The customer is an international car manufacturer present in approximately 120 countries, producing a range of cars and vans. Headquartered in Europe, it is one of the top automotive brands in the region. At the same time, it enjoys international success, counting emerging economies such as Brazil and Russia among its leading markets. With a stable of brands under its belt, the manufacturer has achieved a global presence through its alliance with and acquisition of other automotive companies.

CUSTOMER CHALLENGE

With 94 suppliers spread out all over Turkey, the manufacturer was facing complications managing its automotive component collections.

Additionally, it had to coordinate not only the export consolidation, but also onward distribution of these components to its manufacturing plants in France, Spain, Slovenia and Romania.

Customer Challenge

- Coordinating with 94 suppliers
- Manufacturing plants located in multiple countries
- Managing the export consolidation and onward distribution of the automotive components from supplier to manufacturing plant

DHL Supply Chain Solution

- Cross-docking operation in Gebze, Turkey
- Parts consolidated before onward distribution
- Route planning and freight management
- Facilitated customs clearance process
- Order and supplier management

Customer Benefits

- 2,000 shipments per annum
- 98% truck utilization
- Improved supplier performance
- Enhanced order and supplier management processes
- More accurate planning

Deutsche Post DHL – The Mail & Logistics Group
**DHL SUPPLY CHAIN SOLUTION**

DHL Supply Chain’s proven inbound expertise in the automotive industry, its ability to pioneer breakthrough logistics services in emerging markets and its integrated service offering – combining contract logistics capabilities with freight management expertise – proved to be the winning formula.

A brand new platform that would provide reliable and efficient service across the country and into the manufacturer’s plants and warehousing depots in France, Spain, Slovenia and Romania was established. This involved daily “milk runs” with a cross-docking operation in Gebze, Turkey, where the parts are consolidated before onward distribution.

Furthermore, a comprehensive solution encompassing a whole range of services, from consolidation and route planning, customs clearance and freight management, to order and supplier management was put in place.

**CUSTOMER BENEFITS**

Following its implementation, the solution has engendered a host of advantages for the manufacturer. Not only has truck utilization increased to 98%, but also supplier performance has been on the uptick. Furthermore, enhanced order and supplier management processes has allowed for more accurate planning and quicker customs clearance.

Based on this track record of improvements, the manufacturer increased the scope of the contract by 300%. The multilingual team from DHL Supply Chain now handles around 2,000 shipments per annum, delivering unparalleled value to the manufacturer.

For further information
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