



YOUR RUBBER TO METAL PARTS SOLUTION PARTNER

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[WWW.UCELRUBBER.COM](http://WWW.UCELRUBBER.COM)







## OUR STORY

Established in 1980 in the heart of Turkish automotive sector; Bursa.  
Managed to be known as equivalent to OE parts in the domestic market for years with its quality orientated philosophy and dedicated staff,  
Focusing on OEM activities with inhouse R&D department and developing testing facilities.





10.0000m<sup>2</sup> INDOOR AREA

4 CONTINENTS

3300+ PRODUCT REFERENCES

60 COUNTRIES

38 YEARS OF PRODUCER EXPERIENCE

160 EMPLOYEES

17.0000+

PASSENGER CARS & LCV  
MODEL APPLICATIONS

R&D TEST LAB

O.E. EQUIVALENT  
CERTIFICATE

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**Our  
mission**

**Contribute to the satisfaction of the global demand with safe and high-quality auto parts.**

**Our  
vision**

**To become the strategic partner of our key customers to develop the category together**

**Mastering  
manufacturing**

**Unrivalled  
product offer**

**Outstanding  
business support**

**we offer a complete and robust program based on these three pillars.**

- What we have already:

- ❑ 22 Rubber presses
- ❑ 10 Metal stampers
- ❑ 2 Aluminium injection moulders
- ❑ 2 Plastic injection moulders
- ❑ OE standards and testings
- ❑ Premium selected raw materials



- What comes next :

- ❑ OE approvals

# PRODUCT RANGE

Renault, Dacia, Nissan, Fiat, Citroen, Peugeot,  
VW, Audi, Ford, Opel



## Mounts & supports



- Engine Mounts
- Hydraulic Engine Mounts
- Gearbox Mounts
- Strut Mounts
- Torsion Supports
- Exhaust Supports

## Bellows & boots



- C.V. Boots
- Wheel Bellows
- Clutch Bellows
- Shock Absorber Dust Bellows
- Air Filter Bellows

## Hoses



- Radiator Hoses
- Turbo Hoses
- Fuel Hoses
- Respiration Hoses
- Heater Inlet Hoses
- Oil Hoses
- Air Filter Hoses

## Bushings



- Wishbone Silent Blocks
- Torsion Silent Blocks
- Engine Cradle Bushings
- Spring Bushings

# PRODUCT RANGE

Renault, Dacia, Nissan, Fiat, Citroen, Peugeot,  
VW, Audi, Ford, Opel



## Crankshaft pulleys



## Other solutions



- Expansion Tanks
- Rubber Pedals
- Stabilizer bar rubbers

- Full coverage on Renault, Dacia, Fiat
- Basic coverage on PSA, Ford, VW



- What we have already:

- ☐ No MOQ
- ☐ Lead times in line with customers' needs
- ☐ Catalogs, Xrefs and support material



- What comes next :

- ☐ Technical training
- ☐ Communication tools
- ☐ Installer focused tools



## Extensive Market Knowledge

- Market research and analysis
- Deep knowledge and coverage of the local and international car park



