

**RSB's UNVEILS NEW PRODUCTS
IN JOINT VENTURE WITH OVERSEAS PARTNERS**

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XII AUTOEXPO 2014 COMPONENTS SHOW, NEW DELHI

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RSB Transmissions (I) Ltd has unveiled range of new products in joint venture with overseas partners at Autoexpo 2014 Components Show at Pragati Maidan, New Delhi.

Speaking to media on the occasion, Mr SK Behera, Vice Chairman & Mg Director, said that

“ We have launched fully assembled Manual/Power Steering Gears and also the auto components, viz. Steering Rack & Pinion, Tie Rod, Hydraulic Pump and Aluminium Pump in ultra modern tech facilities in partnering with DHB Automotivos, Brazil, a 150 million US \$ global enterprise, who are the largest manufacturer of passenger car steering system in Latin America”.

He further added: “These new products with overseas venture will enable RSB to make entry into Latin American market, besides other global market segment. It will also be catering to existing OEMS, viz. GM, Renault, Volkswagen, Ford, Fiat and PSA Peugeot Citroen and host of other clients besides after-sales market. The new venture gives an opportunity for RSB to diversify its product and market segment predominantly volume constrained commercial vehicle dependence to the growing passenger car segment. Besides, it will also make in-roads in Russian market”.

RSB, on the occasion, has also launched technologically advanced 5th Wheel Coupling for domestic market under the brand name RSB-Fontaine and export to Fontaine, UK. Speaking on this product, Mr Behera, said: “This joint venture with Fontaine UK will boost growth of Fifth Wheel Coupling for RSB pan India and overseas with use of latest state-of-art-technology from Fontaine”.

Fontaine Fifth Wheel is the European division of Fontaine International Inc, the largest Fifth Wheel Coupling manufacturer in the world. Fontaine Fifth Wheel has its corporate headquarters in Birmingham & Alabama in the United States. It is a member of the Marmon Highway Technologies Company which supports the transportation industry the world over with a wide range of high quality products and services. Fontaine Fifth Wheel is a Marmon Highway Technologies/Berkshire Hathaway company. As the European arm of the largest Fifth Wheel Coupling manufacturer in the world, Fontaine Fifth Wheel provide a wide range of specialist fifth wheel and trailer coupling solutions that are produced to the highest standards.

With the launch of these new products at Autoexpo, RSB will be expanding its global foot print across international arena significantly.