



**Contact: Andrew Wilkins**  
**+352 28 111 862**  
**[awilkins@guardian.com](mailto:awilkins@guardian.com)**

**Contact: Siria Nielsen**  
**+31 164 317 036**  
**[snielsen@emq-pr.com](mailto:snielsen@emq-pr.com)**

## **Guardian Automotive introduces new team and new strategy**

- ***Guardian Automotive announces new Leadership Team***
- ***Unites all European automotive activities under one brand***
- ***Outlines strategy to focus on Automotive Replacement Glass***

**Bertrange, Luxembourg, June 22, 2016** – Guardian Glass, a world-leading manufacturer and innovator in glass and glass coating technologies, has announced that the company's diverse automotive activities in Europe have now been fully integrated into a single business. Guardian Automotive combines the company's dedicated European manufacturing facilities and state-of-the-art warehousing and distribution services, which were previously run as separate entities.

Guardian Automotive currently has two manufacturing facilities in Spain –Llodio and Valencia - and a central warehouse in Karlsruhe, Germany - aimed at meeting the needs of both local and regional European customers, and serving both distributors and fitting stations. With the integration in place, Guardian Automotive is able to offer customers a more seamless, faster and more reliable service.

Spearheading the activities of Guardian Automotive is a new Leadership Team, based in Luxembourg and headed by Olivier Demeijer, Business Leader Guardian Automotive Europe, who has a solid track record in both Automotive and the Glass industry, outlines the company's overall approach "We have a unique value proposition," says Mr. Demeijer, "Currently we are the only manufacturer focusing exclusively on Automotive Replacement Glass." And our key message is that we are here to create long-term value for our customers.

As a long-standing partner to the automotive industry, Guardian Automotive has re-focused its activities and strengthened its capabilities in Europe. "Our objective is to be the preferred supplier of premium quality automotive replacement glass, and our key focus is providing outstanding customer service. For this we are currently developing the right tools, together with our customers."

Mr. Demeijer adds: “As part of Guardian Glass, we have access to the same glass and coating technologies that are being applied in iconic building projects around the world, including the world’s tallest, the Burj Khalifa in the UAE and France’s latest landmark building, La Cité du Vin in Bordeaux. Moreover, all our activities are fully supported by the extensive R&D and technical services of Guardian Glass.”

Guardian Automotive is exhibiting in Hall 6 Level 2 Stand A50 at Automechanika (13-17 September 2016) in Frankfurt, Germany. For more information please visit [www.automechanika.com](http://www.automechanika.com) or [www.guardianautomotiveglass.com](http://www.guardianautomotiveglass.com).

**About Guardian Industries Corp.:**

Guardian Industries Corp. is a privately held, diversified, global company headquartered in Auburn Hills, Michigan. Guardian, and its family of companies, employ 17,000 people and operates facilities throughout North America, Europe, South America, Africa, the Middle East and Asia, with a vision to create value for customers and society through constant innovation using fewer resources. Guardian Glass is a leading international manufacturer of float, value-added, and fabricated glass products and solutions for architectural, residential, interior, transportation and technical glass applications. SRG Global is one of the world’s largest manufacturers of advanced, high value coatings on plastics for the automotive, commercial truck and consumer goods industries, providing solutions for greater surface durability, structural integrity, functionality, vehicle efficiency and design flexibility. Guardian Building Products is a leading U.S.-based distributor of specialty building products. Visit [www.guardian.com](http://www.guardian.com).



Olivier Demeijer, Business Leader Guardian Automotive Europe.  
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Alternatively for very high resolution pictures please contact Siria Nielsen ([snielsen@emg-pr.com](mailto:snielsen@emg-pr.com), +31 164 317 036).