



**BUILDING RELATIONSHIPS.  
CREATING BUSINESS**

# Humble Beginnings



- Founded in 1978, Charlton is a privately held company that has developed strong and lasting relationships with suppliers and clients in all areas of the automotive industry.
- Charlton is a consortium of more than 20 different companies and major investments and has generated billions of U.S. dollars in sales for its clients.



# Diverse Services



- Technical sales
- Program management
- Product Quality planning
- Warehousing and distribution along with engineering
- Design
- Solid modeling and strategic support with new global facilities
- Acquisitions

Charlton has become the sales liaison of choice for worldwide manufacturers that supply products for some of the world's largest automotive and off highway groups.



# Global Reach



- Headquartered in St. Clair Shores, Michigan, with offices in Ohio, Illinois, Alabama, Wisconsin, Tennessee and a west coast office in Washington.
- Support the growing automotive segment in the southeastern US.
- Extensive engineering and design services are available through Virtual Engineering.
- Complete supply chain management services, including warehousing, distribution, inspection, light assembly and logistics are provided by CTC Distribution.
- Internationally, Charlton has offices in Japan, Korea, China, India, Brazil, Mexico, Germany, France, Sweden, Italy, Czech Republic, Poland, and Austria.

# Global Sourcing



- Charlton has expanded our global reach to five continents.
- We guide clients by opening doors to new opportunities with OEM transportation companies and tier-level manufacturers in major markets on every continent
- Our highly skilled, well-trained sales force understands the needs of business, engineering and manufacturing.
- Our mission is to serve our clients everywhere and in every way.



# Global Sourcing



We have listened to the needs of our overseas suppliers and have developed an in-house warehousing and distribution center to simplify the process of supplying to North America.

Need of warehousing, quality sorting or light assembly, our in-house distribution center can help.

CTC Distribution sits in Dearborn, Michigan in the shadow of Ford Motor Company. We have nine acres sitting at a railhead with approximately 200,000 square feet. It is a completely secure, fenced-in location and the workforce has proven to be highly skilled and exceptionally hard working. The competitiveness in our pricing has allowed us to be one of the most successful warehouse and distribution centers for OEMs and tier-level suppliers.