# RESEARCH & DEVELOPMENT



## Manufacturing Know-How



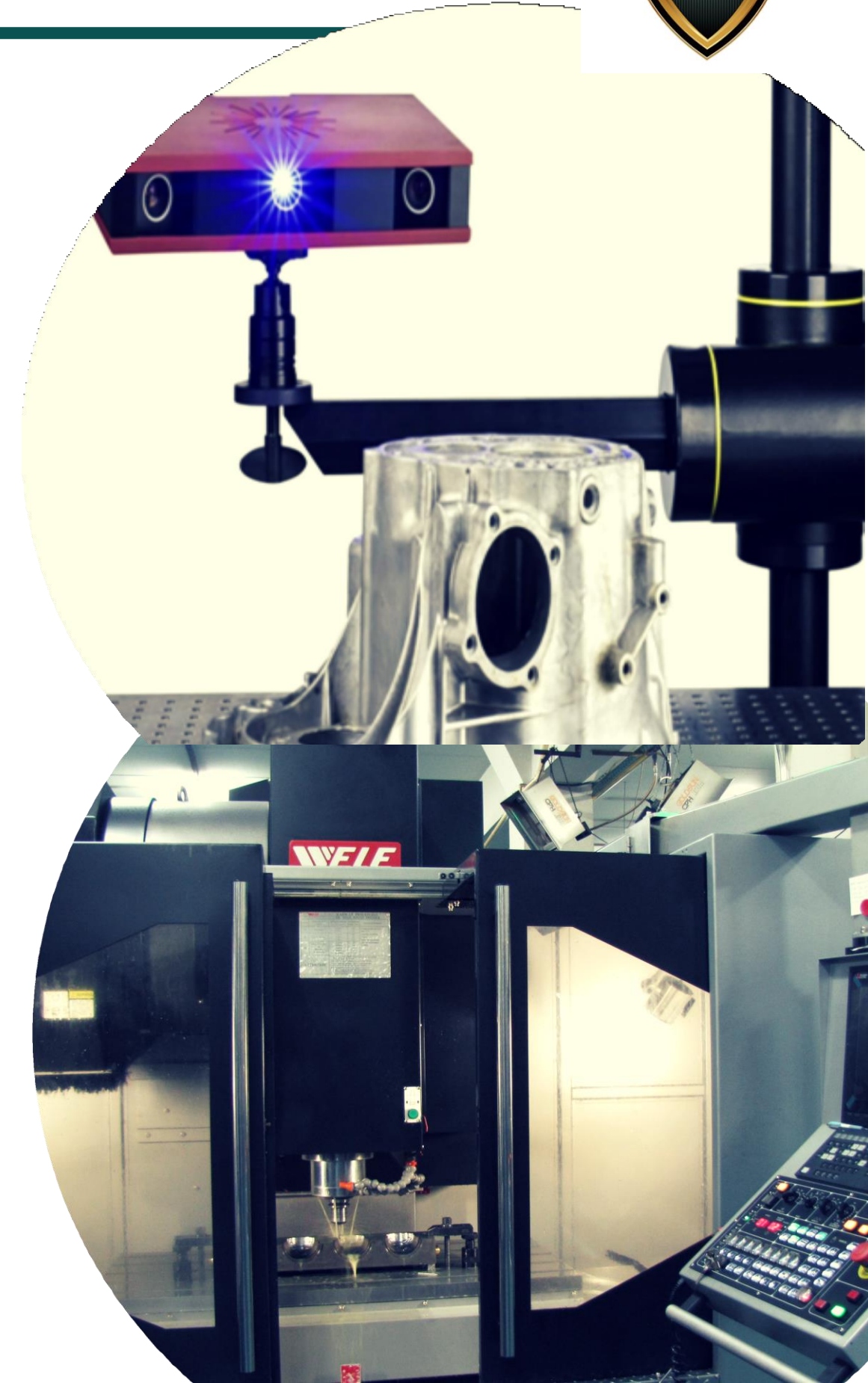
# RESEARCH & DEVELOPMENT



## High Tech Tools

- From Reverse engineering to the CNC machining and the analysis and simulation,
- Software and hardware 3D scanning technology

Automated ATOS 3D metrology. In the standardized measuring machine ATOS ScanBox, ATOS Triple Scan is used for fully automated measuring and inspection of parts.





# RESEARCH & DEVELOPMENT



## High Tech Tools

- Computer aided design (CAD)
- Computer aided manufacturing (CAM): Electro discharge machining (EDM) - CNC machining

CATIA, world wide used software to design, stimulate and analyze products

ANSYS, powerful tool for product modeling solutions  
With an unmatched scalability.





