

## NEWS

### **New Tornos Customer Center Shanghai brings Swiss operational excellence to customers' doorsteps**

**Moutier, Switzerland, October 31, 2018—An enhanced customer experience awaits Tornos' Chinese customers next week, when Tornos Shanghai officially opens its new and spacious premises. The new customer center's generous footprint accommodates the full range of Tornos machines and brings legendary Swiss operational excellence to the doorsteps of customers in Greater China. That closeness to the market means existing and prospective customers can count on Tornos—with roots in Switzerland and a global footprint—and Shanghai: Turning Together.**

China is the largest industrial market in the world. Based in Shanghai in the Pudong Pilot Free-Trade Zone, Tornos Shanghai serves many customers throughout China; they rely on the performance of their Tornos machines. Just as Shanghai is a vibrant and dynamic city, Tornos is a dynamic partner, constantly innovating to provide its customers with the best solutions.

Inauguration of the new Customer Center Shanghai underscores the power of three legendary entities—Tornos, Switzerland and Shanghai—Turning Together toward the future. Present for many years in China, Tornos inaugurated its first subsidiary in Shanghai in 2004. For both Tornos and Shanghai, the past 14 years have been an amazing journey and Tornos' Customer Center Shanghai will strengthen the company's regional presence and fortify its standing as the partner of choice in machine tools.

#### **Tornos, China and Switzerland: an history of Turning Together**

This year, Tornos also celebrates the fifth anniversary of its Tornos Xi'an plant. Internationalization of the business is a top priority. Tornos is strengthening its flexibility and growing through innovation to enhance its operational excellence every day. With the opening of its Customer Center in Shanghai, Tornos ramps up its offering of unique solutions for targeted market segments, an approach that has met success in Greater China.

And there is more to come: Tornos plans to increasing its visibility in this market region, and the Customer Center Shanghai will play a big part in this strategy. In fact, this center is a clear sign of Tornos' commitment to this market and to its customers.

The new center is equipped with the latest technologies and will provide quality support to Chinese customers. With a surface area of more than 1,500 square meters, it includes a training center, showroom, metrology room and a stock of spare parts.

In terms of applications, the center will make full use of Tornos' know-how across a wide range of industrial segments—including Automotive, Micromechanics, Electronics and Medical & Dental—with the goal providing turnkey machining solutions while being close to the market. The purpose of this technology center is to maximize support for Tornos' customers in the production of parts in small or large quantities in China. This support ranges machine support and operator training to the supply of spare parts, technical assistance and programming advice, as well as expertise on the best choice of tools and clamping devices.

### **Close to customers, wherever they are in the world**

Thanks to its new center in Shanghai, Tornos will be faster, more efficient, more responsive. Tornos technicians are masters of Tornos' vast know-how. They can install machines quickly and proceed with start-up in partnership with the customer.

The Customer Center Shanghai officially opens Wednesday, November 7, 2018 with a variety of activities and VIP guests. An open house will take place on November 8.

Innovating, evolving, growing and collaborating: China and Switzerland, Shanghai and Tornos are Turning Together.

Media contact: Rolph Lucassen, Head of Marketing Communications & Brand Management  
Phone +41 32 494 44 44, lucassen.r@tornos.com

Technical media contact: Brice Renggli, Marketing Manager  
Phone +41 32 494 44 44, renggli.b@tornos.com

### **Company profile**

Tornos Group is one of the global leaders for the development, production and distribution of Swiss-type automatic lathes and multi-spindle machines. The company's history dates back to 1880, placing Tornos at the beginning of Swiss-type lathe technology. The Group primarily manufactures CNC Swiss-type (sliding headstock) turning machines, multi-spindle machines, and machining centers for complex parts requiring high precision. Tornos is headquartered in Switzerland. Through a global sales and service network, unique solutions are supplied to customers in dedicated market segments such as Automotive, Medical and dental technology, Micromechanics, and Electronics. With its approximately 670 employees (FTEs), Tornos Group generated sales of CHF 178,8 million in 2017.