

Intelligent, Future Solutions for Special Vehicles



Company Profile

PROFILE //

www.profilevehicles.com



COMPANY PROFILE

History

PROFILE Vehicles Oy was found as company name likori Ky on 1st of September in 1982. Responsible persons in the company were mr Kosti Repo, mr Keijo Repo and mr Matti Sollo.

All of these men previously worked in company Erikoiskori Oy, which was a significant manufacturer of special vehicles at that time. Matti Sollo started his career in vehicles manufacturing company Kiitokori Oy already in middle 60's.

likori Ky started it's activities in rented premises, owned by Iisalmi town. Company's own factory building was built in year 1985 to address Muovikatu 14, Iisalmi. likori Ky's product selection was specialized to 2.5 – 4.6 tn special vehicles, especially to ambulances. likori Ky was soon a leading ambulance manufacturer in Finland. As a result of increasing production the factory building was extended in year 1992.

Company PROFILE component Oy was found in year 1992 for to start the development and export activities. PROFILE component Oy's shareholders were mr Kosti Repo, mr Keijo Repo, mr Marko Repo and mr Matti Sollo. PROFILE component Oy was likori Ky's sole active partner and owner.

More space was needed soon when export activities increased. 2000 m² premises were rented from a hall on southern side of Iisalmi town, in address Yrittäjätie 1. PROFILE component Oy bought the whole real estates in Yrittäjätie 1 after the massive renovation works concerning offices, conference and meeting rooms, sauna rooms and production spaces and the heating system was changed from oil heating to ecofriendly district heating. PROFILE component Oy sold the properties in Muovikatu 14. All production activity was moved from Muovikatu to Yrittäjätie 1 on 1st of January 2001.

The concern's parent company's name 'PROFILE component Oy' was changed to 'PROFILE Vehicles Oy' in year 2002 as more production describing name.



Awards

'The company of the year in Iisalmi', in 1985

'The company of the year in Savo province', in 1992

'The golden key –award', a distinction from the federation of foreign trade, Finnpro, Federation of Domestic Work and MTV3, in year 2000

The national 'Company of the year' award, in year 2001

Ownership

Keijo Repo	28,33 %
Marko Repo	23,33 %
Matti Sollo	20,00 %
Marja-Leena Repo *	18,33 %
Johanna Repo *	10,00 %

* When mr Kosti Repo was the major share holder in PROFILE component Oy, and he passed away in year 2000, widow Marja-Leena and daughter Johanna became the company's share holders.

Board

Matti Sollo, chairman of the board, year of birth 1940

Marko Repo, year of birth 1969

Keijo Repo, year of birth 1958

Hannu Virtanen, year of birth 1956

Johanna Repo, year of birth 1974



Profile Group

Subsidiaries:

1. Profil Component Sweden AB

The subsidiary in Sweden was found in 1997, domicile Trollhättan. Managing director is mr Tommie Atterland. Profil Component Sweden AB is a sales and after-sales company of PROFILE products and employs the managing director.

Company operates in rented premises which contains offices, room for vehicle services (space for 3 vehicles) and spare part storage.

2. Profile Special Vehicles (UK) Ltd

The subsidiary in Great Britain was found in 2001, domicile Daventry (circa 100 km from London to northeast). Company employs the managing director mr Peter Occardi and one office worker. Profile Special Vehicles (UK) Ltd is a sales and after-sales company of PROFILE products and operates in rented premises which have room for 4 vehicles.

3. Profile Vehicles Baltic Oü

The subsidiary in Estonia is the only manufacturing company in addition to the parent company. Profile Vehicles Baltic Oü was found in year 2002 and production was started in rented premises but company bought a real estate to itself in year 2003 from Harju's province, circa 15 km from Tallinn and completely renovated the building to be perfectly suitable for vehicle production.



Profile Vehicles Baltic Oü employs 23 persons (one of them is Finnish and 22 are Estonian citizen). The production and needs for workforce are increasing.

Concern has put a lot of effort to plan the production system in Estonian subsidiary. The production system is purely 'in line' –production which progress in stages. Vehicle equipping always includes 5 stages in spite of equipment standard and manufacturing time is 5 work days per vehicle. Profile Vehicles Baltic Oü applies a method to modular product construction which enables standardized time table in manufacturing, even quality and clear manufacturing process in all.

