



ASK

COMPANY PROFILE

www.askgroup.global

a JVCKENWOOD Company



60
YEARS

ASK

YOUR JOURNEY,
OUR SOUND.
FOR 60 YEARS.

ASK

Vision & Mission



ASK

VISION

To become a leading Global Supplier of Acoustics and Communication Technology for OEM customers in the Automotive Industry.

MISSION

We are strongly **passionate for sound.**

Our Mission is to ensure unforgettable on-board audio experiences with innovative technologies in order to entertain people all over the world.

60 YEARS | ASK

DRIVE AND CONNECT YOUR SOUND

BV

Innovative

Technology | Performance |
Power | Excellence

BV

Pioneering

Dynamism | Sustainability | RSC |
Global Vision - Local Touch

BV

Beyond Conventions

Tailor approach | Processes |
Transparency | Security | Trust | Quality

BP

Inspiring Experience

Immersive | Sensorial |
Unforgettable | Multidimensional

BP

Passionate

Dream | Excitement |
Empathy | Entertain

BP

Human Centered

People | Relations | Mindset |
Skill | Attitude | Culture



Public

ASK

Facts & Figures

Overview

1965

Foundation

502 Mio€

Total turnover 2024

5.544

Employees worldwide

Group Activity

Design, development and manufacturing of conventional and non-conventional loudspeakers, subwoofer boxes, amplifiers, antennas & cables for the automotive industry

