Uebler GmbH Context

Uebler GmbH is a leading manufacturer of high-quality car accessories, in particular for modern bike carrier systems, with an expertise of more than 50 years. Customers include numerous retailers and wholesalers of the car accessory and bike industry, as well as renowned automobile manufacturers – on a German and European level. One of our top goals is developing innovative products and producing them in accordance with the highest quality standards.

Within the framework of free market economy, in which the company finds itself and needs to prove itself on a daily basis as well as within the framework of its own corporate structure, the following questions have to be answered:

What are our wishes as a company? What do we have to offer as a company? What do we have to achieve our aims? What do we want to prevent respectively avoid? What are our visions?

1. What are our wishes as a company?

- Achieving our annual targets with respect to turnover and profit
- Optimal utilization of our resources (personnel and work capacities)
- Sustaining and strengthening the existing market positions
- Ensuring optimum product quality
- Constant improvement and refinement of existing products and processes
- Innovation leader in the field of developing tow-bar bike racks
- Maximum production flexibility
- Disposability / recyclability of products
- Continuous improvement of environmental performance and energy efficiency in order to minimize environmental impacts such as emissions, wastewater and waste (environmental protection)
- actively contribute to reducing climate change and its effects

2. What do we have to offer as a company?

- Best tow-bar bike racks on the market with respect to weight, function and handling
- Solutions for all customer groups (from entry-level to top level product)
- Fast and reliable customer service
- Constant co-operation with our customers based on partnership in all areas (OE and free market)
- Fast response to customer requirements and modifications
- Secure company location in Germany (job security)
- Long-term cooperation with suppliers
- Good working conditions and fair wages
- Steady growth
- Customer protection by means of the SVS system

3. What we have?

- Competitive product range
- well-structured company at one location
- Overview of all our interested parties
- Presentation of our processes including a clear definition of all responsibilities
- Corporate principles
- Declarations of commitment
- Quality policy
- Environmental policy
- Certified QM system
- highly motivated and qualified employees
- Good working conditions and fair wages
- Long-term supplier partnerships
- Long-term customer partnerships
- Good corporate image with an established name
- Corporate goals
- Corporate visions of the management

4. What do we want to prevent respectively avoid?

- Financial losses
- Bad, ill-conceived products
- Lack of risk awareness, respectively incalculable risks
- Customer product complaints
- Complaints due to internal errors resp. suppliers
- Ineffective and inefficient processes and resulting additional environmental pollution
- Disillusioned resp. unqualified staff
- Bad image on the market
- Environmental pollution and damage in general

5. What are our visions?

- Winning further OE customers (e.g. MBA for tow-bar racks)
- Sales development taking into account the current market situation
- Mainly regional suppliers to improve the environmental balance in general
- Continuous improvement of the company's overall environmental performance

The entire company management focuses on the facts which are quoted in this context.

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Christoph Bülow