# PRODUCTION PROCESSES



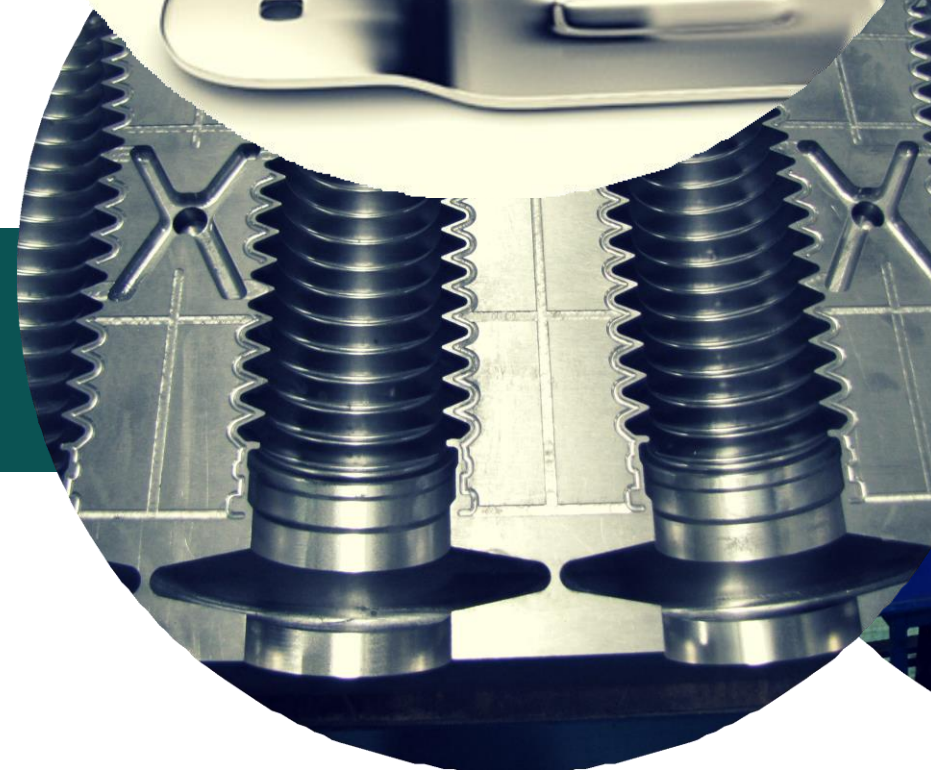
**Sheet metal  
stamping**



**CNC Machining**



**Tooling**



**Vulcanization**





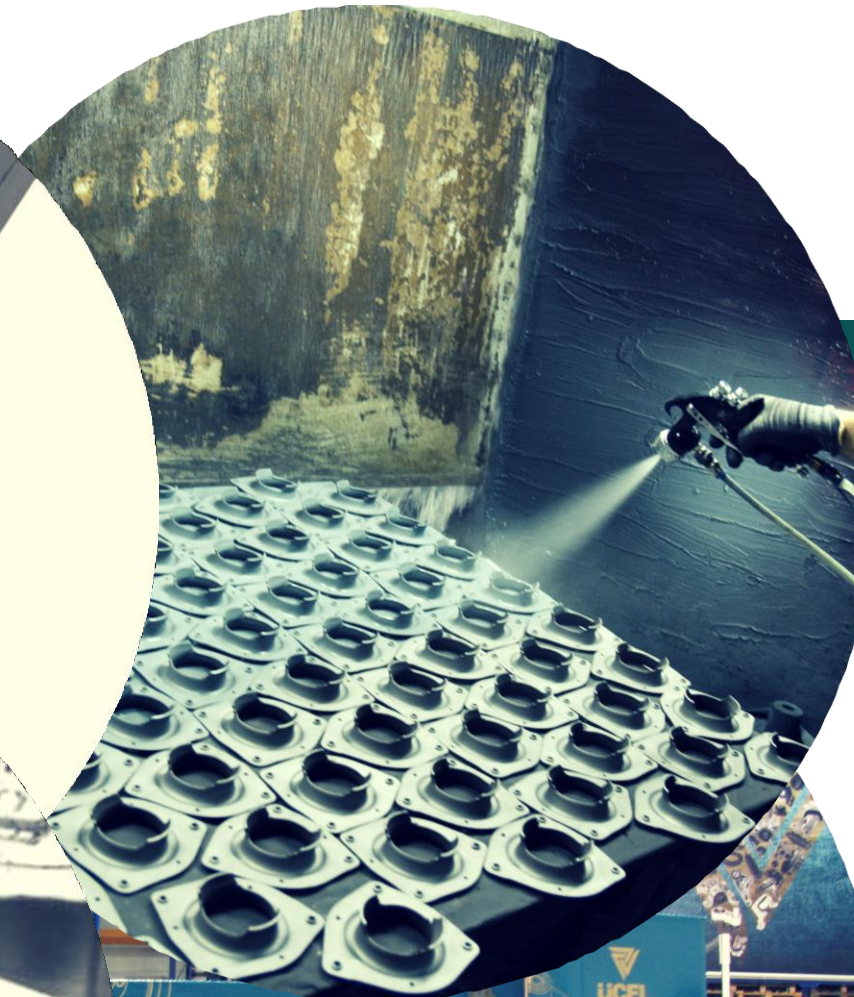
# PRODUCTION PROCESSES



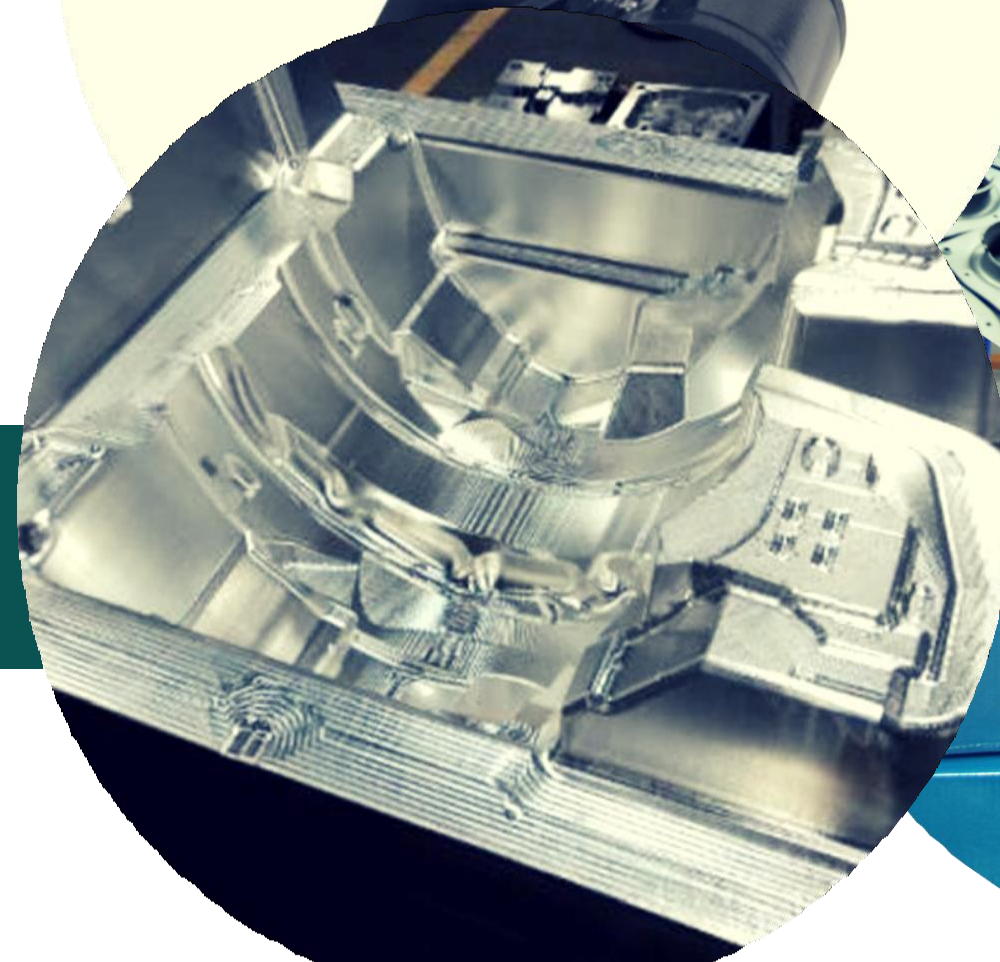
**Assembly**



**Coating**



**Aluminum  
moulding**



**Marking &  
Packaging**





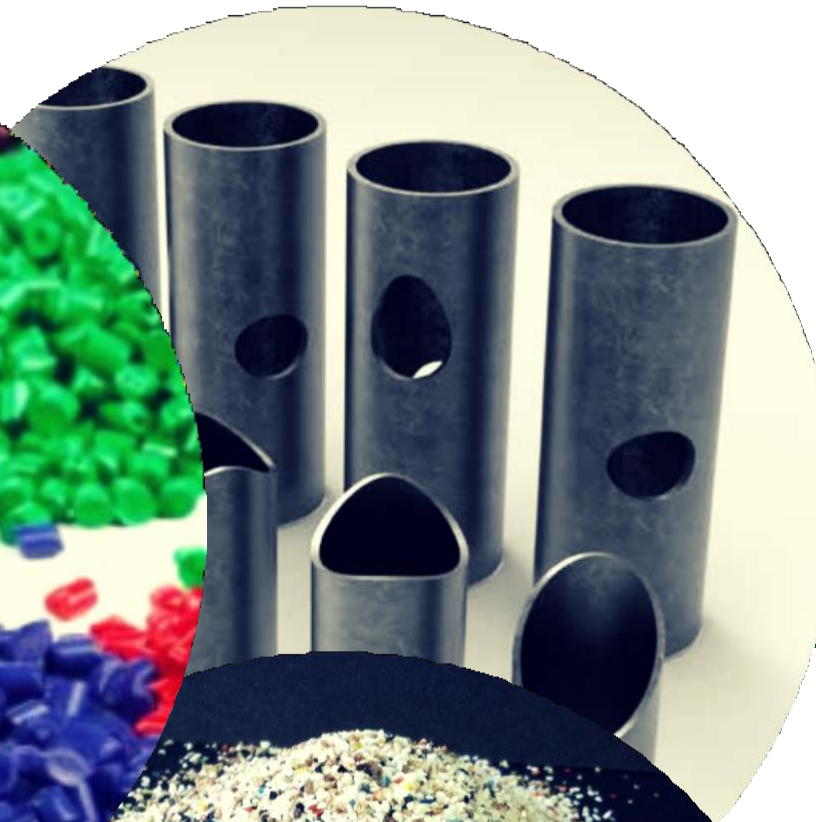