Certifications

Quality: ISO 9001 – IATF 16949

Environment: ISO 14001

Information security: TISAX Label

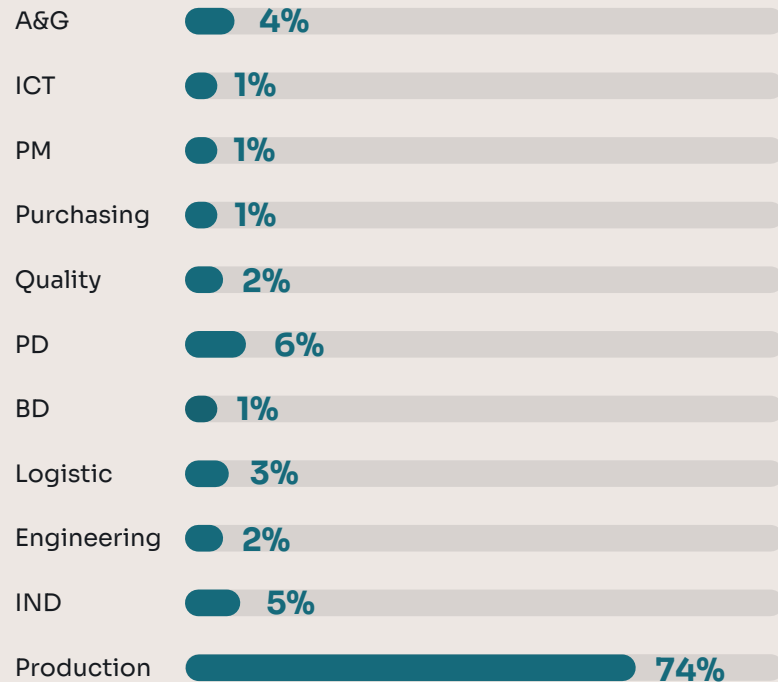
a JVCCKENWOOD Company



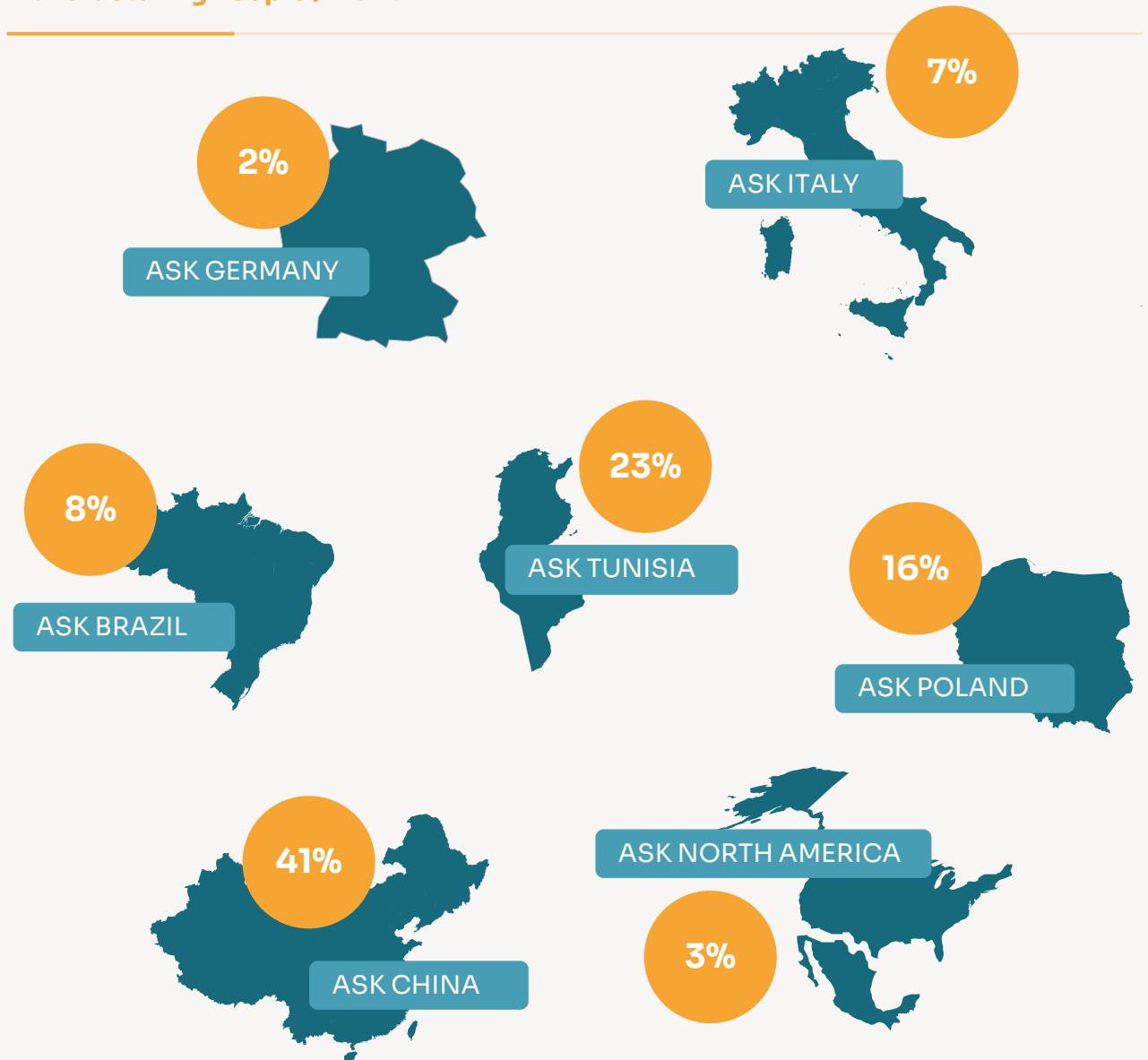
Public

ASK PEOPLE 2024

Human Resources / Function



Manufacturing People / Plant



ASK

TURNOVER 2024

Product Line

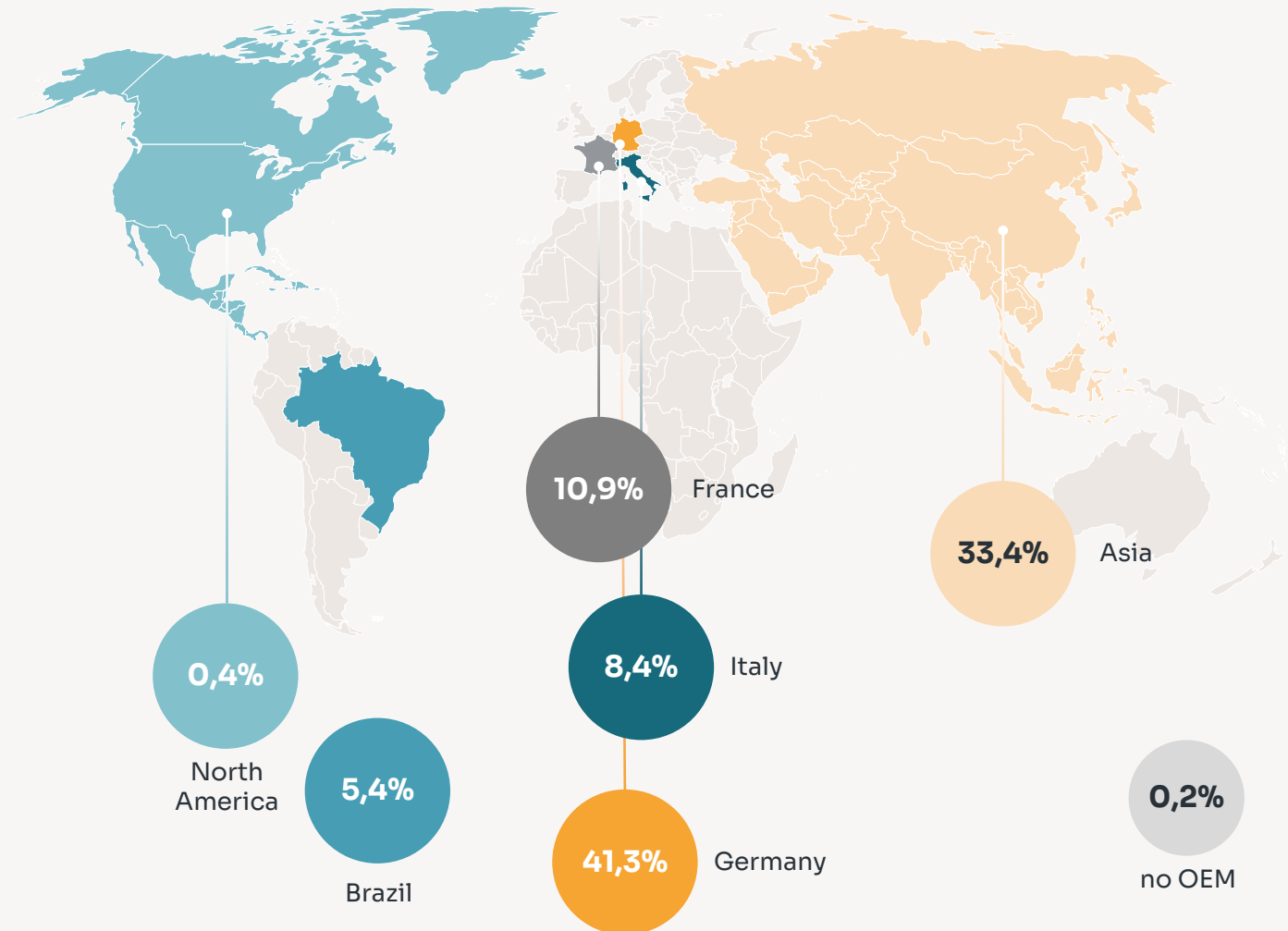
Acoustics • 32,6%

Audio Systems • 23,6%

