



ASK

CORPORATE PRESENTATION

www.askgroup.global
a JVCKENWOOD Company

VISION & MISSION

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

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.

FOUNDATION

1965

TOT. TURNOVER 25

496 Mio€

EMPLOYEES WORLDWIDE

5.215

GROUP ACTIVITY

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

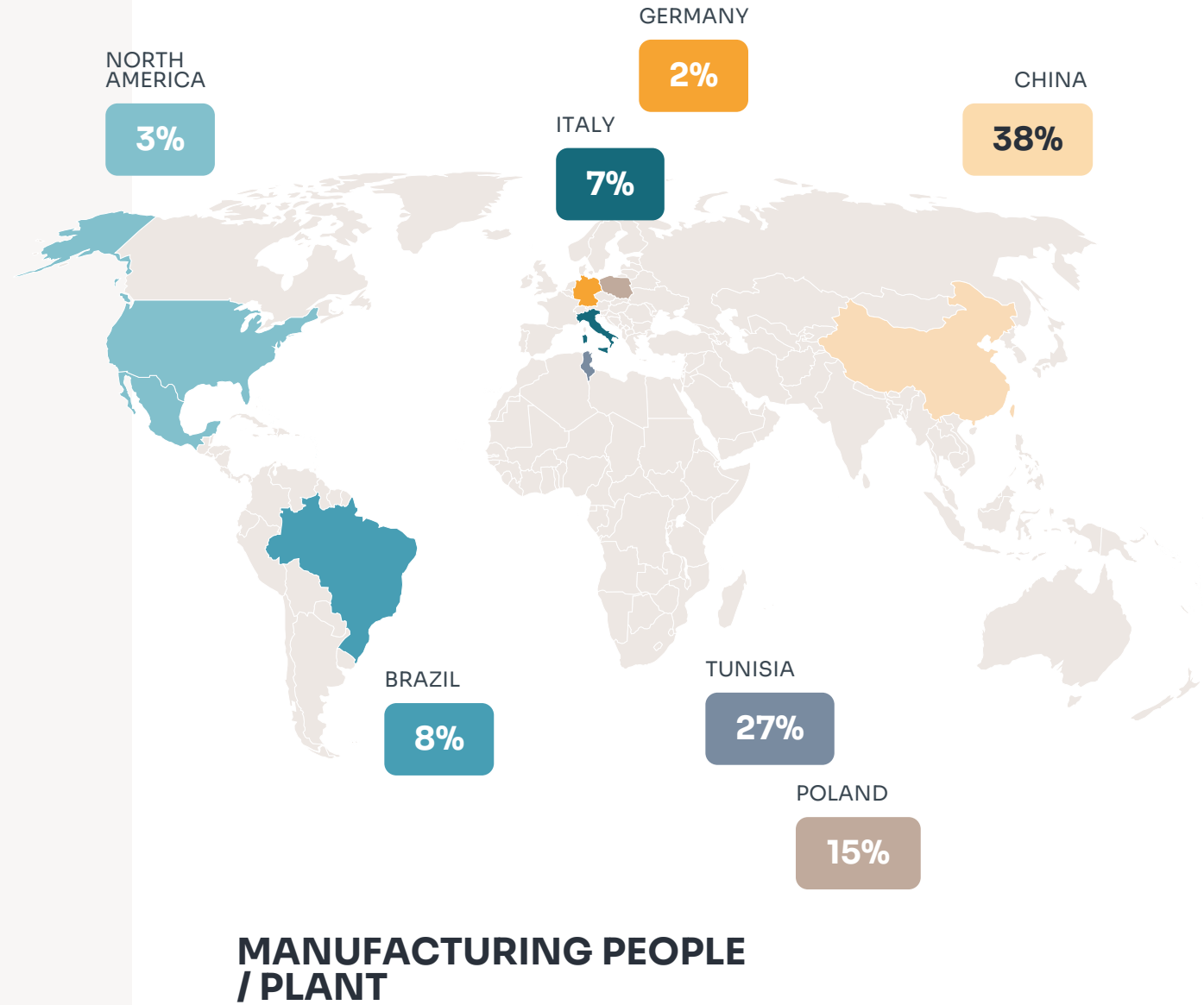
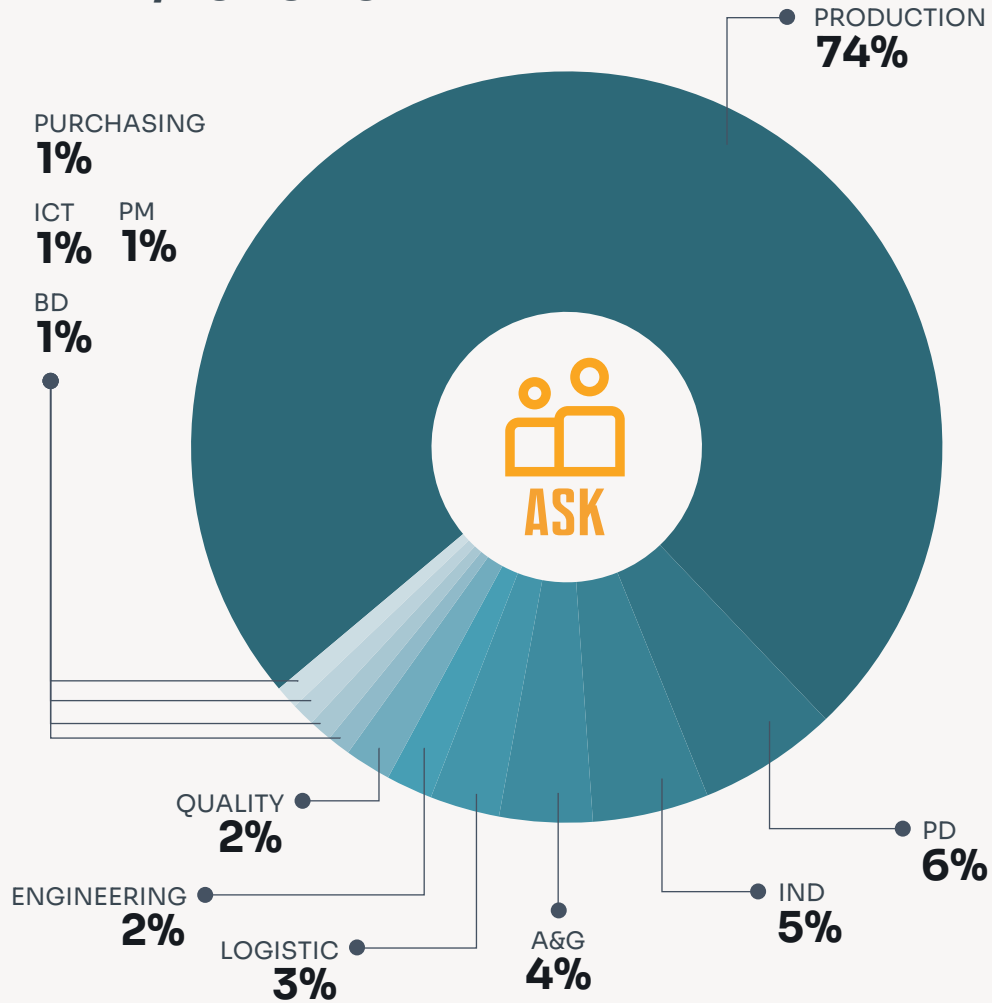
MAIN CERTIFICATIONS

