



Bartow County, Georgia Fulfills Location & Logistical Needs for European Automotive Supplier, voestalpine

DRIVER

In order to better reach its international clients, automotive parts manufacturer voestalpine began the search in 2006 for a production site in the southeastern United States. As a key automotive market, a production facility in the southeast was a crucial component of the company's successful globalization strategy. However, once the global economy took a downturn in 2007, the company suspended its search for a U.S. location.

In 2011, voestalpine won several contracts from the U.S. branches of its European automotive customers, and the search for the company's first U.S. facility began again in the Southeast.

The selection process was targeted to a location equidistant, or within a certain range to be readily accessible for its three major European automotive customers, all of which operate facilities in the Southeast. The selected location must benefit from nearby logistical arteries, easy recruitment of qualified technical talent, and community involvement that could support its specific manufacturing operations.

After narrowing down the search to three locations in the Southeast, Georgia closed the deal with a set of valuable incentives, an ideal geographic location, and a community willing and eager to support all of the manufacturer's logistical, operational, legal and workforce training needs.

SOLUTION

voestalpine initially considered sites with existing buildings in order to begin immediate production. However, nothing met the size requirements of the operation's equipment and machinery. They were then introduced to the GRAD (Georgia Ready for Accelerated Development) and greenfield certified site at the Highland 75 campus in Bartow County, Georgia. "We reviewed more than 10 sites in two days, and the Georgia Department of Economic Development worked closely with us the entire step of the way to ensure we found the perfect location,"

Company:

voestalpine Stamptec Inc.

Facility Type:

Manufacturing

Jobs & Investment:

220 | \$62 million

What Georgia Provides voestalpine:

- Customized training assistance at no cost through Quick Start, the nation's top ranked workforce training program
- Equidistant geographical location to the company's prime European customers with operations in North America.
- Immediate development of a shovel-ready and greenfield certified location
- Low corporate taxes and industry experts with a proven history of supporting the automotive industry

Incentives:

- Localized incentive package and support, from the state and Bartow County
- Fast track permitting and temporary Certificate of Occupancy, allowing access to the site a full three months prior to official closing of the real estate
- 100% Free Port inventory tax exemption from Bartow County.
- Discounted price of land, tax abatements and other incentives valued at over \$3.8M
- Partnership with Bartow County College & Career Academy to develop technical skills training curriculum based on Austrian/German apprentice models

voestalpine
ONE STEP AHEAD.

said Philipp Schulz, president, voestalpine Automotive Body Parts Inc. “The fact that the site was ready for construction saved us considerable time and money.”

With voestalpine’s goal of minimal initial investment to get production moving, the state and the county worked to remove several hurdles, and offered numerous incentives to close the deal on the 15-acre site – allowing the company to build a 200,000-square-foot customized space. The local and state Departments of Economic Development provided land discounts, due diligence, tax abatements and other incentives totaling more than \$3.8 million. Further, the county approved a temporary Certificate of Occupancy a full three months ahead of the official closing of the property, allowing voestalpine to meet initial production deadlines.

Another crucial component to landing the deal in Georgia was the ability to recruit and provide a technically qualified workforce through Georgia’s Quick Start Program. Aligned with the Technical College System of Georgia, Quick Start completed an extensive on-site study at voestalpine’s headquarters facility in Austria to provide free, customized and advanced training for prospective U.S. workers.

RESULTS

The company found the right combination of incentives and continual support from the local and state governments. With the temporary Certificate of Occupancy, voestalpine brought the first machine into the facility in July of 2013, meeting stringent customer deadlines. The company was fully operational with the official Certificate of Occupancy in November 2013.

As the anchor tenant in the Highland 75 development in Bartow County, voestalpine will efficiently reach key U.S. customers in the Southeast through convenient access to Interstate 75, and remain globally connected with ease of access to the Port of Savannah and Hartsfield Jackson International Airport.

By 2017, this project will have brought the state 220 jobs, and a total investment of \$62 million, through multiple development phases.

“With this expansion step in the US, we meet once more the increasing demand of our customers for local presence. With Cartersville, we found an ideal geographical location to do so, as it allows us to attract and train the appropriate talent from all different sides of the state. This is important for us because our goal is to serve our main customers in the premium segment with the quality they expect worldwide.”

– Peter Bernscher, Member of the Management Board of
Metal Forming Division, voestalpine



Grow smarter and faster using industry experts and statewide resources for business relocation and expansion.
Contact our team by visiting Georgia.org/GlobalCommerce.