Antennas • 14,9%

Cables • 28,8%

Sales District

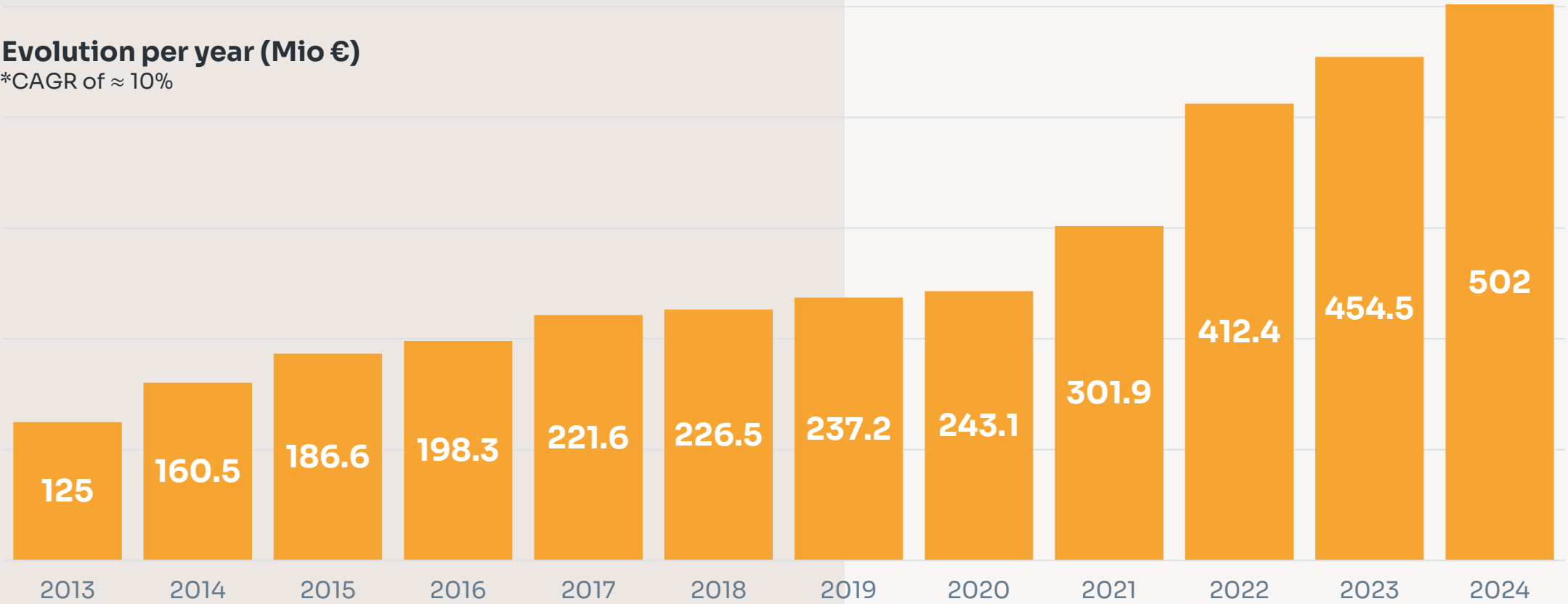


Public

ASK TOTAL TURNOVER

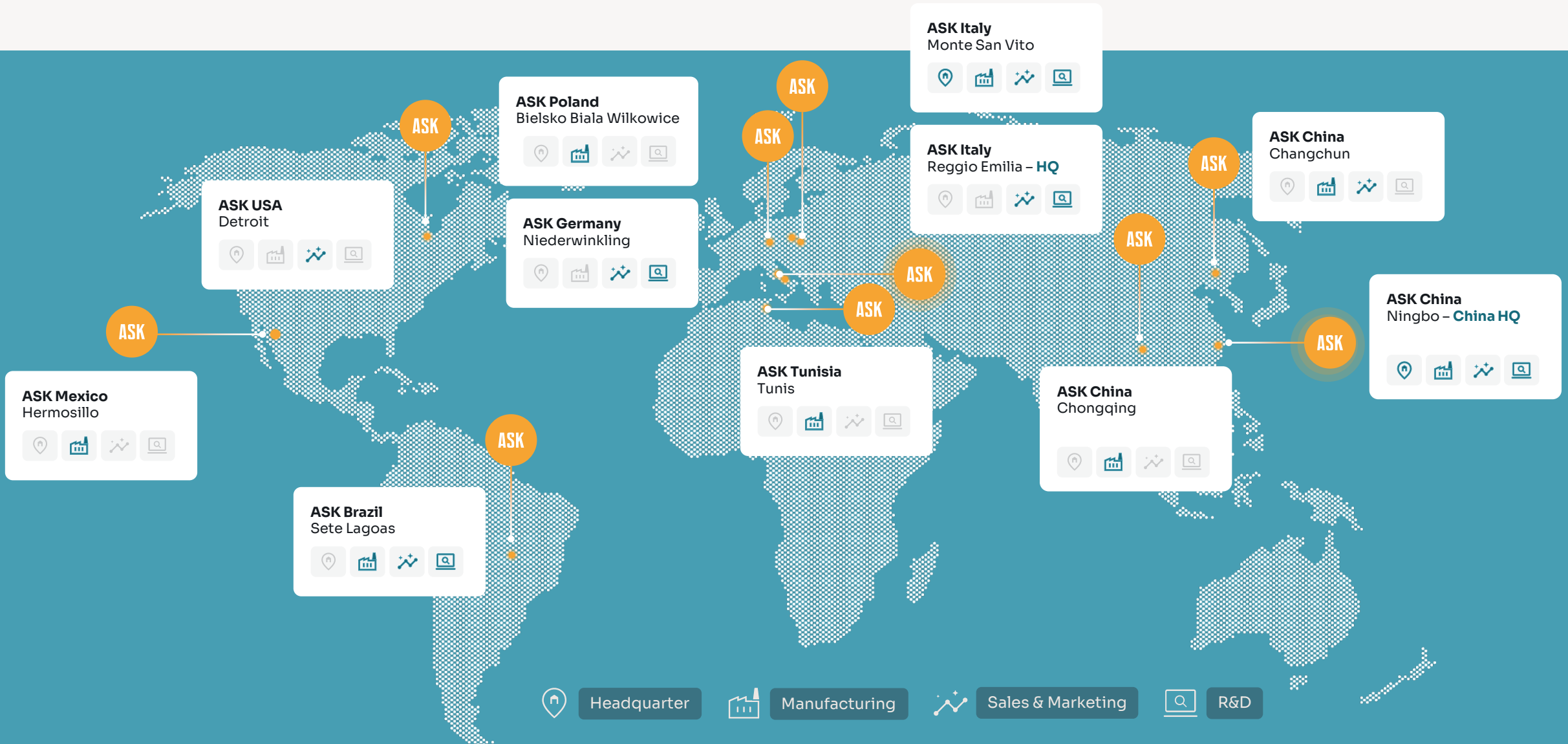
Evolution per year (Mio €)

*CAGR of $\approx 10\%$





ASK AROUND THE WORLD. LOCAL TOUCH - GLOBAL VISION.



History Milestones

1965
Establishment
of **Autosonik**

1983
First **OEM**
speakers
delivery
to Peugeot



2006
Establishment of
ASK China in Ningbo

2000
Establishment of
ASK Germany in Niederwinkling



2015
ASK is now part of
JVCKENWOOD Group



ITALY MILESTONES

1965

Establishment of **ASK Italy**

1983

First delivery OEM

2015

Acquisition by **JVCKENWOOD Group**

2016

ASK IT receives the FCA Group “Qualitas 2016” award for standardization

2018

Relocation of ASK IT (Reggio Emilia Offices) at Innovation Park

2024

The new ASK Research Lab, “House of the Future”.



