



# OESA OE Sales & Marketing Report

OESA Annual Outlook Conference and General  
Meeting of Members

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Robert Bosch Corporation



# Council Members

- 82 Council Members
- Largest OESA Council
- Members are the Most Senior Executives Responsible for the Sales and Marketing Function



# Council Objectives

- Develop positive recommendations from the supplier perspective in regard to warranty guidelines;
- Sharing customer-supplier relationship issues and business practices, and
- Supporting the multi-disciplinary team developing the model terms and conditions.



# Warranty Effort

- A team of 44 executives from 24 OESA Member Companies
- Warranty Language from BMW, DCX, Ford, GM, Nissan, and Toyota
- Produced *OESA Comparative Analysis of OEM Warranty Programs in N.A.*



# Council Areas of Concern

- OEM Direction for Sourcing in China
- Currency Stability
- Cost Reduction Initiatives
- Intellectual Property Protection
- Supplier Owned Tooling