

Taiwanese Enterprise Making an Entry to

Mainland Bus Market : “1+1 > 2”

— Exclusive interview with G.M. Wang, Y.J. of IJI Vehicle

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Compared to the Taiwanese market, the Mainland market indeed is relatively much bigger. According to the statistics by China Association of Automobile Manufactures, there were a total sales of 44.3 thousands buses in the domestic market in April 2013 with an year-on-year growth rate of 13.63% ; whereas 153.2 thousands buses with an year-on-year growth rate of 8.63% during January and April 2013. Such powerful growths and enormous markets have revealed great commercial opportunities to the Taiwanese enterprises.

As an one and only Car Bodywork Manufacturer that is capable of the integrated Coach Bodyworks Design and Production in Taiwan, IJI Vehicle, established in 1974, started its business with parts manufacturing and later

devoted into the research and development of bus design process by setting up R&D Department in 2004. IJI Vehicle has successfully facilitated the one-stop business model of combining bus bodywork designs, bodywork frameworks productions and assemblies, parts designs and productions, bodyworks manufacturing and sales. Coming from the narrow and competitive Taiwanese local market, IJI Vehicle has been featured with the advantages of market-orientation as well as catering to market requirements as the accomplishment of “1+1>2”.

Lightweight Design Concept

Due to the lack of the integrated bus production capability, the bus bases in Taiwan are all imported from overseas, whereas most of the enterprises are mainly in business of parts productions and exports.

“ We intend to enter the mainland market with our competitiveness in the sales of core parts and our patents. Although IJI Vehicle currently has only 21 employees; however, one-third of them are from R&D Department and extremely competitive with their advanced ways of thinking and daring to innovate. For example, our bodyworks may cope with a variety of front end and rear end designs per customers’ requirements with a more effective wind resistance effect by constraining the wind-resistance coefficient within 0.45~0.5, compared to the coefficient of 0.5-0.6 in Mainland China. ” said Wang proudly to the journalist from Chinabuses.com [www.chinabuses.com].

Based on the advantages of design and R&D, it is IJI Vehicle’s ambition to introduce the lightweight and high quality products into the mainland market. Wang indicated : “ [IJI Vehicle has always applied the high quality material equaling or superior to](#) Medium-carbon steel for vehicle bodywork structures that may keep the major structure components light without compromising their high intensity and rigidity. In general, the 12m buses made in the mainland would employ 2.5-3tons of metal structural components; while two tons would be sufficient for ours. ” [Lightweight of vehicle bodyworks is the inevitable trend of technology development for the advantages of high](#) vehicle handling stability and fuel [economy](#).

Pursuit of Excellence as the Management Principle

IJI Vehicle has its outstanding uniqueness not only in design but also in management as well. "System is more reliable than Experience" summarized by G.M. Wang, Y.J. of IJI Vehicle as the overall management competitiveness of Taiwanese enterprises. "For quality assurance, the enterprise has to say no to the traditional way of relying on the old masters' (Shifu) experiences. Do not develop your business depending on experiences."

"The comfortable interior designs of our vehicles have been well known to the entire bus industry in Taiwan, for we have our own design team to assure of product quality and outsource the interior decorations to the professional factories. Let the right men do the right things. We continue the pursuit of excellence during the entire manufacturing process." Expertise guarantees Quality. With the laser focus of the enterprise energy, when facing orders of huge quantities, our 21-experts team will also give out the firm answer with ease: "Even for bus bodywork productions, we can manage to deliver more than a thousand ones per year without any problems. "

For the Taiwanese enterprises like IJI Vehicle, they are determined to prove to the world that they are capable of managing such an enormous market with their advanced design concepts and strict management disciplines. Along with the openness of cross-strait economic relations, it can be foreseen that IJI Vehicle with outstanding competitiveness in products and managements will certainly win a place for it in the competitive mainland bus market.