GERMANY MILESTONES

2000

Opening of **ASK Germany**

2005

Launch of first Advanced Sound System
(B&O at Audi D3)

2009

Launch of first High End System at Porsche
(Burmester)

2013

Launch of Branded Premium and High-End System
at Mercedes (Burmester)

2020

First customer order for Algorithm independent
from HW delivery



CHINA

MILESTONES

2006

Establishment of **ASK Ningbo**

2008

Start of Cable Production

2010

Establishment Joint-Venture Changchun

2021

Establishment ASK Chongqing

2022

ASK Ningbo 23 (new Plant) Kick Off



POLAND MILESTONES

1997

Establishment of **ASK Poland**

2006

New Location Podwale (Rods/Cables)

2007

Loudspeaker first Automatic Line

2015

Mass Production of subwoofer

2018

New Plant Wilkowice



BRAZIL MILESTONES

1996

Opening of **ASK Brazil**

2002

FCA LATAM Award

2019

FCA VOP Award

2019

First company to develop
and supply audio system in LATAM

2021 / 2022

Alliance Renault/Nissan Award for two
consecutive years



TUNISIA MILESTONES

2010

Establishment **ASK Tunisia**

2011

Building 1 Manual Lines

2012

Cables first Automatic Line

2013

Building 2 Manual Lines

2017

Building 3 Harnesses

2021

Building 4 HSD Lines



Product Portfolio

Cooperation with
audio brands

HW and SW Amplifiers' own development,
from Hi-Fi to High-End

Sound tuning with
proprietary tools

Loudspeakers and boxes'
own development

Product design with respect
of noise, vibration and harshness
parametres (NVH)

Antennas' own development, thanks
to the specific & strong know-how
about radio frequency

Simulation and measuring tools,
some of which are proprietary

Cables' own development
for radio frequency and
car data connections

ASK

**A full system provider with
distinctive competence**

Conventional & Non-Conventional



Public

PRODUCT PORTFOLIO

Experience and know-how renowned throughout the world for the best automotive experience possible.



