



**June 22, 2011 (Wednesday)**

**55th EOQ Congress**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**

**REGINA BALLROOM II.**

**Wednesday 8:30 – 10:30**

## **19.1. QUALITY IN THE AUTOMOTIVE INDUSTRY**

**Session Chair:** *Balázs Németh, Kvalikon Consulting, Hungary*

**9.00 „KAMAZ”: Customer Interests are Above All**

*Aleksander Abramenko, OJSC „KAMAZ”, Russia*

**Abramenko, Aleksander A. (Russia)**

Between 1986-2001 he was Representative of the Ministry of Defence in KAMAZ Diesel Inc. (Truck Production Plant) with duty: Quality control of production for Ministry of Defense; Modernization of KAMAZ tracks; Creation of Mustang family KAMAZ cars from technical specifications up to serial production.

Since 2001 up to now Mr. Abramenko has been working in KAMAZ as Director of Quality Department. In this position he organizes quality control of all products and production processes, internal audits of KAMAZ Quality Management System, audits of products and processes, periodically testing KAMAZ trucks. Mr. Abramenko organizes seminars and conferences for suppliers to KAMAZ and service centers and actively makes reports on conferences devoted to quality control and process improvement.



## **KAMAZ** ***Customer Interests above all***

**Speaker:**  
**A.A. Abramenko,**  
**Director,**  
**Quality Dpt.**



**Budapest, 2011**

### **Contents**



- 1. Company profile**
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**№1 Truck manufacturing company in Russia**



**Every 2<sup>nd</sup> CIS assembled truck belongs to KAMAZ brand**

**Ranks the 14<sup>th</sup> among world truck manufacturers**

**11 times awarded as the Best Russian Exporter**

**The 8<sup>th</sup> biggest world engine manufacturer**



### KAMAZ

**Ten-times winner of the Paris-Dakar Rally**

**52% share of the Russian truck fleet**

## History



**Resolution about start of the plant construction**

**Erected Phase I Workshops**

**Assembled first truck**

**Truck output, units**  
1978 – 50 000  
1979 – 100 000  
1980 – 150 000

**Commissioned Phase II**

**Projected output of the 2-millionth truck**

1969

1973

1976

1978- 80

1981

2011

- The Group comprises 14 major subsidiaries involved in production chain :



## Joint Ventures



- JV «Fuso KAMAZ Trucks Rus»



- JV «Mercedes-Benz Trucks Vostok»



- JV «CNH-KAMAZ Industrial»



- JV «ZF-Kama»



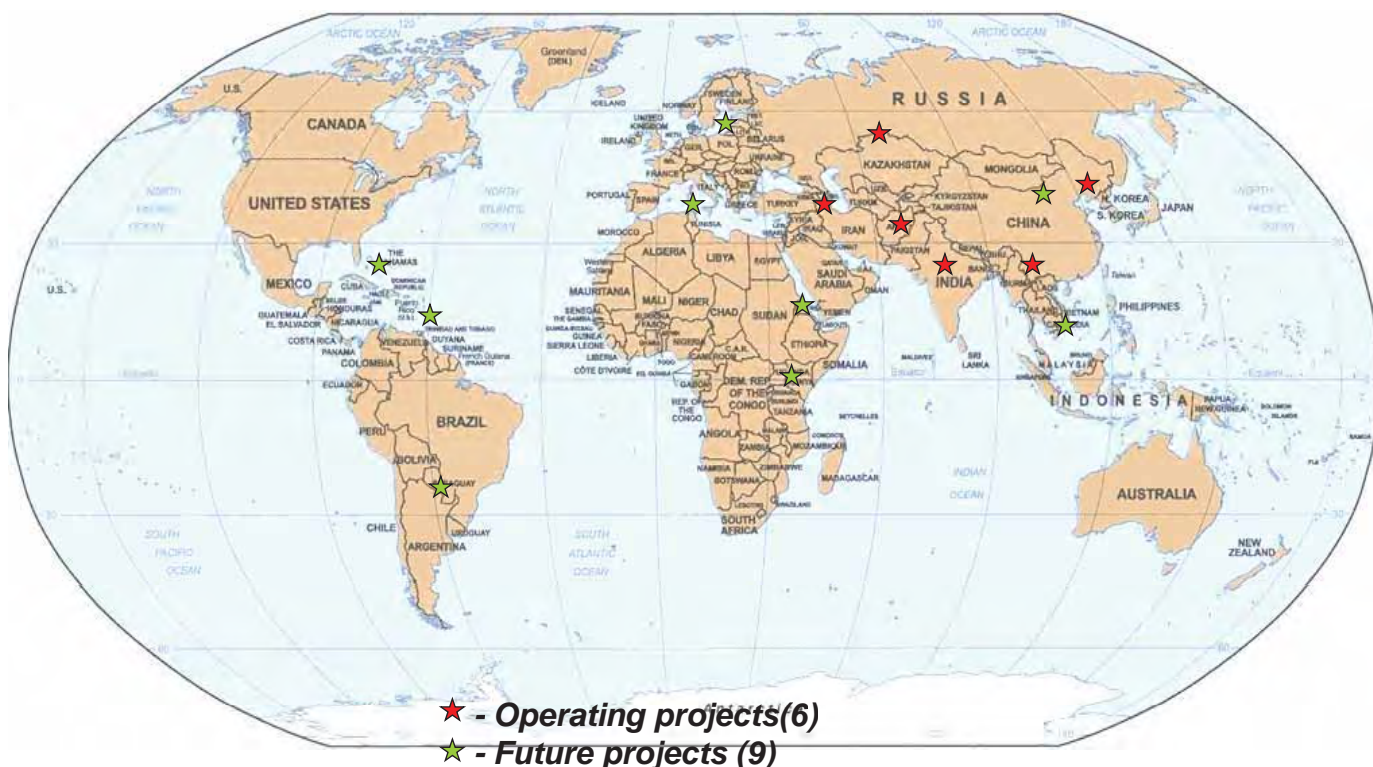
- JV «Cummins-Kama»



