

your bridge
to perfect
cooling...

NEW THREE METER LONG ONE-PIECE COOLER FROM NISSENS

Nissens exceeds the market's current ability to supply large one-piece coolers. We have developed a unique 3,000 mm aluminum cooler, which is Nocolock-brazed in one piece and responds to our customers' growing needs in various industry segments.

The need for bigger coolers and cooling systems is rapidly growing. In the wind segment, for instance, the trend moves towards building larger wind turbines, and we see that forced cooling is replaced by passive cooling techniques. Both features lead to new requirements for different and more advanced cooling solutions.

Read more on the next page...

TOPICS IN THIS ISSUE:



DEAR CUSTOMERS

In 2011, Nissens will celebrate our 90th anniversary. For decades, we have been prepared to face the requirements from you, our customers, with products providing a solution to a given problem. The close and valuable partnerships with our customers have forced us to learn, evolve and grow smarter. We are grateful for these daily opportunities that continue to challenge us.

The experience and know-how that we have acquired through years of dedicated work, are enabling us to create customized product innovations both now and in the future.

With this new quarterly newsletter from Nissens, we wish to accommodate your explicit wish for more insight into our diversified portfolio of product-technical solutions and commercial services. Since your success is our success, we believe in the value of sharing our activities and progress with you. We hope that our newsletter will serve as information, inspiration and also as an invitation. An invitation to intensify your dialogue with us in order to support our mutual goal: the creation of ambitious and on-going product innovation in a number of business segments and geographical markets across the world.

Best regards,
Alan Nissen, CEO Nissens

NISSENS' GIANT COOLER (CONTINUED)

With our new 3,000 mm aluminum cooler, Nissens builds upon reliable technologies that have been thoroughly tested and proven their performance in demanding applications. However, we have introduced a change to our existing processes by successfully omitting the welding process. The result is a unique one-piece technical cooling solution ensuring that the risk of leakage is reduced and the overall life time of the product is increased.

We have also taken into account that we wish to contribute to our customers' continuous quest for efficiency gains and cost reductions, so we have designed our new cooling solution to limit the pressure drop and thus ensure a documented reduction of our customers' operational costs by offering energy savings of up to 20-30 percent compared to the conventional cooling systems.

Our product quality is guaranteed through our comprehensive experience and in-depth know-how in applying the CAB technology which is renowned for offering excellent alloy and flux features.

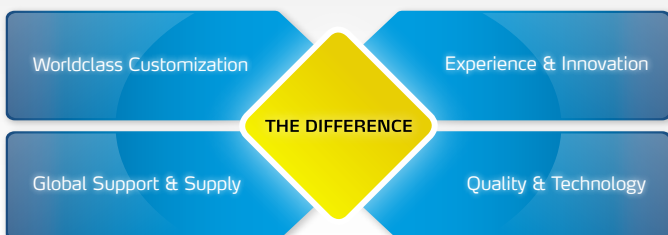
R&D Manager at Nissens, Anders Allesø, says: "A very close partnership with our customers has enabled us to challenge the existing standards of the market and introduce a completely new and innovative cooling solution that can take the market to the next level. We are proud of meeting our customers' needs for a technically advanced, high-quality product that is very complex from a handling point of view, but which actually matches the market's expectations for higher scale, reasonable pricing and short lead times".

If you would like to learn more about our new cooling solution and your options for a customized solution, please contact: nissens@nissens.com.

WE DELIVER THE DIFFERENCE

Our passion for cooling and climate solutions is fundamental in order to promote our customers' growth and success. Our respected brand builds upon four elements that are your guarantee of our ability to offer world class customization, solid experience and unique innovation, global support and supply as well as high quality and advanced technology.

Our proven performance makes us the preferred supplier of our customers.
We value their trust by delivering the difference.



UPCOMING TRADE SHOW PARTICIPATION

Nissens exhibits at the most relevant, international trade shows and exhibitions for the key industrial segments. Come and visit us, we are always pleased to meet you and discuss how we can help you to develop your business.

Upcoming events in April 2011:



HANNOVER MESSE 2011
04-08 April 2011
Nissens' location: Hall 27, Stand B14

Feel free to make an appointment with us in Hannover, contact person: Stig Jochumsen, e-mail: sj@nissens.com, tel. +45 7626 2335

NISSENS OFFERS LOCAL SALES, MANUFACTURING AND SUPPLY IN CHINA

In Tianjin, to the south-east of Beijing, Nissens has established a new facility to provide support to existing customers and build new business relations with potential customers in the rapidly growing Chinese market.



Nissens' Chinese business unit serves in phase one, as an assembly unit and logistical centre, ensuring fast and smooth deliveries to local customers by transferring existing products and introducing local Chinese suppliers, step by step.

In phase two, Nissens will integrate product development and full-scale production of cooling systems into our Chinese set-up, to build a complete, stand-alone business unit, having all major competencies in-house. We believe that is what it takes to match the requests from our China-based customers.

During the last five years, both our wind and on-/off-road segments have experienced very interesting launches in China. A number of our existing European customers have invested in Chinese production facilities. By following our customers into the Chinese market, Nissens is prepared to increase our business in China significantly.