Quality: ISO 9001 – IATF 16949

Environment, Health and Safety (EHS): ISO14001 – ISO45001

Information security: TISAX Label

HUMAN RESOURCES / FUNCTION



TURNOVER 2025

PRODUCT LINE

ACOUSTICS

32,6%

AUDIO SYSTEMS

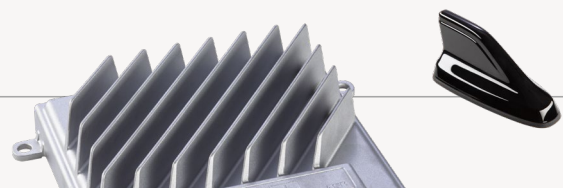
23,6%

ANTENNAS

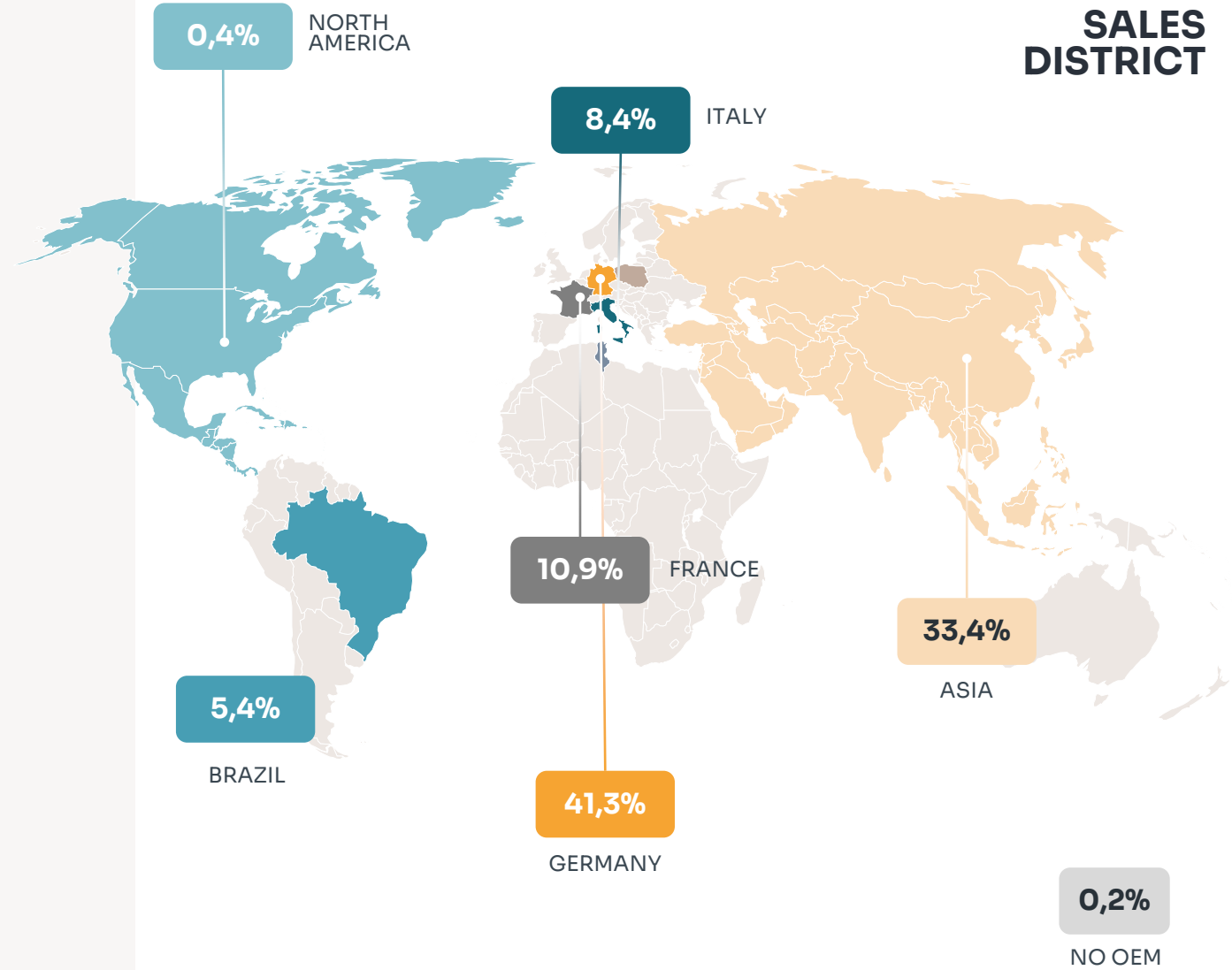
14,9%

CABLES

28,8%

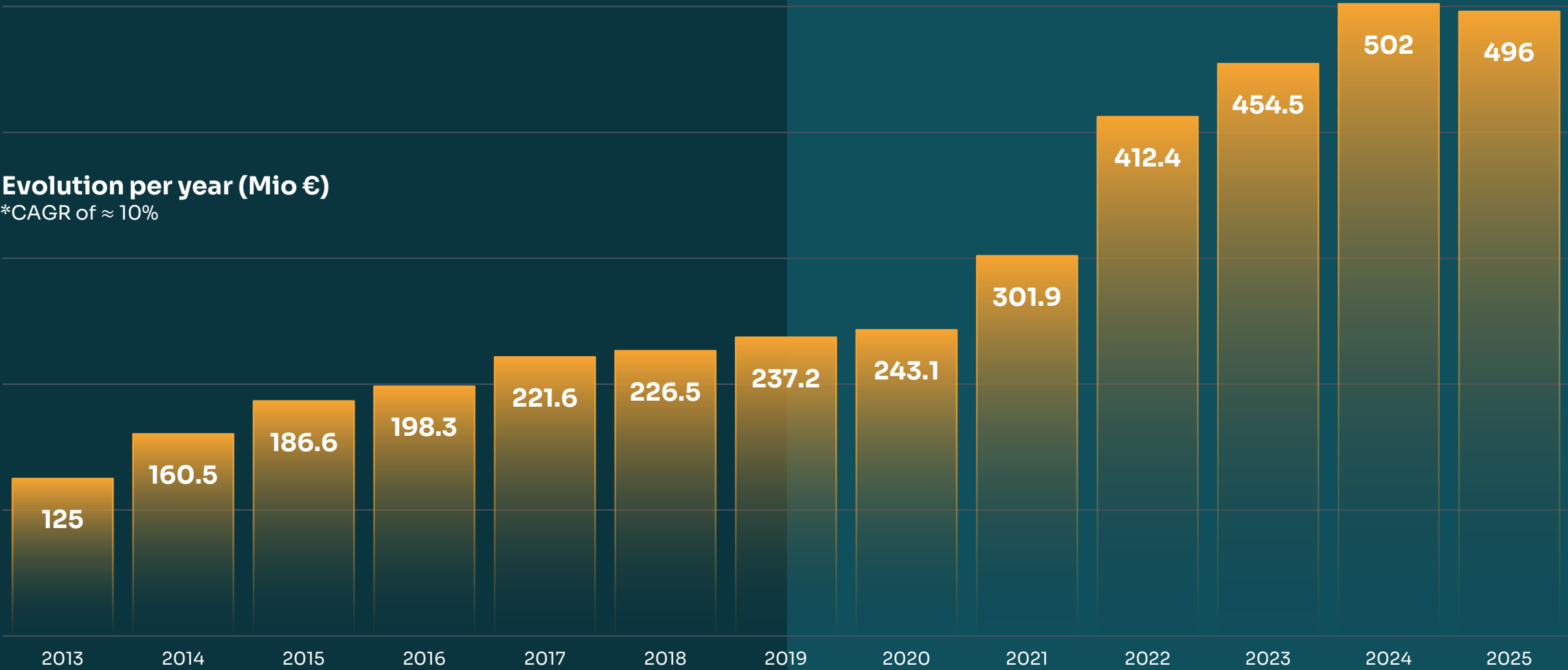


SALES DISTRICT



TOTAL TURNOVER

Evolution per year (Mio €)
*CAGR of ≈ 10%



ASK AROUND THE WORLD.

LOCAL TOUCH - GLOBAL VISION.