- JV «Knorr-Bremze-Kama»



- JV «Federal Mogul Naberezhnye Chelny»



## Products

KAMAZ produces a wide range of trucks



Artics



Four-wheel drive trucks



Upgraded trucks



Heavy-duty trucks



Medium-duty trucks





## QUALITY MANAGEMENT SYSTEM



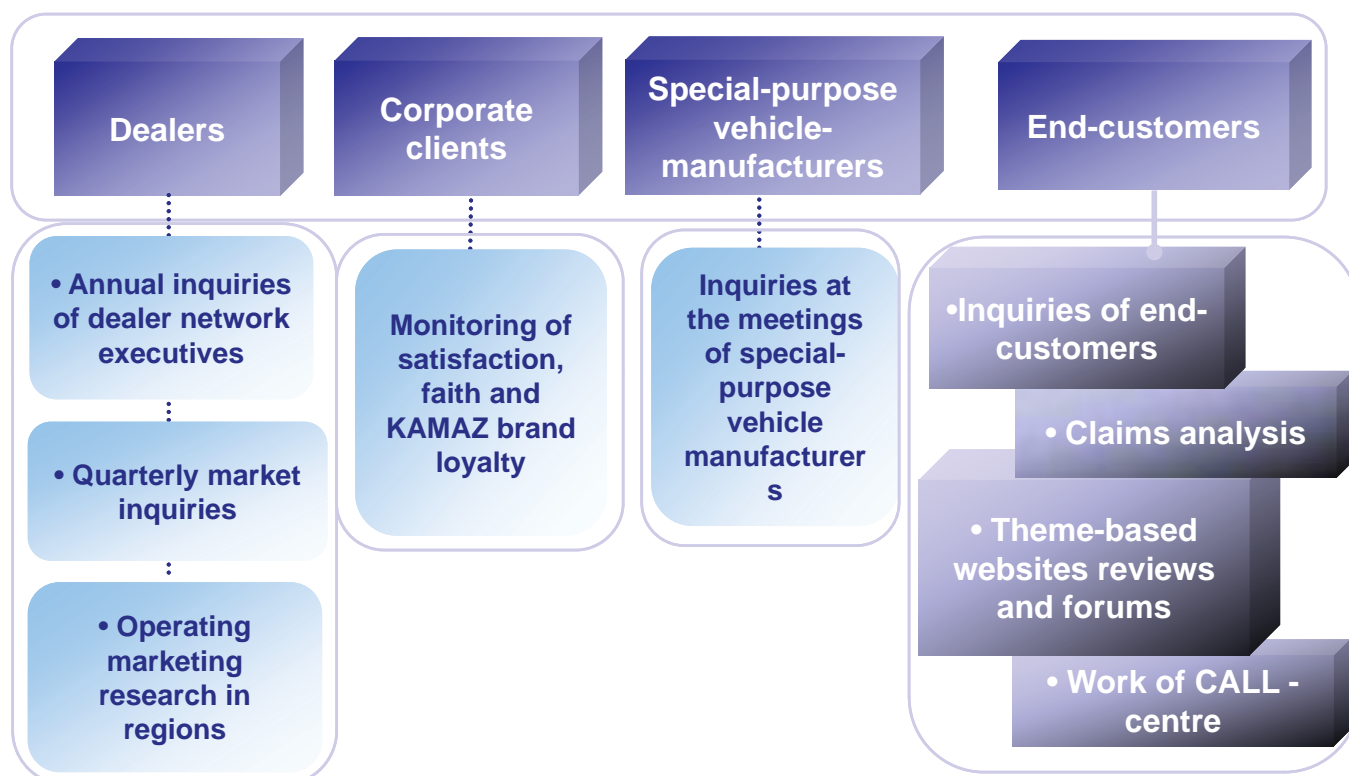
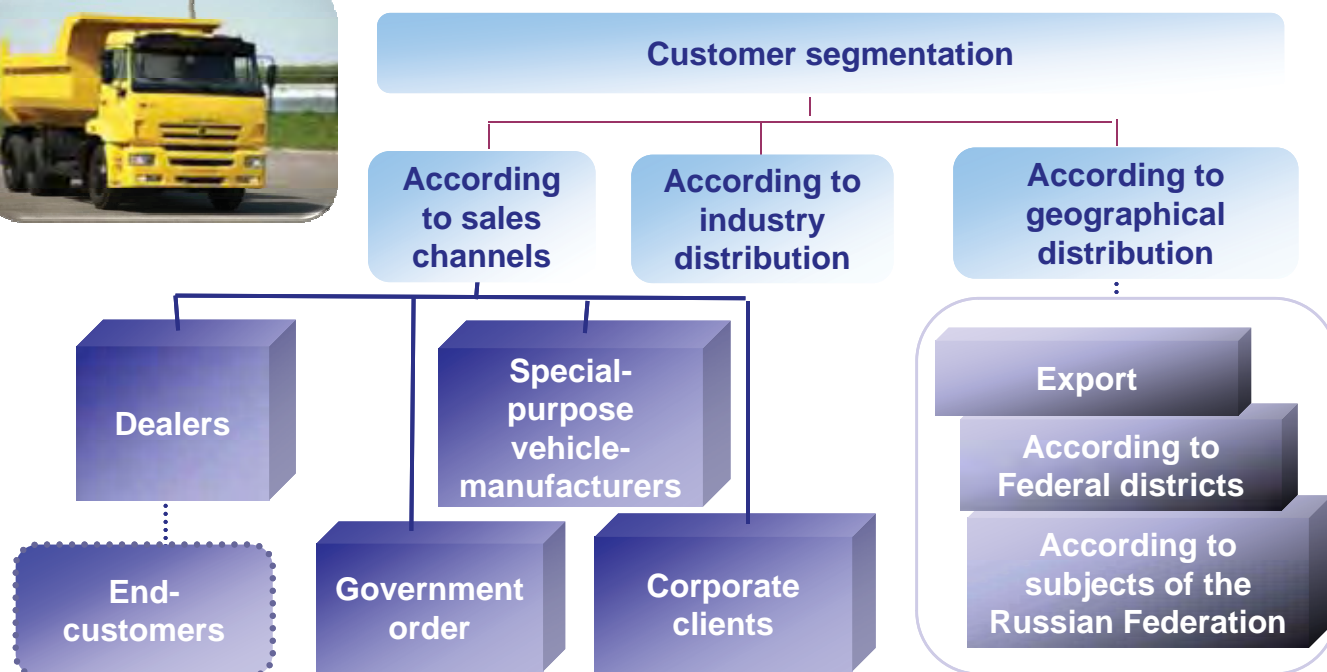
### KAMAZ Quality Management Policy