# PRODUCTION PROCESSES



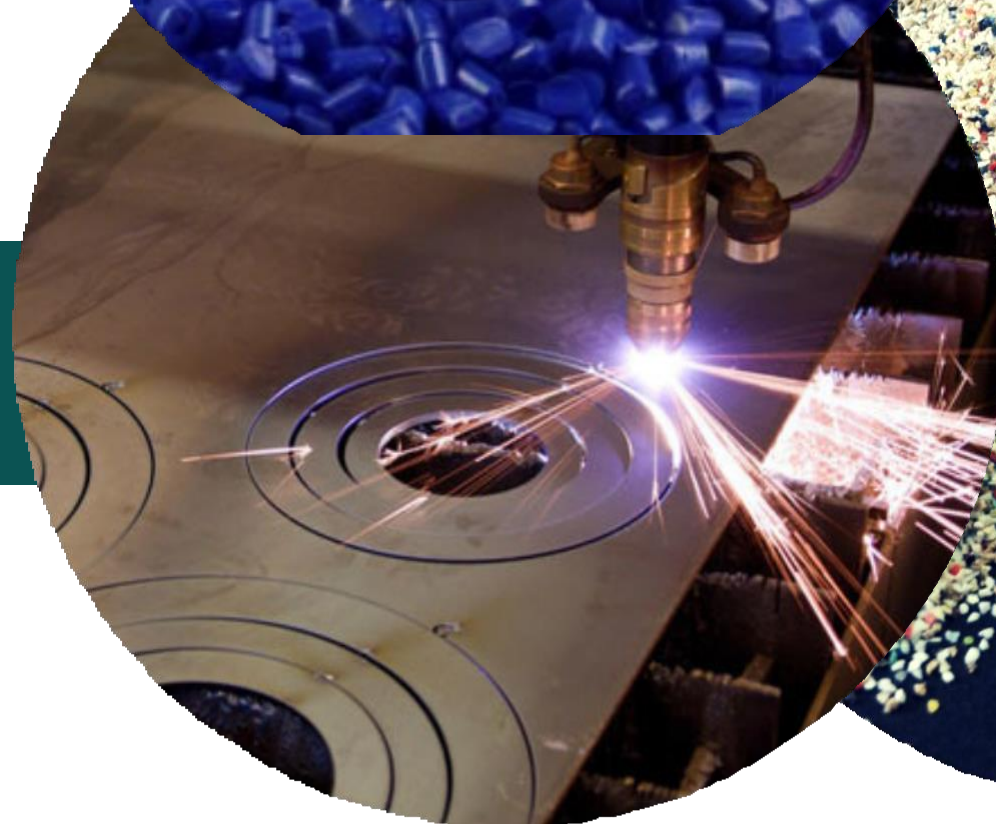
**Plastic injection  
moulding**



**Pipe cutting**



**Profile cutting**



**Sand blasting**





# Quality & Testing



## Elongation

Elasticity and hardness measurement of rubber and metal material



## Thermal sagging

Applying force on rubber under a certain degree to measure the deformation of the material after a specified amount of time



## Density Measurement

One of our many tests to assure the quality of raw material



## Hardness Test

The hardness of metal products and material is measured by applying permanent force on the part or the material to assure the necessary quality level for the market





# RESEARCH & DEVELOPMENT



## Tensile strength

Measuring how much bending and shaping our raw materials can **withstand** before braking or being deformed