Especially the development in the Chinese wind industry, virtually the biggest in the world, represents an attractive potential to Nissens. We welcome the challenge of proving that our recognized brand, renowned experience and in-depth know-how from the European wind industry, enable us to match the requirements of the young, fast-growing Chinese wind industry and to deliver the difference to the different players in the Chinese market.

CONTACT INFORMATION

General Manager - Carsten Jensen
Nissens Cooling System (Tianjin) Co., Ltd
Tel.: +86 138 118 02701
E-mail: cje@nissens.com

NEW SALES MANAGER FOR SWEDEN AND FINLAND

Nissens has employed Klas Lindberg as new Sales Manager for Sweden and Finland. Klas will work closely with our long-term Sales Manager, Sven-Eric Örtengren, taking over customer relationships from him over the coming years, gradually allowing Sven-Eric to retire. Sven-Eric and Klas have started to conduct customer visits together to introduce Klas to our customers and their specific demands.

Klas is 49 years old and lives in Helsingborg with his family.



CONTACT INFORMATION

Sales Manager - Klas Lindberg
Areas of responsibility: Sweden, Finland
Tel.: +46 706 800 023
E-mail: klb@nissens.com

ESTABLISHMENT OF NISSENS' OEM SETUP IN THE US



Nissens supplies cooling solutions to the OEM segment in the USA through our sales subsidiary in Dallas, Texas.

Nissens is setting up technical support and logistics services in the US. In the coming year, Nissens will constantly be focusing on the development of the market activities with the aim of ensuring a better customer service to key industrial sectors in North America. To learn more, contact Nissens' Sales Office in the US.

CONTACT INFORMATION

General Manager - Jay Brown
Nissens North America, Inc.
Tel: +1 (817) 329 5114
E-mail: jub@nissens.com

LISTENING TO THE CUSTOMERS

As a supplier to the OEM market, it is always important to remember that there is no success without a successful customer – and therefore listening to the customer's needs and concerns becomes even more important.



Amongst the many things we have done to increase our customer focus in order to actively support our customer's business, is the introduction of an annual Customer Satisfaction Survey. In order to avoid biased questions and to get our customers' honest feedback, we conduct the survey through an external company.

The first survey was conducted in June/July 2010 with approximately 50 of our international customers.

The feedback given to us from our customers has provided us with many valuable clues and insights as to how Nissens is viewed by our customers and where it is necessary to improve our performance in order to keep our customers satisfied.

One of the main findings from the survey was a request from our customers for more information from us. As a result, we are pleased to introduce this newsletter and hopefully accommodate the need for more information about our activities.

We would like to thank those of our customers who have taken the time to participate in the survey, which is an important part of our continuing endeavours to become more customer focused.

PRODUCTION & SUPPLY CHAIN IMPROVEMENTS

In order to meet our customers' requirements for on-time delivery, high quality and production flexibility, Nissens is constantly carrying through a formalized series of change and improvements projects in our production and supply chain facilities.

The aim is to constantly serve our customers optimally by ensuring that we organize our flows and factory layouts according to the growing need for more optimized processes and better throughput times. As a result, we have implemented the below changes, and we are tremendously satisfied with the positive feed-back on our improved production set-up, provided by our customers when they visit our facilities, seeing that their recognition serves as a testimony of Nissens' ability to meet the expectations of an increasingly demanding marketplace:

- NEW FLOW IMPLEMENTATION BASED ON IMPROVED FACTORY LAYOUT
- SWITCH FROM PUSH TO PULL IN PLANNING AND CALL-OFF SCHEDULES, REDUCING BOTTLE NECK RISKS
- ESTABLISHMENT OF TEAMS PROMOTING TASK OVERVIEW, RESOURCE FLEXIBILITY AND CROSS-FUNCTIONAL INVOLVEMENT
- INTEGRATION OF COMMUNICATION LOOPS BETWEEN CUSTOMER SERVICE, LOGISTICS AND PRODUCTION
- INTRODUCTION OF 5S PRINCIPLES, ENSURING BETTER CHANGE-OVER TIMES AND HIGHER QUALITY STANDARDS
- USE OF PREDICTIVE MAINTENANCE TO IMPROVE EFFICIENCY AND CUT LEAD TIMES

HIGH-PROFILE RACING TEAMS SELECT NISSENS' COOLING SOLUTIONS

For several years, Nissens' Automotive Division has been an acknowledged supplier of high-quality cooling solutions to high-profile races.

The sports branch experts appreciate especially the unique cooling performance and excellent durability characterizing Nissens' components. Nissens' cooling components are very popular among the specialists building the high-profile cars for races such as; Le Mans, Nascar or F3.

One of the latest and most interesting applications for Nissens' cooling is an F3 car belonging to the T-Sport Team, UK, built together with Radicool Fabrications Ltd – Nissens' official partner.



FOR MORE INFO, FEEL FREE TO CONTACT

Nissens A/S

Ormhøjgårdvej 9, DK-8700 Horsens

Tel.: +45 7626 2626, Fax: +45 7564 2205

E-mail: nissens@nissens.com, web: www.nissens.com

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