

News Release

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GHSP Refocuses Strategy for the Future

“Mechatronics” is a driving element of strategic direction for an 80-year company

Grand Haven, MI - At a time of rapid retrenchment in the automotive industry world wide, GHSP is implementing new technologies, evaluating opportunities to acquire new business and launching an advanced product and service offering that seeks to replicate the company's automotive success in other segments of surface transportation.

“Like everyone else, we’ve made hard decisions on the cost-savings side of the equation, and that must remain a sharp focus for everyone,” said Paul Doyle, the company’s chief executive officer. “At the same time, we’re not going to save our way to success during the greatest automotive industry upheaval since the 1930s. We are doing what we need to do to grow.”

At the core of GHSP’s growth strategy is the company’s drive to exploit its strengths in developing and supplying advanced “mechatronic” solutions. Mechatronic products combine mechanical, electronic and software technologies. As the company offers more sophisticated products and services to a broader range of customers in surface transportation industries, it will continue to be the global technology leader in its traditional automotive shifter business.

Examples of GHSP products that use mechatronic solutions include smart actuators that employ brushless DC motor technologies, electronic controls that meet the durability requirement of our truck, off-highway and military customers, and shift systems that ‘shift by wire’ by processing input from as many as 10 different sources.

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With the launch of a new logo and a new web site (www.ghsp.com), the company is fanning out around the world to talk with existing and potential customers about its leading products and capabilities.

“It isn’t that we’ve suddenly acquired all these new skill sets,” Doyle said. “Our company has been evolving to this point for more than 80 years. We are not that little stamping company in Grand Haven anymore. We need to make sure the market understands the level of sophistication we can provide in some very advanced technologies.”

GHSP is a leading global supplier of mechanical and mechatronic control systems to surface transportation industries, including automotive, heavy truck and others. The company serves its customers from concept to delivery with world-class product design, development and program management, as well as excellence in manufacturing in locations around the world.

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