**EXCLUSIVE
PATENTS**



**EXCELLENT PARTNERSHIPS
AND COLLABORATIONS**



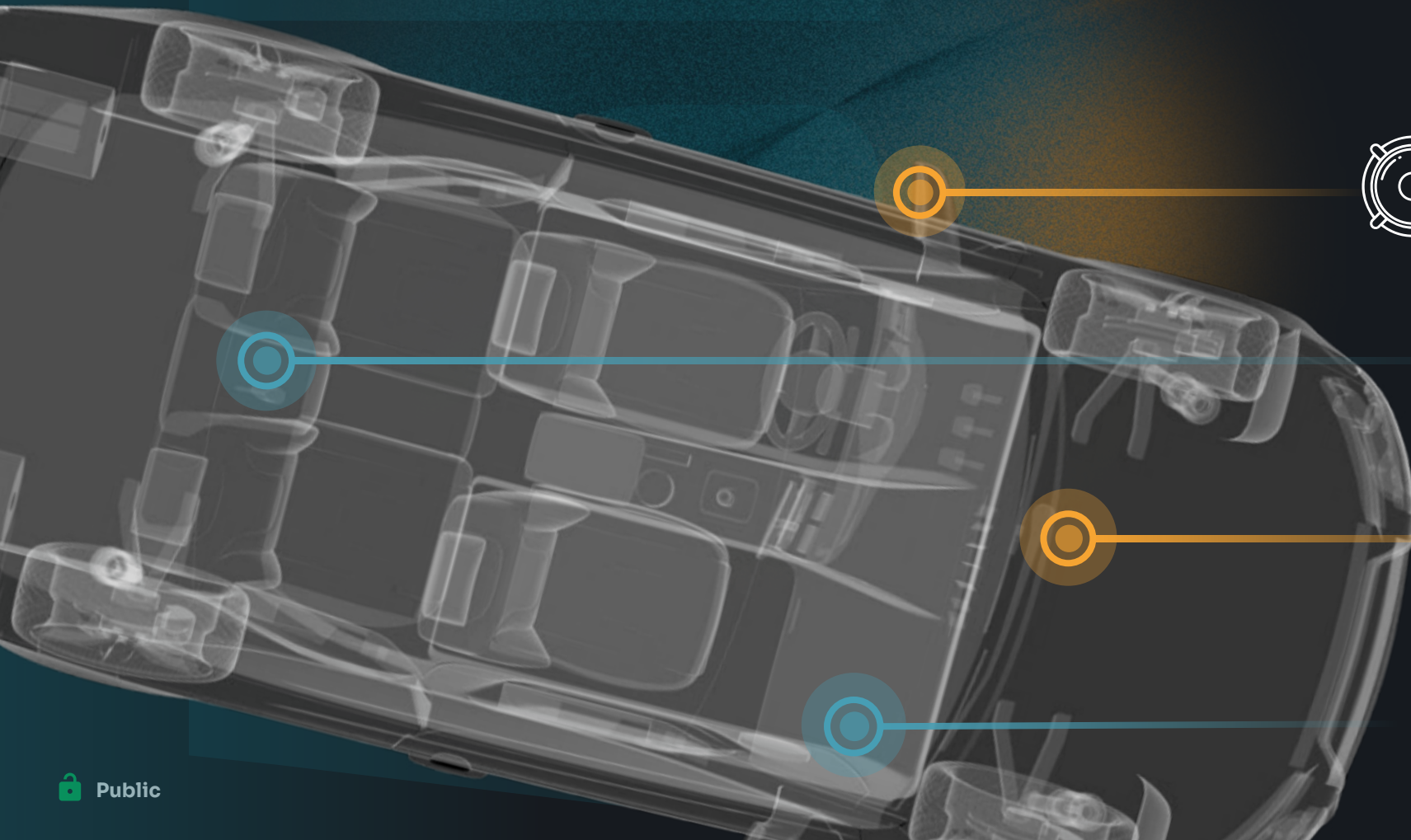
**BEST MATERIALS
AND RESOURCES**



Public

PRODUCT PORTFOLIO

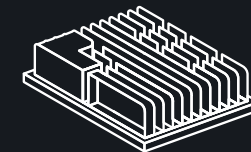
All our product lines are engineered to satisfy the growing needs of the leading automobile manufactures worldwide: **from base systems to systems for the most demanding customers.**



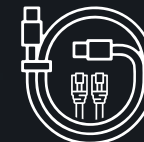
SPEAKERS



ANTENNAS



AMPLIFIERS



CABLES



Public

OEM CAR AUDIO SYSTEMS

ASK is a System Supplier for car audio, developing **DSP amplifiers, speakers and boxes**, ranging from **HiFi to High End audio systems**.

The increased efficiency and strong know-how allow ASK to **cover all the necessities of in-car audio reproduction**, from **stereo systems** to the most sophisticated **top-end sound systems**.

ASK WORKS IN COLLABORATION WITH BRAND PARTNERS

User Brand Experience

Interior & visual design guidelines

Sound philosophy & brand tuning

Marketing

ASK WORKS IN COLLABORATION WITH OEM

System Specifications

Interior Design

System Integration



OEM CAR AUDIO SYSTEMS

ASK DSP ALGORITHMS

THE FEATURES PROVIDED BY ASK DSP ALGORITHMS
ENHANCE YOUR DRIVING EXPERIENCE WITH:



CLEAR SOUND

REVIVES BRILLIANCE
OF SOUND.



VIP

QUALITY SOUND
FOR EVERYONE.



PRECISION
BASS

SOLIDIFIES THE BEAT.



PERSONAL SCOPES

YOUR SCOPE,
YOUR SOUND



STAGE

MAKES THE ROAD
FEEL REAL.



AMBIENCE 4D

IMMERSIVE SOUND.

NEW FUNCTIONALITIES INTEGRATED FOR THE
ULTIMATE IN-VEHICLE AUDIO EXPERIENCE:

3D sound

Individual Listening Zones

4D sound with vibration in the seats

External sound generators

Emergency call speakers

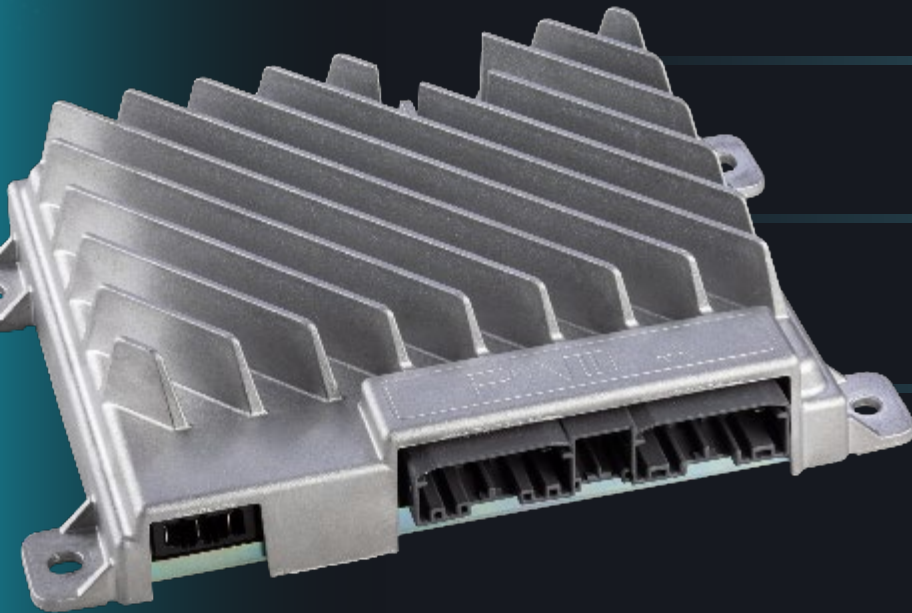
... and many other innovative technical solutions.



Public

ASK CAR AUDIO AMPLIFIERS

Amplifiers for HiFi, Premium and High-End system.