**Quality Management System  
KAMAZ ISO 9001: 2008  
Compliance Certificates**

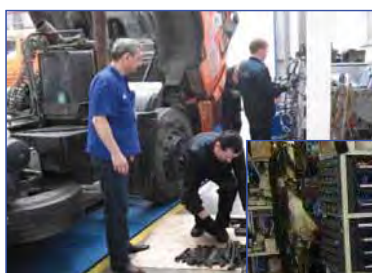
**Quality Award from  
the RF (2005)**







### Typical Centre



### Mobile customer service





LEASING FROM THE MANUFACTURER

☐ «On your conditions» leasing

☐ Trade – in for corporate clients

☐ Product for corporate clients

☐ Installment

☐ «Old Friend»

☐ «Quick Start»

☐ «Restyling» programme



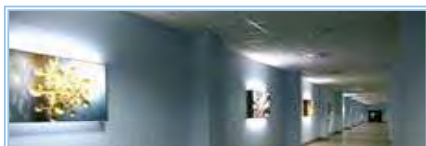
14



Rents out

Office premises

Production and storage premises



15



### Daimler's Goals and Interests

**KAMAZ is a strong  
regional player**



### Government's Goals and Interests

- **KAMAZ is an industry  
shaping enterprise of the  
country**
- **KAMAZ is a major  
exporter**

### strategic priorities:

- key market is Russia
- maintaining the dominant role in the CIS country
- presence in the attractive markets of Eurasia, Africa and South America
- positioning itself in the medium price segment
- developing the integration with Daimler

### strategic vision

**KAMAZ is the national industry leader, major international player in  
partnership with Daimler**



**THANK YOU FOR ATTENTION!**