1965
Establishment
of **Autosonik**

1983
First **OEM**
speakers
delivery
to Peugeot



2006
Establishment of
ASK China in Ningbo

History Milestones

2000
Establishment of
ASK Germany in Niederwinkling



2015
ASK is now part of
JVCKENWOOD Group

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**”



MILESTONES

GERMANY

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

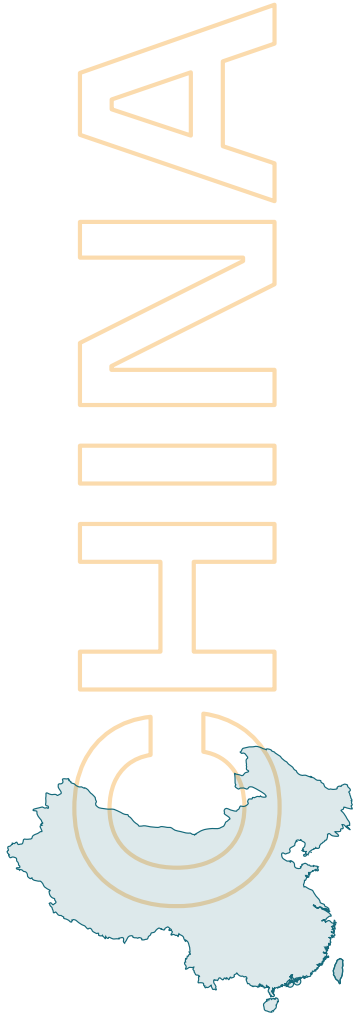
Launch of Branded
Premium and High-End
System at Mercedes
(Burmester)