Associated companies

1. Crossmobil GmbH

Crossmobil GmbH was found in year 1997, domicile Offenburg. Company operates as sales and marketing company to PROFILE products and main owners are German citizens. Company employs 10 persons. Crossmobil GmbH operates globally, mainly via DaimlerChrysler (MB) and Volkswagen AG organizations.

Crossmobil GmbH represents PROFILE products in areas of Asia, Middle-East and Africa. 2 pcs modular ambulances to the Royal Household of Thailand and 6 pcs Volkswagen LT ambulances to Dubai Ministry of Health (United Arab Emirates) are to be referenced. In addition the company has sold PROFILE ambulances to many different countries to all over the world.

2. Profile Latvia SIA

PROFILE Vehicles Oy has sold and delivered circa 100 pcs ambulance vehicles to Riga area in Latvia since year 1998. At that time associated company Profile Latvia SIA, domicile Riga, was found to service these sold vehicles and confirm the business in the future. Company employs 2 persons and operates in rented premises which contains room for 3 vehicles.



Real estates

- 1,2 hectare area in Iisalmi Finland, in address Yrittäjätie 1-3 and a 4500 m² factory building in it (pure production area in the building is 3900 m²).
- 0,7 hectare area in Harju province Estonia, in address Tööstuse 12 and a 1300 m² factory building in it (pure production area in the building is 1200 m²).

Executive team in the parent company

Marko Repo	managing director	in service of parent company since 1989
Keijo Repo	production director	in service of parent company since 1982
Jani Järvelä	sales director	in service of parent company since 1998
Jarkko Repo	engineering director	in service of parent company since 1998
Hannu Virtanen	export director	in service of parent company since 2004
Jouni Komulainen	purchasing manager	in service of parent company since 1997
Aila Arponen	director of finance	in service of parent company since 1991

Key figures in the parent company

Johanna Repo	office manager
Juha Repo	product development, 3D and 2D drawing systems/EDP
Tero Halonen	product development, 2D drawing systems/EDP
Ilkka Karppinen	product development, 2D drawing systems/EDP
Ari Arponen	product development, 2D drawing systems/EDP
Jukka Nousiainen	electric systems engineering
Juhani Karhu	foreman, composition
Risto Airaksinen	foreman, composition
Tomi Leppä	foreman of electric department
Veikko Arponen	sales manager
Leo Virkkunen	sales manager
Jaani Hiltunen	after-sales manager



Special Vehicles For Special Drivers

PROFILE staff and it's values

The main target of personnel strategy in PROFILE Vehicles Oy is efficient, skilled and positive working society. A lot of development work has been done through personnel policy concerning the whole PROFILE concern for to reach that target. Personnel policy within the concern is based on the values agreed on together. Central subjects in values are co-operation, development, commitment and quality. To make these values in real in everyone's personal work takes a major part of annual development discussions.

The personnel is a crucial factor in company's development process and competitiveness in all. Efficiency, know-how, motivation and commitment are the essential prerequisites of company operations. Clear targets and measures have been set to create positive relationships and working environment among whole personnel. Also regularly assembling labour protection committee and of course employees' health care system have a significant role in successful personnel policy. One sign of success in this case is a 'Excellent work place' –diploma granted by SAK's local office (Central Organisation of trade unions in Finland).

PROFILE Vehicles Oy's staff consists of 75 employees, Profile Vehicles Baltic Oü's of 22 employees, Profile Special Vehicles (UK) Ltd's of 2 employees and Profil Component Sweden AB's of 1 employee.

Business definition

PROFILE Vehicles Oy operates in four different sections in vehicle converting business:

1. ambulance manufacturer
2. M2 class (16-19 seats) bus manufacturer
3. protected / armoured vehicle manufacturer
4. special vehicle (fire brigade's guiding vehicles e.t.c.) manufacturer
5. police vehicle manufacturer
6. M1 (1+8 seats) taxi-bus manufacturer



Main success factors

The main success factors concerning the field of above mentioned business are:

1. Considering customer's opinions and experiences in product development and designing. The basis of ideal product is it's suitability in use. To create this kind of product PROFILE must have expertise and know-how in line of business the customers work on as well as the resources to develop and create the workable product. Resources consists of skilled designing workers and modern equipment and methods.

Electric designing differs from other planning departments essentially but must synchronize with them smoothly. Because of development in medical equipment the role of electricians have been coming up constantly in ambulance vehicles. Also special devices in radiotelephone systems, tracking, positioning e.t.c have created a challenge to electric engineering.

