



Since 1959

RUBBER & METAL
SPARE PARTS

COMPANY

PRESENTATION

CLUTCH & GEARBOX
PROPELLER SHAFT & AXLES
SUSPENSION & STEERING
HYDRAULIC & PNEUMATIC
CABIN & BODY PARTS
EXHAUST SYSTEM
COOLING SYSTEM
RUBBER PART
TRAILER PART
ENGINE PARTS
FUEL SYSTEM



Since 1959

Mission

To exceed our customers' expectations with quality-oriented products for the most affordable prices along with dedicated customer service.

Values

Quality, Safety,
Customer Focus,
Passion, Trust,
Efficiency and
Environmental
awareness.

2019 HD COMPANY PRESENTATION

www.hd.com.tr

FRONT COVER

ABOUT US

MILESTONES

Vision

To be one of the world's most trusted partners for aftermarket parts.

DENİZLİ FACTORY



BURSA FACTORY



ABOUT US

HD Rubber, started its activities in the automotive sector in 1959 in İzmir, manufactures rubber and metal spare parts for commercial vehicles and trailers. In 2011, it moved all its activities from İzmir to Denizli. On 2013, HD established a second factory in Bursa called Alton Air Springs & Suspension. The total area of the factories located in Bursa and Denizli is 46.000 m². Our own production consists of +7.000 different types of spare parts, and we serve our customers with a range of +30.000 products. Our factories respect the international quality standards (ISO 9001 & IATF 16949) and in the production line, we use the latest technology in the automotive sector. HD has made the customer satisfaction as a principle, with the devotion of 399 employees.



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OUR VALUES
MILESTONES
ABOUT US

MILESTONES

ATEŞ GROUP was founded by Hasan Hüseyin Ateş in Denizli, the main activity of the company was to export spare parts.

The first export has been made to the Middle East region.

ATEŞ GROUP acquired HD, the first factory of rubber & metal spare parts for commercial vehicles.

HD has established a new factory using high technology upon 20.000 m² in Denizli.

The company invested with its own capital in a new factory to produce air springs on an 5.600 m² area.

The company increased its production capacity on a 16.000 m² closed area in Bursa Organized Industrial Zone.

The company acquired sophisticated production lines to manufacture V-arms tie rods and fifth wheel repair kits.

1980

1982

2000

2011

2013

2016

2017



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TEAM

OUR VALUES

MILESTONES

OUR VALUES



HONESTY



RELIABLE SUPPLIER



SOLUTION ORIENTED



POSITIVE ATTITUDE



QUALITY CONSCIOUS



TEAM WORK



CUSTOMER SATISFACTION



ECO-FRIENDLY



INNOVATION



ON-TIME DELIVERY



Since 1959

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OUR VALUES

TEAM

60 YEARS

HD TEAM WITH NUMBERS



82

White Collar

+



317

Blue Collar

=



399

Total Employee



21

Engineers



8

Quality Engineers



%78

Graduated
From High School



%22

Graduated
From University





Since 1959

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TEAM

60 YEARS

MARKET SHARE

ONE STEP AHEAD IN ITS REGION, EVERYWHERE
IN THE WORLD FOR

60
Years





Since 1959

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COUNTRIES

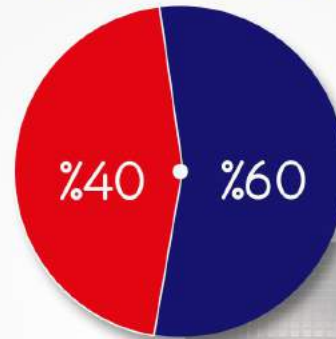
MARKET SHARE

60 YEARS

TURNOVER

PRODUCTION OF

AFTERMARKET



OEM - OES

Total of 60% of our production is supplied to our OEM & OES international partners under their own brand, while 40% is supplied to our Aftermarket partners under HD® brand.