## CTC Distribution INC

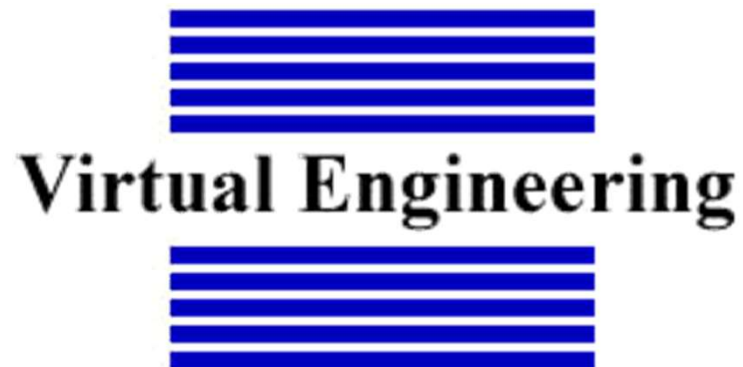
# Global Sourcing

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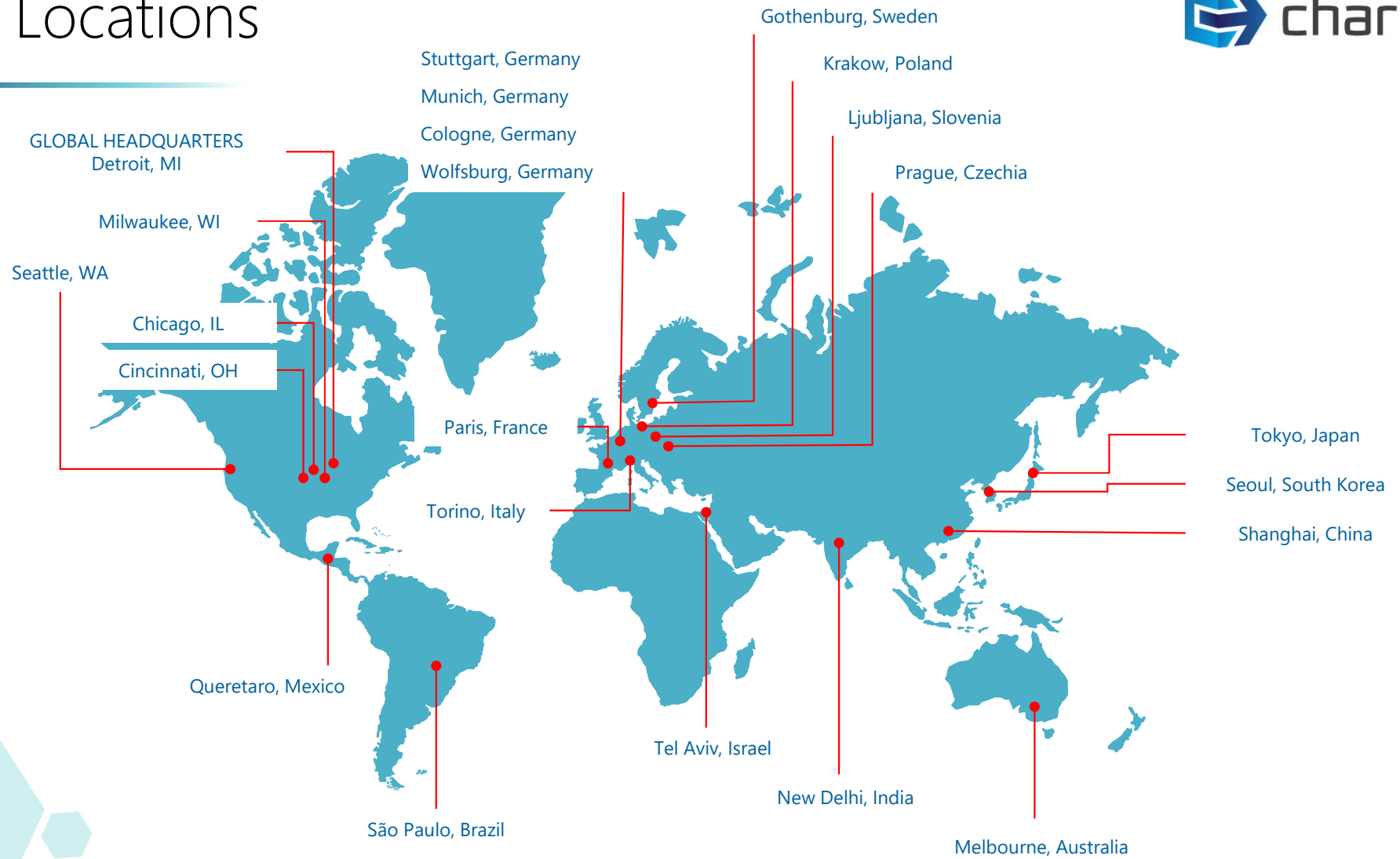


When Charlton hits its stride and your in-house engineering is buried in new business, our engineering group can help. Virtual Engineering has over 25 years of experience helping manufacturing companies design and develop new product using state of the art technology.

Virtual Engineering has access to Catia, NX, or Pro/Engineer CAD systems and can supply engineering talent on a contract basis. Our team of engineers are all automotive veterans capable of performing product design, engineering analysis, and validation testing to meet your project needs.



# Our Locations





**Chris Charlton**  
President



**CT Charlton, Jr.**  
Vice President, Industrial  
Seattle, Washington



**Tonya Krause**  
Vice President,  
North America



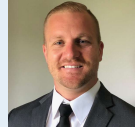
**Steve Kennel**  
President Virtual Engineering  
North America



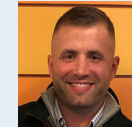
**Dave Ball**  
Sales Director  
Cincinnati, Ohio