2020

First customer order for
Algorithm independent
from HW delivery



MILESTONES



2006

Establishing of
ASK Ningbo

2008

Start of Cable
Production

2010

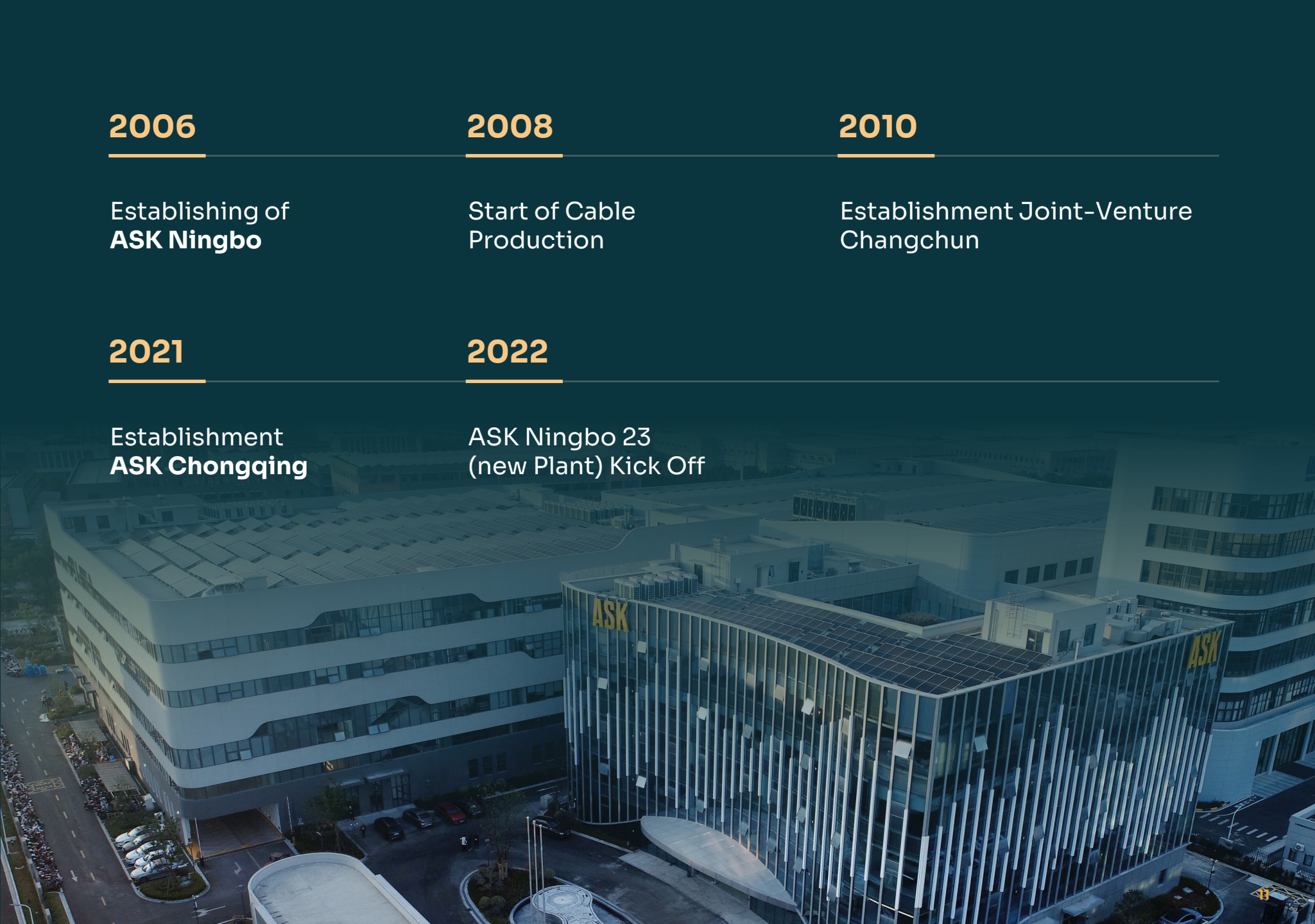
Establishment Joint-Venture
Changchun

2021

Establishment
ASK Chongqing

2022

ASK Ningbo 23
(new Plant) Kick Off



MILESTONES

ASK POLAND

1997

Establishing of
ASK Poland

2006

New Location Podwale
(Rods/Cables)