GLOBAL MARKET

%80



LOCAL MARKET

%20





Since 1959

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EXPORT TO 58 COUNTRIES IN THE WORLD

MARKET SHARE

COUNTRIES

PRODUCTS

EUROPE

Albania	Czech Republic	Ireland	Portugal
Belarus	Denmark	Italy	Romania
Bosnia	France	Kosovo	Serbia
Bulgaria	Germany	Latvia	Spain
Croatia	Greece	Lithuania	UK
Cyprus	Hungary	Netherlands	Ukraine
		Poland	

MIDDLE EAST

Iran	Palestine
Iraq	Saudi Arabia
Israel	Syria
Jordan	UAE
Lebanon	

ASIA

Azerbaijan
China
India
Indonesia
Russia
Singapore

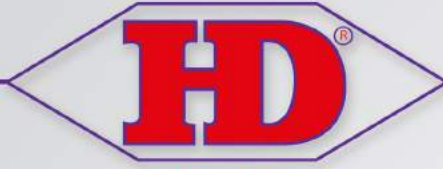
AFRICA

Algeria	Libya	Sudan
Burkina Faso	Mali	Tanzania
Egypt	Morocco	Togo
Ivory Coast	Nigeria	Tunisia
Kenya	South Africa	

AMERICA

Argentina
Chile
Mexico
USA





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PRODUCT RANGES
PRODUCTS
COUNTRIES

PRODUCTS





+7.000

Different Products



+30.000

Product Variety



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GROWTH CHART
PRODUCT RANGES
PRODUCTS

OUR RANGE OF PRODUCTS

RUBBER AND METAL SPARE PARTS



AIR SPRINGS



FIFTH WHEEL AND REPAIR KITS



STEERING AND SUSPENSION PARTS





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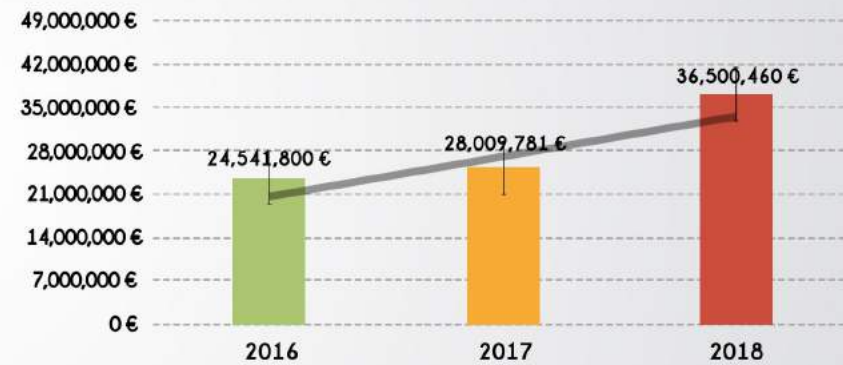
PRODUCT RANGES

GROWTH CHART

DESIGN - R&D - LAB.

GROWTH CHART

2016-2019 Growth Rate % 50



TARGETS

2019
%15

2020
%20

2021
%25

2022
%27



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GROWTH CHART

DESIGN - R&D - LAB. ✓

TESTING-QUALITY

OUR DESIGN - R&D CENTERS AND LABORATORIES





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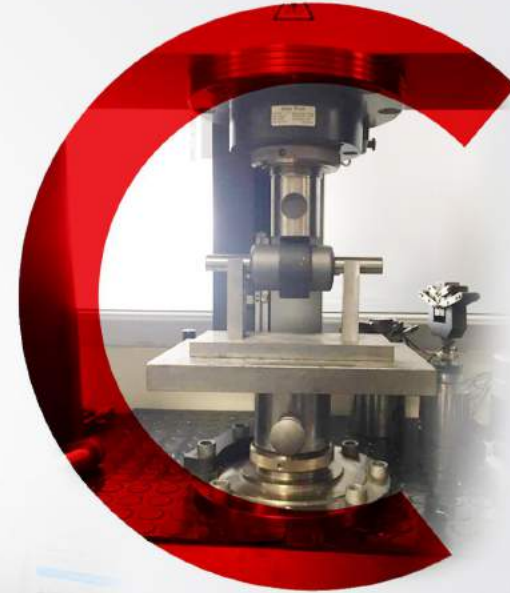
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BURSA FACTORY

TESTING - QUALITY

DESIGN - R&D - LAB.