2. Designing

Designing special vehicles is not only to shaping them to appear attractive. The shapes enables essential functions in everyday work. Rounded edges in interior design for example are both a important safety matter and easy to clean. Also different mountings and recesses with rounded edges enables the optimum placing to different devices. Demands in equipment, devices, work resources and materials are quite high for to create a product with perfect forming.

Even if special vehicles are ment to be a 'tool' for professionals, it can be attractive looking at the same time. It can motivate and also inspire the personnell and they are able to consider the vehicle to be a pleasant place to work in.



3. Experience and know-how

PROFILE Vehicles Oy has a quite long history as manufacturer of special vehicles. Already in early 60's Matti Sollo (chairman of the board) started his career among special vehicles in company Kiitokori Oy in Kausala, Finland.

The personell know-how is one of the main pillars in the way to success. Special vehicle business evolves constantly. Basic vehicles, electric and wiring technics, tools, working methods, materials e.t.c. are developing all the time. This development demads continuous following of business and bringing these changes to personell's notice. PROFILE Vehicles Oy retrains it's personell constantly. Company have a classroom of it's own with 40 seat places. This room enables also the training and informing events for customers and other interest groups.

Company know-how also includes the constant, frequent reporting to partners. Reporting must be reciprocal. Information considering for example the latest newnesses, material changes e.t.c. moves in real time to both partners and also to customers.

4. Technological leadership

PROFILE Vehicles Oy is a leading manufacturer of special vehicles in Finland. This position is the most challenging. To secure this position PROFILE must be fully aware of the field of special vehicle production and development all the time. The most important target in PROFILE's strategy is to be in a leading position in knowledgement and manufacturing the composites and channel passaged electric system. By beeing in control of these factors we are able to effect to customer satisfaction in most positive way. The aim is that customer is able to put one's trust to PROFILE products and concentrate to their own work in full.



Business idea

Special Vehicles with intelligent solution = Future Vehicles

which means that PROFILE will offer special vehicles with intelligent future systems and methods.

PROFILE Vehicles Oy offers special vehicles to professionals with specific systems on specific markets.

Services and after-sales

PROFILE Vehicles Oy have a Liinos6 data/operations processing system. This exhaustive program is used by the following departments: economy , engineering / planning, sales, purchasing, storage, production and after-sales. This operation system documents the module list which enables the spare part observing and following by items. The systems also tells the equipment quantity situation in storage and enables for example the urgent orders of parts from subcontractors, if needed.

Production

Line production based on modul construction enables the manufacturing of big set in short production time. In other words moduls are to be prepared outside of the vehicle, so production can be started even if the vehicle base hasn't arrive to the factory. Ready made moduls will be installed to vehicles in composition line.

Examples of these large sets with short production time are 61 pcs Chevrolet Chevy Van ambulances made for Ministry of Health of Saudi-Arabia in January in year 2000. All of these vehicles were delivered to the customer by end of March 2000. Another example will be 41 pcs Mercedes Benz Sprinter ambulances which were manufactured in less than 2 months period. Still PROFILE's other production lines worked normally together with these special projects.



Quality and customer satisfaction

The main idea and guiding principle in PROFILE Vehicles Oy's actions are the highest possible quality and expediency in products. Success in this idea is shown by frequent orders from the same customers year after year, from all over the world.

PROFILE's quality is not a coincidence and it's not only a result of good quality handicraft. PROFILE quality is a documented system which repeats itself through every process.

PROFILE Vehicles Oy have start using the ISO 9001 quality system. This process has been delayed for that system can be take in to use in PROFILE Vehicles Oy and Profile Vehicles Baltic Oü at the same time.

Research and development work

PROFILE Vehicles Oy well-known for it's continuous product and production development. Several different projects are running all the time. Also the public sources, like TE-keskus (National Organization of Technology and Development) and VTT (State Technical Research Centre) are interested to take part to these projects.

Profile Vehicles Oy

Marko Repo
managing director



Profile Ambulances



Mercedes-Benz Sprinter



Mercedes-Benz Vito



Volkswagen Transporter



Volkswagen LT



Chevy Van



Ambulance Module



Container

Profile Buses



Luxury Bus



School Bus



Mini Bus

Profile Special Vehicles



Police Van



Armoured Vehicles



Command Van



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