2007

Loudspeaker first
Automatic Line

2015

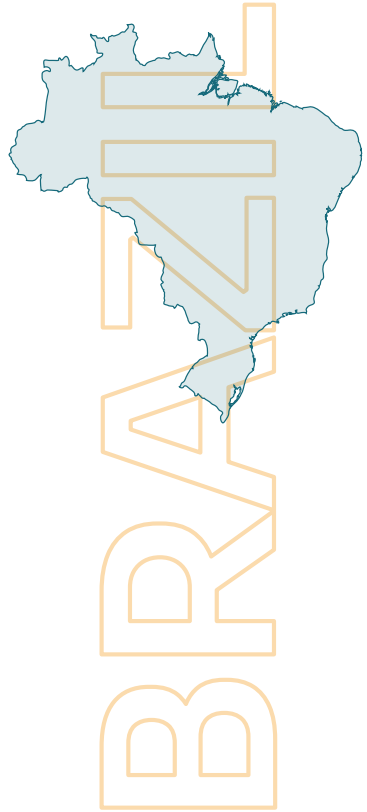
Mass Production of
subwoofer

2018

New Plant Wilkowice



MILESTONES



1996

Opening of
ASK Brazil

2002

FCA LATAM Award

2019

FCA VOP Award

2019

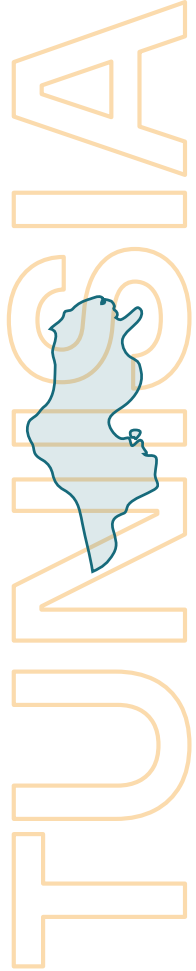
First company to
develop and supply
audio system in LATAM

2021 / 22

Alliance Renault/Nissan Award
for two consecutive years



MILESTONES



2010

Establishment of
ASK Tunisia

2011

Building 1 Manual Lines

2012

Cables first Automatic Line

2013

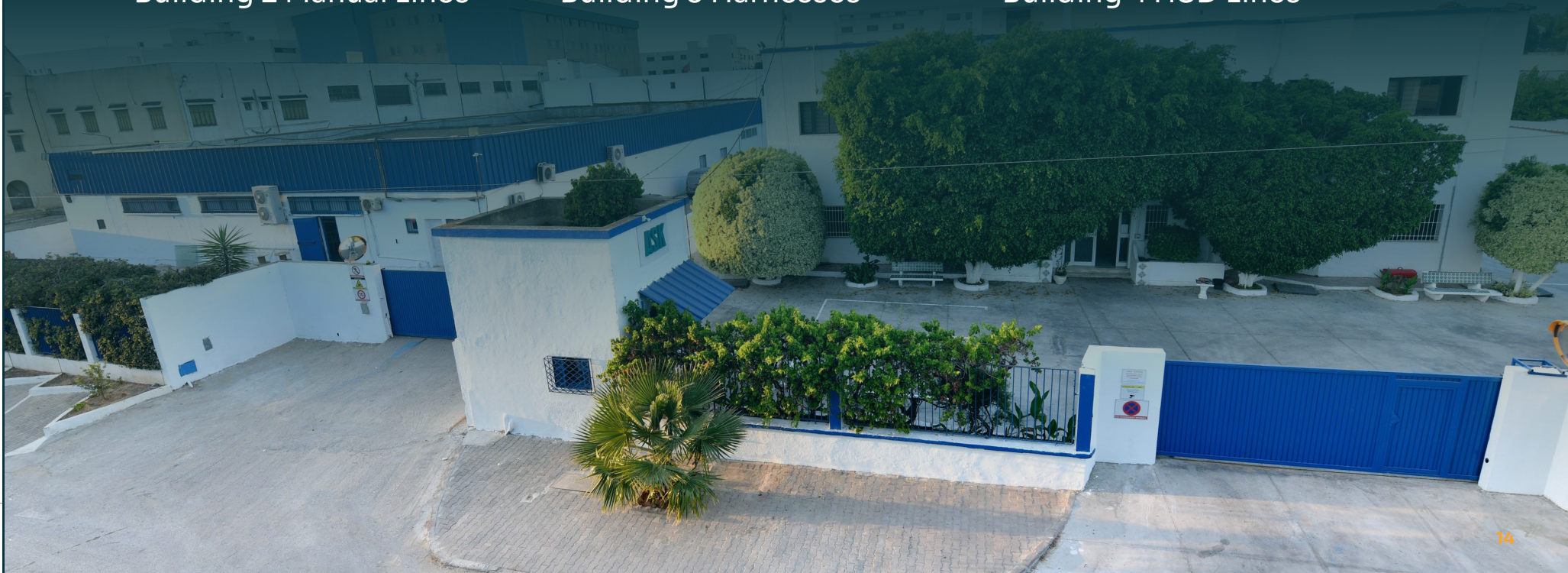
Building 2 Manual Lines

2017

Building 3 Harnesses

2021

Building 4 HSD Lines



MILESTONES



2018

Establishing of
ASK USA @Detroit

2020

First Cable Business
Tier 2

2023

First Cable Business
Tier 1

2024

Establishing of
Hermosillo Production
Plant in Mexico

2026

First Speaker
production



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 parameters (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

Product portfolio



ASK-GRADE ACOUSTICS. NOTHING LESS.