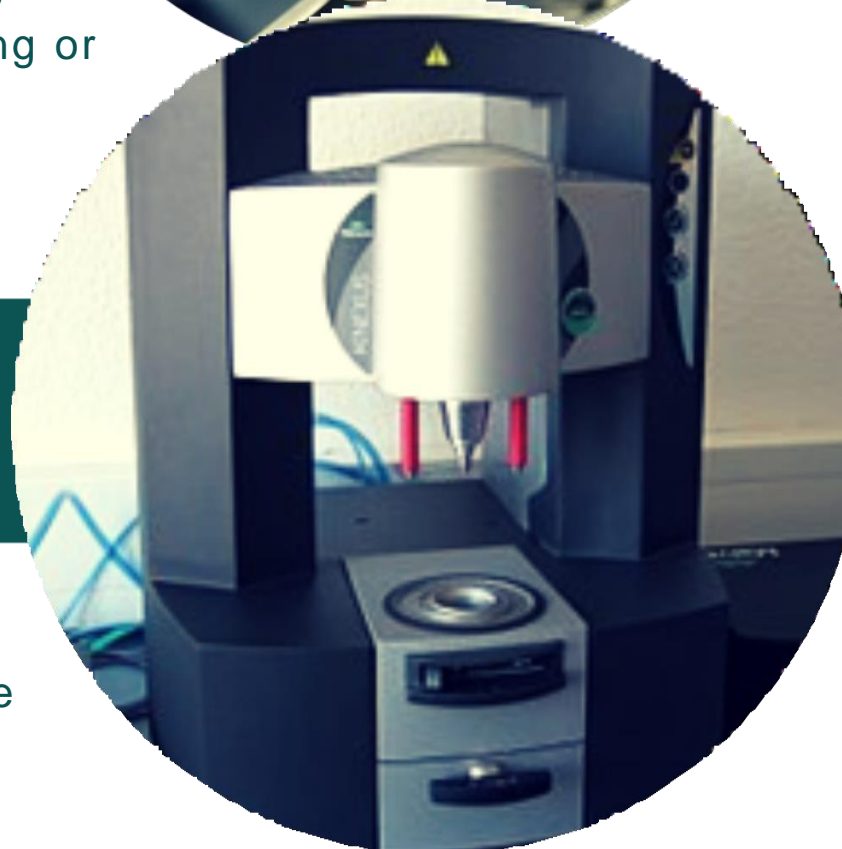
## Fatigue tests

Putting the car part through a round of cycles that simulate the road application of the part to specify the capacity of the part and the load it can withstand through a certain number of cycles



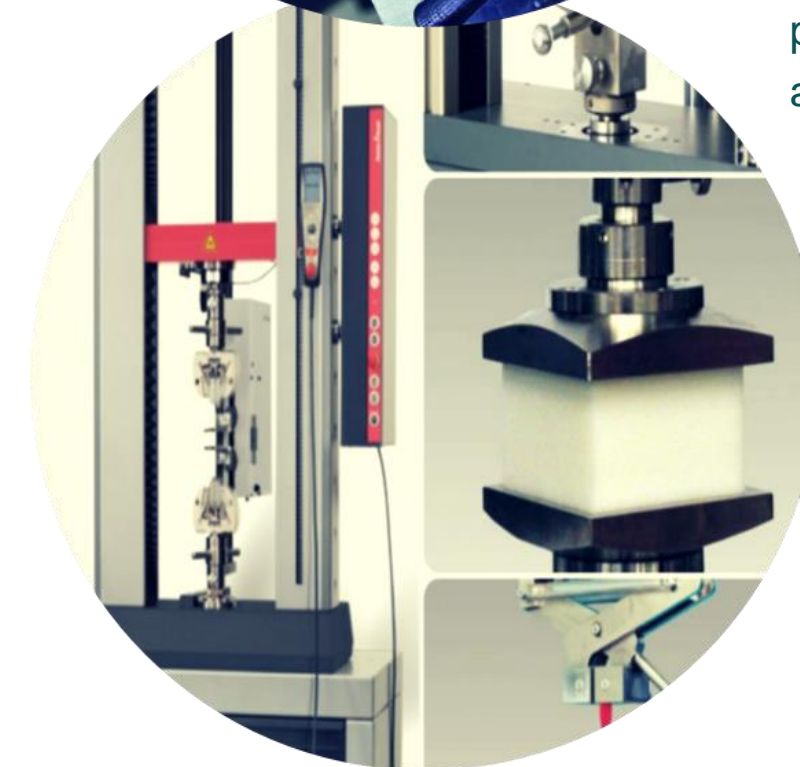
## Rheometric tests

Measuring the response of the rubber to applied forces before, during and after the curing of the rubber