TESTING SYSTEMS & QUALITY CONTROL





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TESTING-QUALITY

BURSA FACTORY

DENİZLİ FACTORY

BURSA FACTORY PRODUCTION AREA





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BURSA FACTORY

DENİZLİ FACTORY

FORWARDING

DENİZLİ FACTORY PRODUCTION AREA





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DENİZLİ FACTORY

FORWARDING

CERTIFICATES

OUR PRODUCTS ARE READY TO REACH THEIR CUSTOMERS IN PERFECT CONDITIONS





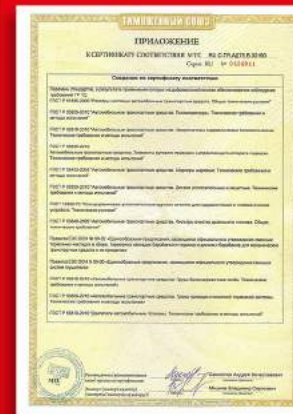
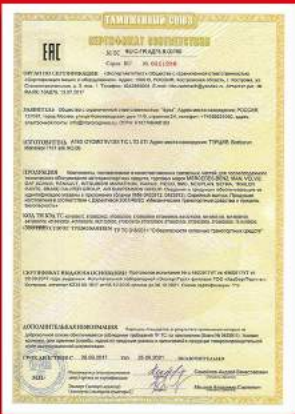
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QUALITY CERTIFICATES

SOCIAL MEDIA
CERTIFICATES
FORWARDING





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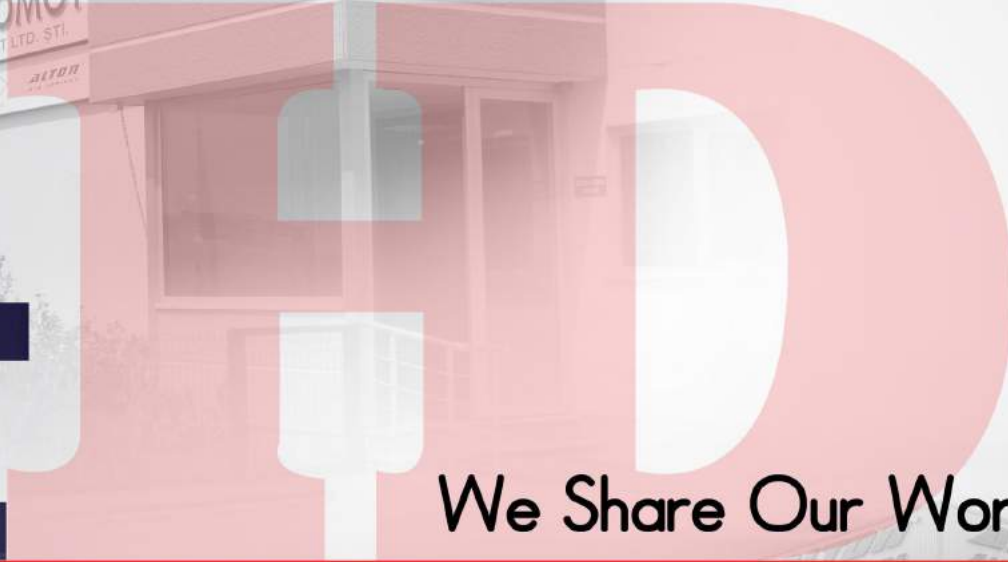
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CERTIFICATES

SOCIAL MEDIA

GROUP COMPANIES

WE ARE SOCIAL TOO!



We Share Our Work On Social Media



hdrubber



hdrubber



hdrubber



HD Rubber Metal CO.



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SOCIAL MEDIA

GROUP COMPANIES

CONTACT US

GROUP COMPANIES





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GROUP COMPANIES

CONTACT US

THE END

CONTACT US



HD Rubber & Metal Co
Bozburun Mah. 7101 Sk. No. 26
Denizli / TURKEY



+90 (258) 371 71 91



info@hd.com.tr



www.hd.com.tr





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www.hd.com.tr

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THANK YOU

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