SUPERIOR AUDIO PERFORMANCES

OUTSTANDING ROBUST POWER SUPPLIES

EXTENSIVE DIAGNOSTIC FEATURES

ASK car amplifiers guarantee clear and precise sound reproduction, using state-of-the-art Digital Signal Processing (DSP) to implement audio algorithms harmoniously.

**IMMERSE YOURSELF IN EXTRAORDINARY
AUDIO QUALITY, WHERE INNOVATION
MEETS PERFECTION.**

**REDISCOVER THE HEART OF INFOTAINMENT
SYSTEMS WITH ASK.**

ASM SOLUTIONS

ASK'S CUTTING-EDGE ACTIVE SOUND MANAGEMENT (ASM) SOLUTIONS. Our advanced algorithms are meticulously engineered to seamlessly reduce targeted background noise or effortlessly create realistic sounds.



ACTIVE NOISE CANCELLATION

Specific technologies to further reduce annoying noise in your car for a more pleasant in-cabin environment, improving the on-board comfort and driver's concentration.



RNC
ROAD NOISE CANCELLATION



EOC
ENGINE ORDER CANCELLATION



ENC
ENGINE NOISE CANCELLATION



EXTERIOR SOUND GENERATION

ASK solutions significantly enhance the safety of modern electric and hybrid cars with tailor-made driving modes and brand-specific sounds for any car, complying with all legal safety regulations.



eESS
EXTERIOR ENGINE SOUND SYNTHESIS



eESE
EXTERIOR ENGINE SOUND ENHANCEMENT



AVAS
ACOUSTIC VEHICLE ALERTING SYSTEM



INTERIOR SOUND GENERATION

Several new technologies to synthesize, shape and distribute sound inside the vehicle



iESS
INTERIOR ENGINE SOUND SYNTHESIS



iESE
INTERIOR ENGINE SOUND ENHANCEMENT



SENSE
SMART DRIVING



ASK CAR SPEAKERS

Woofers, Subwoofers, Midrange and Tweeters from simplest systems to the most sophisticated high-end systems.

ASK takes you on a sonic journey, offering dedicated speakers for advanced functionalities like 3D sound, personalized "individual listening zones," and the immersive experience of "4D" sound felt through seat vibrations. With external sound generators and emergency call speakers, ASK redefines your in-car audio.

Woofers

Midrange

Tweeters

Subwoofers

Ribbon Tweeters

Ultraflat

Thanks to dedicated technical solutions, our car-integrated speakers ensure **quality and consistent performance in terms of reliability, temperature, watertightness and mechanical shock.**



**ELEVATE YOUR DRIVING
EXPERIENCE WITH ASK,
WHERE INNOVATION MEETS
ACOUSTIC MASTERY.**

ASK CAR CABLES

Highly reliable, safe, and long-lasting range of solutions to connect electronic infotainment units.

Our cables are designed and manufactured to meet the highest standards according to our customer's specific requirements, ensuring that they meet the **strictest quality specifications**.

Coax-cables

for radiofrequency connections: radio and TV broadcasting, navigation, telephones and cameras.

Multi-wire cables

for microphone, USB, AUX and High-Speed Data connections for connections of personal electronic devices and video units in vehicles.

Ethernet multi-wire cables

for the connections of vehicle network.

The employment of innovative patented solutions, such as Copper Clad Aluminum, significantly reduces the weight of our cables and the environmental impact of vehicles with them.



**EXCELLENT QUALITY LEVEL AT 0 KM,
ENSURING THE STRICTEST
SPECIFICATIONS.**

ASK CAR ANTENNAS

Specific know-how in radio-frequency engineering and long-standing experience to provide connectivity inside and outside the vehicle.

Our antennas are part of car design and their resistance to severe weather has been validated by stringent reliability test, referring to one of the most challenging environment for electronics in terms of temperatures, EMI/EMC and reliability.

WE COVER ALL FREQUENCIES AND FUNCTIONS WITH VARIOUS PRODUCT-TYPES

Roof mast antennas

Shark-fin antennas

Integrated antennas hidden in the car

WE ENSURE RECEPTION OF ALL SIGNALS:



Broadcasting radio terrestrial



Digital television



Satellite navigation



Telecommunication



SEAMLESS CONNECTIVITY AND UNWAVERING PERFORMANCE - FROM COLD TEMPERATURES TO ELECTROMAGNETIC INTERFERENCE.