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

Product portfolio

01

Exclusive patents

Product portfolio

02

**Excellent partnership
and collaborations**

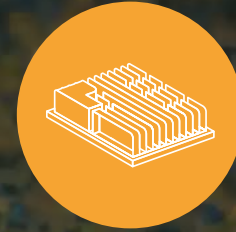
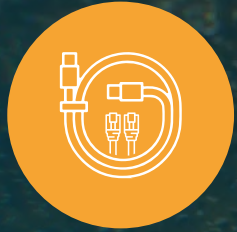
Product portfolio

03

**Best materials
and resources**

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.**



Product portfolio

01

Cables

At ASK, we deliver highly reliable, safe, and durable car cable solutions, leveraging deep market expertise to ensure flawless performance in even the most demanding automotive applications.

Product portfolio

02

Antennas

ASK designs advanced automotive antenna systems that ensure seamless in-vehicle and external connectivity, supporting broadcast reception and telematics functions such as GPS, telecommunications, and internet access.

Product portfolio

03

Speakers

ASK is a leading OEM manufacturer of automotive speakers, delivering premium audio solutions engineered to perform in the demanding automotive environment, from basic sound systems to advanced high-end experiences featuring 3D, 4D, and personalized audio technologies.

Product portfolio

04

Amplifiers

ASK develops advanced automotive audio amplifiers for HiFi, Premium, and High-End infotainment systems, delivering superior sound quality, robust power performance, and advanced diagnostics through state-of-the-art DSP technology.

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

				
				
				
				
		<p style="text-align: right;">ASK DSP ALGORITHMS ENHANCE YOUR DRIVING EXPERIENCE</p>		

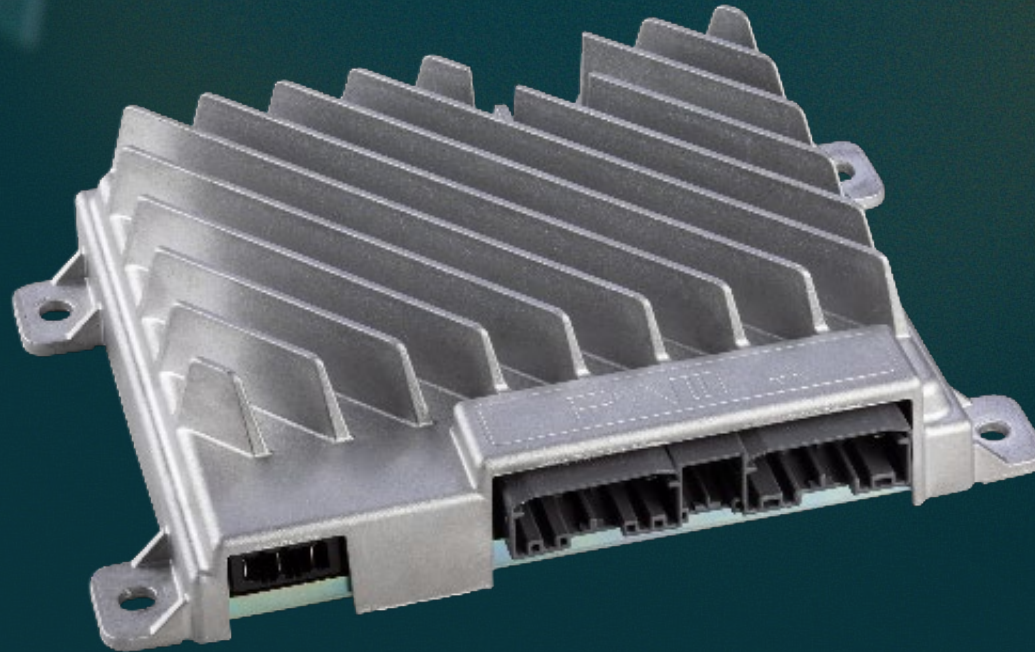
ASK CAR AUDIO AMPLIFIERS

Amplifiers for HiFi, Premium
and High-End system.

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.**



**SUPERIOR AUDIO
PERFORMANCES**

**OUTSTANDING
ROBUST POWER
SUPPLIES**

**EXTENSIVE
DIAGNOSTIC
FEATURES**

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.



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

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.