## Load & force test

Blast load test of rubber parts (bushings)





## Coating & thickness test

Ensuring the quality of the coating systems chosen to protect out metal parts



## Crankshaft fatigue test

Crankshafts have a basic role in the performance of different systems of the car. We put our crankshafts through a the fatigue test applying measured force and a specified number of cycles to assess the performance of the crankshaft

# QUALITY MANAGEMENT



- ISO CERTIFICATION FOR ESTABLISHING QUALITY MANAGEMENT SYSTEM
- ISO CERTIFICATION FOR ENVIRONMENTAL MANAGEMENT SYSTEM





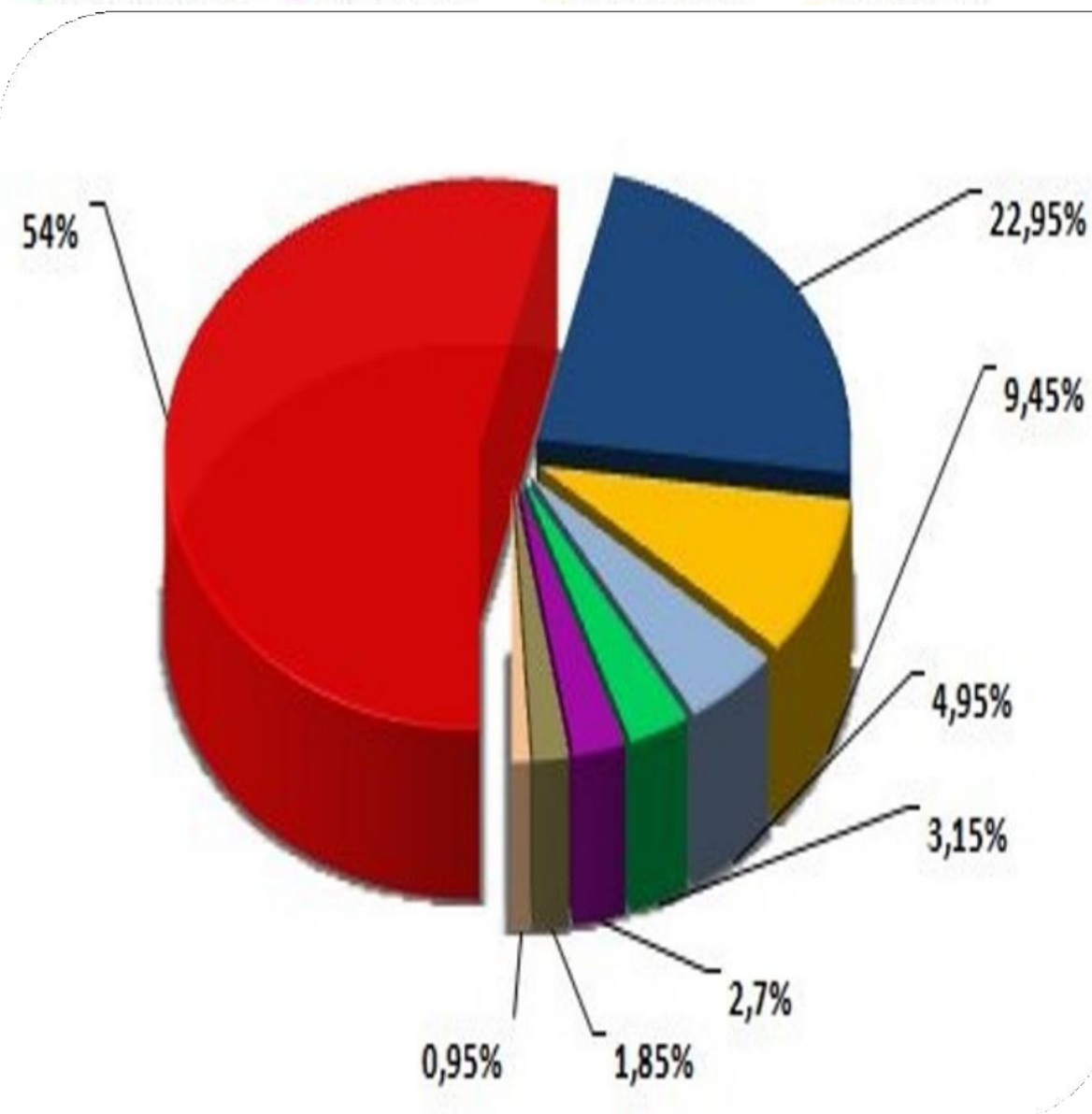
# MARKETING & SALES



Leader in the domestic market with a strong international presence

Turkish Market Western Europe North Africa Eastern Europe

South America Middle east Rest of Africa Central Asia



West Europe: France, Germany, Italy, Spain, Portugal,

East Europe: Albania, Belarus, Bosnia and Herzegovina, Bulgaria, Cyprus, Greece, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovenia, Ukraine