**Spencer Lundin**  
Sales Manager  
Detroit



**Wayne A. Coulman**  
Sales Director  
Detroit



**Wayne S. Morrison**  
Sales Director  
Milwaukee, Wisconsin



**Nancy Fischer**  
Sales Manager  
Detroit



**Tim Tighe**  
Sales Manager  
Detroit

**Tom Beshke**  
Sales Manager  
Detroit



**Rob Tiede**  
Sales Manager  
Tennessee



**Francisco Reyes**  
Sales Director  
Querétaro, Mexico



**Matt Anderson**  
Sales Manager  
Detroit



**Corine Streng**  
Sales Manager  
Detroit



**Jim Weide**  
Sales Manager  
Detroit



**Demetris Agrotis**  
Sales Manager  
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**Chris Charlton**  
President



**Franz Linner**  
Executive Vice President, Europe  
Munich, Germany



**Kevin Fromm**  
Vice President, Europe



**Shusaku Maruko**  
President, Charlton Asia  
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**Ola Högfeldt,**  
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Gothenburg, Sweden



**Daniel Högfeldt,**  
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Gothenburg, Sweden



**Giuseppe de Robertis**  
Torino, Italy



**Robert Appenheimer**  
Sales Manager  
Wolfsburg, Germany



**Hans Pfunder**  
Sales Manager  
Stuttgart, Germany



**Solange Curic**  
Sales Director  
Paris, France



**Mike Kociolek**  
Sales Engineer Torino, Italy



**Jutta Fischer**  
Sales Manager  
Detroit



**Jochen Otters**  
Sales Director  
Munich, Germany



# Sales Strategy



## Joint Strategy / Mutual Success

Charlton personnel will tour your manufacturing facilities as well as meet with your engineering and sales management in order to make certain we are working on a **joint strategy** which will ensure our **mutual success**.

## Customer Contact

Concurrently Charlton will contact **Purchasing, Engineering** and **Quality disciplines** in our customer base. Our objective in our territory would be to gain purchasing, benchmarking, design team, quality and engineering acceptance in order to secure projects for new model year business. We will work diligently to ensure we are considered for new opportunities in an expedited time frame.

"We live with our customers"

## Team Success

As a highly technical sales force, we are effective liaisons for both commercial and technical issues, of course there are always instances where Charlton would request support from our client's personnel to attend critical customer meetings with us. This reflects our **"Team"** mentality for success.

## Executive Level Contacts & International Connections

We utilize our **Executive level contacts** to open doors as required.

Charlton will also use our **International connections** to help gain acceptance and win business in our territory by coordinating efforts with the customers overseas counterpart.

## Status Reports

Charlton will provide **Monthly Status Reports** which identify and detail every project being worked on for each account by every sales person. This would be accompanied by a regular meetings to ensure mutual execution of sales goals.

SALES  
STRATEGY

# Expectations

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- Training on products (ongoing)
- Customer specific presentation
- Cost models for various customer solutions
- Regular participation in team meetings
- Communication – Listening is key

# Sales Strategy



## AUTOMOTIVE



TESLA



TOYOTA



HYUNDAI



ASTON MARTIN



NISSAN



MAZDA



TATA



KIA



HONDA



KARMA



JAGUAR



PSA GROUPE



FERRARI



LUCID



RENAULT



Mercedes-Benz



VLF



PORSCHE

## AUTOMOTIVE TIERS



DELPHI



Technik für Automobile



## COMMERCIAL TRUCK

NAVISTAR

DAIMLER

PACCAR

VOLVO

Volvo Group

IVECO



HINO



SCANIA



Mack



BLUE BIRD



THOMAS BUILT BUSES

## MARINE



MERCURY

# Customers



## AUTOMOTIVE TIERS

**CATERPILLAR®**

 **JOHN DEERE**

**VOLVO**  
Construction Equipment

**CNH**  
INDUSTRIAL

 **AGCO**  
Your Agriculture Company

## POWER SPORTS



**ITALIKA**

 **POLARIS**

 **ARCTIC CAT**



**DOOSAN**

## AEROSPACE



 **GE**  
Aviation

**Gulfstream**

 **BOEING**

**AIRBUS**

**BOMBARDIER**

## LAWN & GARDEN



**TORO**

**MTD**  
For A Growing World™

## Oil & Gas

**KINDER MORGAN**

**Schlumberger**

**HALLIBURTON**

# Sales Strategy

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Charlton has uncovered new opportunities and guided clients to become a vital segment of the supply base for OEM automotive companies and automotive tier-level manufacturers in major markets on every continent.



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Thank you