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



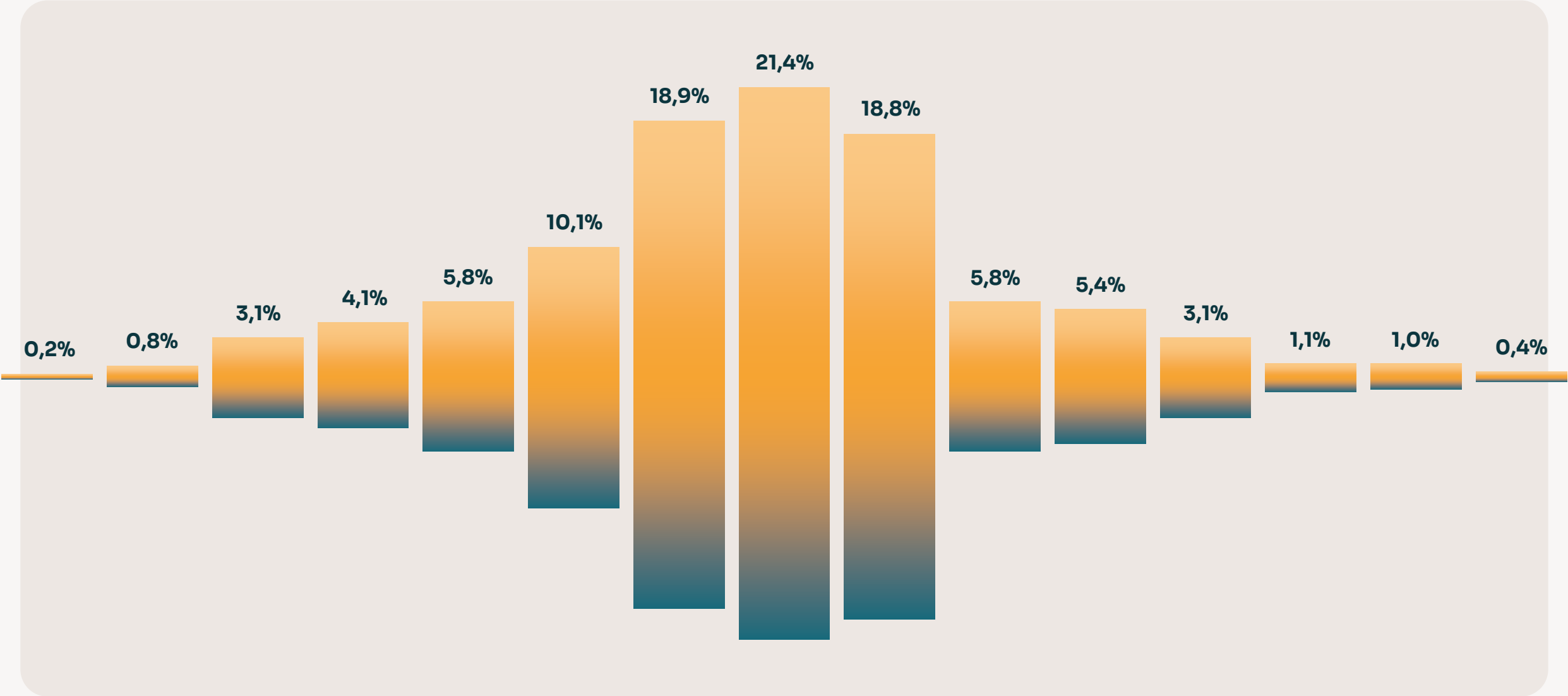
SEAMLESS CONNECTIVITY AND UNWAVERING PERFORMANCE - FROM COLD TEMPERATURES TO ELECTROMAGNETIC INTERFERENCE.

The background features a series of wavy, overlapping lines in shades of teal and gold, creating a sense of depth and movement. The lines are most prominent in the upper half of the image, where they curve and flow together.

CUSTOMER






































































MAIN CUSTOMER SHARED 2025

Customer Names are not disclosed for Confidentiality reasons



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	 CHRYSLER	 CITROËN	 CITROËN 东风雪铁龙 东风标致	 DACIA	 DAF	 DS AUTOMOBILES		 FIAT	 吉利汽车 GEELY AUTO
 GWM	 HAVAL	 ISUZU **	 IVECO	 Jeep				 理想	
 LYNK & CO	 mahindra	 MAN	 Marcopolo	 MASERATI	 长城炮	 MINI	 MITSUBISHI	 NISSAN	 OPEL
 ORA 欧拉	 PAGANI	 PEUGEON	 PROTON	 RAM				 SCANIA	 SEAT
 SKODA	 smart	 SPOTLIGHT	 SUZUKI **		 TATA	 VAUXHALL		 VOLVO	 WEY OROSUY
 XPENG	 ZEEKR	 红旗							

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

**Tier 2 Customers

OTHER CUSTOMER

ASK¹

Number

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



ASK

THANKS FOR
YOUR ATTENTION

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