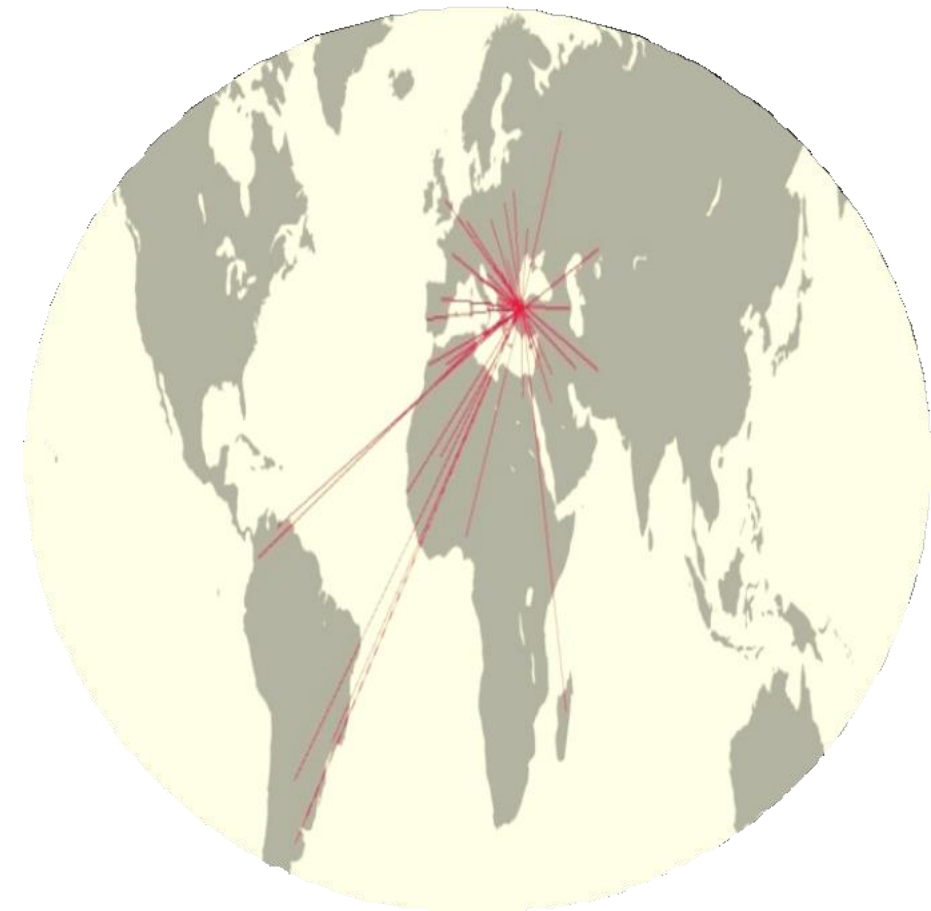
South America: Argentina, Brazil, Colombia, Chile, Paraguay, Uruguay, Peru, Venezuela

Middle East: Egypt, Iraq, Iran, Israel, Jordan, Lebanon, Palestine, Syria

North Africa: Algeria, Morocco, Tunisia.

Rest of Africa: Madagascar, Mali, Nigeria, Senegal

Central Asia: Azerbaijan, Kazakhstan





# MARKETING & SALES



Major Exhibitions in 4 Continents

**automechanika**

FRANKFURT  
ISTANBUL  
BUENOS AIRES

**EQUIP AUTO**

PARIS  
ALGERIA

**AUTOMECA**  
14ª FEIRA INTERNACIONAL DE AUTOPEÇAS, EQUIPAMENTOS E SERVIÇOS

SAO PAULO / BRASIL





# CORPORATE CULTURE

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We invest in team building because we believe **people** are **the most valuable resource** we have.





# THE TEAM

Our continuous collaboration makes us more than just your best rubber to metal expert





Thank you

Danke

Merci

Gracias

Grazie

Gratias

Obrigado

Ευχαριστώ

Спасибо

הדות

مرکشم

شکرا

Teşekkür Ederiz



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