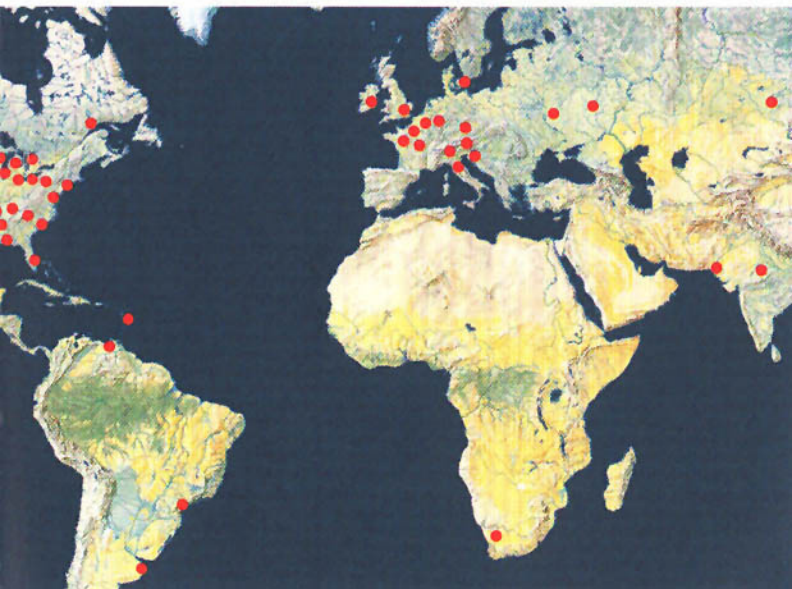
EXPERIENCE THAT SUPPORTS YOUR SUCCESS


After many international projects with partners in Europe and North America, Quadral in the '90s has expanded to Asia and now develops and implements strategies in the three major trading regions. Globalization and development of strategic alliances for supply throughout the world is not only for large companies. It is also for mid-sized businesses who want to expand abroad, or protect their market at home.

Quadral's strength not only lies in the ability to provide multi-disciplined solutions, it also exists because of a diverse client base. With clients on public exchanges as well as mid-sized companies, Quadral can discern the developments in one industry and instantly apply them for a client in another. This cross pollination creates significant advantages for clients to outpace the competition. Quadral's clients are active in the following industries:

- Automotive Supply and Production
- Computers and Computer Software
- Machine Building
- Metalworking
- Plastics
- Transportation & Logistics
- Truck, Bus & Off Road Vehicle Supply & Production

With Quadral, you profit from our extensive network and industry expertise. Quadral can provide timely market analysis and identify potential sources of production, sometimes even within our client base. With our network of clients and contacts throughout the world we can also provide effective product and production analysis, competitor analysis, vendor and joint venture profiles and international personnel selection.





YOUR STRENGTH WITH QUADRAL: A TOTAL COMMITMENT OF SERVICE TO THE CLIENT

With the team from Quadral, specialists with extensive international experience are available to assist with the beginning stages of international development and proceed through "Globalization" of the activities of a large company. Quadral proceeds with our clients at each stage of development with time and cost saving solutions.

Our services include:

- ◆ Country and market economic profiles including income and purchasing power.
- ◆ Market and competitor analysis, special characteristics, customs and practices in target markets.
- ◆ Location selection, evaluation, direct investment and acquisition planning.
- ◆ Evaluation and selection of acquisition targets, joint venture partners, suppliers, etc.
- ◆ Information and Production technological developments.
- ◆ International and cross-cultural personnel management and consultation.
- ◆ Cultural understanding, training and translations.
- ◆ Financial and administrative due diligence.
- ◆ Technical standards, local testing requirements.
- ◆ Trouble shooting and turn-around management.

Quadral can assist the new to market company as well as established companies with extensive international operations.

CONTACT US IN EUROPE, OR THE U.S., "OUR DOOR IS OPEN FOR YOU."

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FOR MORE INFORMATION ON QUADRAL – GO DIRECT!

I am interested in:

- information on Quadral and the range of its consulting services,
- courtesy subscription to the newsletter, "Quadral Global Update"
- a special question.
Please call me at _____
- a personal meeting.
Please contact me to arrange for a time and location.