

### Vector establishes subsidiary in China

**STUTT GART, Germany / SHANGHAI, China, September 7, 2011 – Vector is acknowledging the significance of the Chinese market by opening the subsidiary, Vector Automotive Technology (Shanghai) Co, Ltd. in Shanghai, China. By converting the previous representation office into a legally independent business, the ECU networking specialist now has the opportunity to market its entire range of products and services directly in China.**



Vector will continue its good business relationship of many years with its Chinese sales partner HiRain.

Vector China is managed by Peter Liebscher. He has many years of experience in the automotive industry in Germany and in China. Liebscher summarizes the reasons for founding Vector China: "All of the large automobile manufacturers are thronging to the Chinese market, and we are taking this opportunity to position ourselves well in the market," he said. "Western-based joint ventures as well as pure Chinese OEMs have made noteworthy progress in automotive electronics. We will be able to better support these customers – in a comprehensive way – with our own subsidiary."

In addition to providing a full range of Vector products, the independent Vector subsidiary will also provide services such as consultation, technical support and training courses directly to its Chinese customers. Peter Liebscher and his ten person start-up team – together with partner HiRain – will support Chinese users in the areas of 'Development of distributed systems,' 'ECU testing,' 'ECU software,' 'ECU calibration,' 'In-vehicle diagnostics' and 'Process management and development.' The specialists

## Press Release

---

for the development of embedded systems offer full coverage for technologies such as CAN, FlexRay, LIN, MOST, J1939 and AUTOSAR.

For detailed information on upcoming events and other news, go to:

[www.vector-china.com](http://www.vector-china.com)

Contact information Vector China:

E-mail: [info@cn.vector.com](mailto:info@cn.vector.com)

Phone: +86 21 6432 53530

Fax: +86 21 6432 5308

Homepage: [www.vector-china.com](http://www.vector-china.com)



[Figure 1: Peter Liebscher is General Manager of Vector China. Prior to assuming his new post, he managed the Vector representation office in Shanghai for two years.]



[Figure 2: The office has space for customer visits and training events, and it currently serves as a workplace for 11 employees.]

---

Revised: 09/2011

Word count: 297

Character count: 2,039

Vector Informatik GmbH  
Ingersheimer Str. 24  
70499 Stuttgart  
Germany  
[www.vector.com](http://www.vector.com)

You can also find this and other press releases on our website at:

[www.vector.com/press](http://www.vector.com/press)

We would appreciate a print copy of the published material.

If you have any questions before publication please feel free to contact us.

Editorial contact persons:

Vector Informatik, Germany (Article available in English and German)

Ms. Heike Tippenhauer,  
Tel. +49 711 80670-5203, Fax. +49 711 80670-585203,  
E-mail: [heike.tippenhauer@vector.com](mailto:heike.tippenhauer@vector.com)

Vector CANtech, North America (Article available in English)

Ms. Angela Ferrero,  
Tel. +1 248 504 6447, Fax. +1 248 449 9704,  
E-mail: [angela.ferrero@vector.com](mailto:angela.ferrero@vector.com)

Vector GB Ltd., Great Britain (Article available in English)  
Mr. Uwe Gerlinger,  
Tel. +44 7530 264701,  
E-mail: uwe.gerlinger@vector.com

Vector France (Article available in French)  
Ms. Françoise Dessertine,  
Tel. +33 1 4 231 4000, Fax. +33 1 4 231 4009,  
E-mail: francoise.dessertine@vector.com

Vector Scandinavia, Sweden (Article available in Swedish)  
Mr. Henrik Pihlgren,  
Tel. +46 31 764 76 10, Fax. +46 31 764 76 19,  
E-mail: henrik.pihlgren@vector.com

Vector Japan (Article available in Japanese)  
Mr. Shinsuke Yokoyama  
Tel. +81 3 5769 7825, Fax. +81 3 5898 6975,  
E-mail: shinsuke.yokoyama@vector.com

Vector Korea (Article available in Korean)  
Mr. Ronald Yang,  
Tel. +82 2 2028 0602, Fax. +82 10 4109 2029  
E-mail: ronald.yang@vector.com

Vector China (Article available in Chinese)  
Ms. Vivian Chen  
Tel. +86 21 6432 5353 102, Fax. +86 21 6432 5308  
E-mail: vivian.chen@vector.com

### **About Vector Group (Revised: September 1, 2011):**

Vector is the leading manufacturer of software tools and software components for networking of electronic systems based on CAN, LIN, FlexRay, Ethernet and MOST as well as multiple CAN based protocols.

The Vector know-how is reflected in a wide range of tools as well as in integrated consulting services with software and systems engineering. Workshops and seminars complete the manifold training program.

Customers from the automotive engineering, the commercial vehicle, aerospace, transportation and control technologies around the world trust in the solutions and products from the independently-owned Vector Group.

Vector Informatik GmbH was founded in 1988. About 1,000 employees work for Vector Informatik and Vector Consulting Services in Stuttgart or in one of the subsidiaries in USA, Japan, France, Great Britain, Sweden, the Republic of Korea, India and China. The group's revenue in 2010 was 155 million Euros.