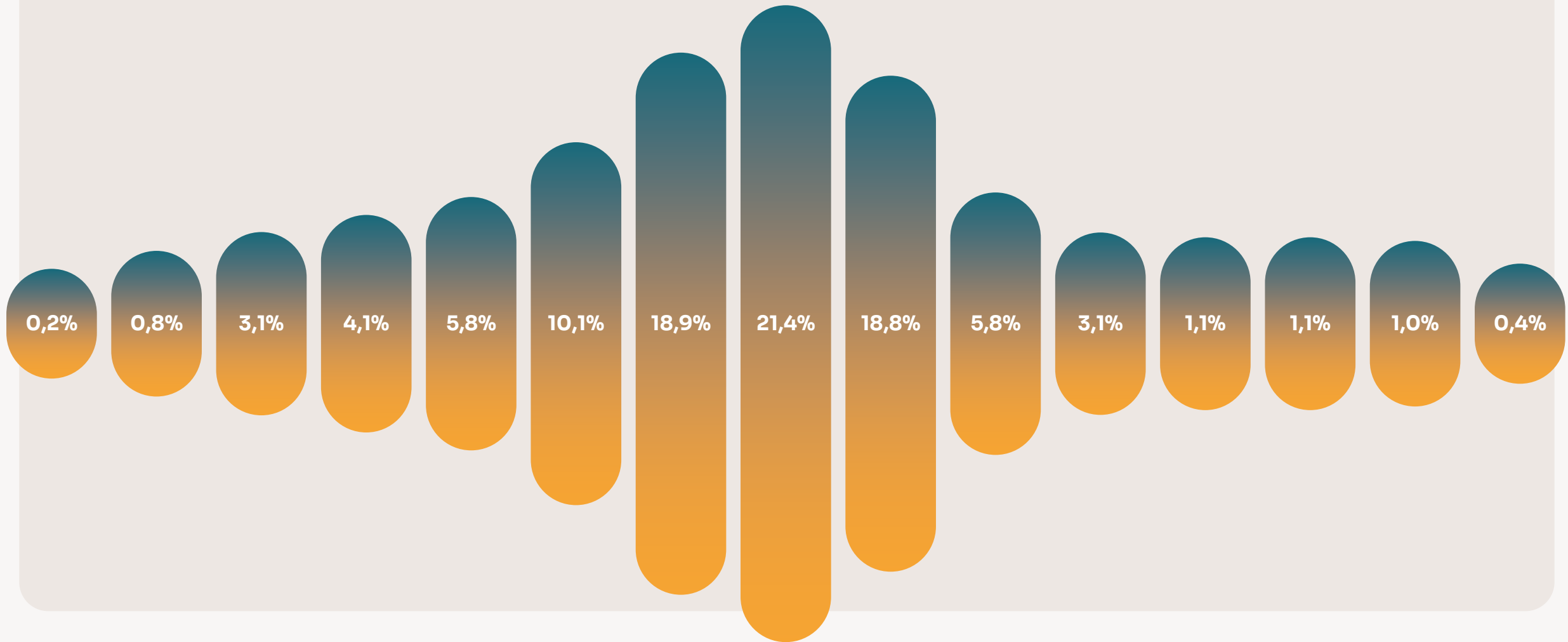


Publisc

Customers

ASK MAIN CUSTOMER SHARED 2024

Customer Names are not disclosed for Confidentiality reasons



Public

OEM Customers

99% of our total turnover comes from the automotive industry (OEM Customers*)

		 ASTON MARTIN	 Audi	 AVATR	 BENTLEY	 一汽奔腾 BESTUNE			 长安汽车 CHANGAN
 CHERY		 CITROËN	 CITROËN 东风雪铁龙	 DACIA		 DS AUTOMOBILES			 吉利汽车 GEELY AUTO
 GWM	 HAVAL	 ISUZU	 IVECO	 Jeep®				 理想	 LOTUS
 LYNK&CO	 mahindra	 MAN	 Marcopolo	 MASERATI	 长城炮		 MITSUBISHI	 NISSAN	 OPEL
 ORA 欧拉			 PROTON	 RAM			 SCANIA	 SEAT	
 SKODA	 smart	 SPOTLIGHT	 SUZUKI		 TATA	 VAUXHALL		 VOLVO	 WEY
 XPENG	 ZEEKR	 红旗							

*Some of our customer logotypes are not listed due to confidentiality agreements

**Tier 2 Customers

Other Customers



Public

Customer Awards

ASK

Number 1

Commitment
& excellence



2024 - SNB
Excellent Quality Award

Since 2012, we were awarded:

ITQF – Top Job Best Employers 2023/24

ITQF – Italy's Best Employers for Women 2023/24

DAF – Quality achievement 2021/22/23

RNM – Alliance Quality Award 2021/22/23

Luxshare – Best Strategic Partner Award 2021

Li Auto – Excellent Quality Award 2020

FCA LATAM – Super Award 2019

Fujang Benz – Excellent Supplier 2019

Proton – Supplier Technology 2018

PSA – Silver Plate 2018

PSA – Best Plant 2018

CAPSA – R&D Excellence Award 2018

GEELY – Excellent R&D Supplier Award 2017

FCA – Qualitas Award 2016

BBAC – Excellent Supplier 2015

PSA – Best Production Plant 2014

BBAC – Excellent Supplier 2014

Porsche – Supplier Award 2012

Daimler – Innovation Award 2012

THANKS FOR
YOUR ATTENTION



www.askgroup.global
a JVCKENWOOD Company