

PRESS RELEASE – November 8th 2019

SWJ Breaks Ground on New NAFTA Headquarters at The Alberta Technology Center in Tuscaloosa, Alabama, USA.

On November 8th 2019, SWJ TECHNOLOGY LLC, a German based Engineering, Planning & Project Management company, will celebrate the break ground of its New State-of-the-Art “Alberta Technology Center” located in Tuscaloosa, Alabama, USA.

The Alberta Technology Center will be the NAFTA Headquarters for SWJ’s unparalleled engineering services and operations which SWJ delivers to Automotive OEM’s and their Suppliers throughout the United States and Mexico.

SWJ TECHNOLOGY’s delivery of superior engineering services has fostered SWJ’s tremendous growth over the last 5 years. Under the leadership of Dr. Wolfgang Kneer, President of SWJ’s North American Operations, SWJ has grown more than 20% in each of the last five years. SWJ is the automotive industry’s choice for innovative customer solutions, Engineering, Planning and Project Management Services.

The Alberta Technology Center will not only host SWJ’s NAFTA Headquarters, but it will offer various training opportunities, rapid prototyping, measurement services and assembly processes for innovative special tools, equipment and handhelds which support and integrate into manufacturing operations. At the Alberta Technology Center, SWJ will expand its footprint in online systems, providing value-added technologies to SWJ’s traditional industrial engineering services.

SWJ decided to build in Tuscaloosa for numerous reasons. First, Tuscaloosa is strategically located in the heart of America’s Southeastern Cluster of Automotive OEM’s. Second, the unique opportunity to work with University of Alabama’s impressive engineering, IT and Business Program in developing innovative technologies and recruit the University’s exceptional students and alumni. Third, Tuscaloosa’s welcoming business climate dedicated to improving the lives of its citizens and community through white- and blue collar economic development. Fourth, the City of Tuscaloosa’s genuine desire helping SWJ earn success and spark a renaissance in tornado-ravaged Alberta City. The City, under the leadership of Mayor Walt Maddox and City Councilor Kip Tyner recruited SWJ with the enthusiasm and dedication as if Coach Nick Saban, himself, was recruiting SWJ like a five-star quarterback.

Dr. Kneer has long dreamed of building an advanced facility like the Alberta Technology Center. In fact, almost a decade ago, Dr. Kneer and Mayor Maddox discussed the need and benefits of locating such a facility in Tuscaloosa during an industrial recruiting trip to neighboring states and Stuttgart, Germany.

Dr. Kneer has recognized, “The Alberta Technology Center is a very special project in that we can create a center of technological excellence which offers shared engineering services and continuous innovation to the manufacturing industry, which will help Tuscaloosa and all of Alabama to recruit, grow and retain the most advanced manufacturing organizations. “

As Dr. Wolfgang Kneer explained during the Ground-breaking Ceremony., “We all know, that Global Competition in Manufacturing is ever increasing and low-cost countries draw away good and needed jobs. However, and as an example, Germany and German manufacturers are able to remain competitive, even as a higher cost country, through innovation, technological advancement, development and superior

engineering services. We want to follow this model and suggest using this German experience and follow a similar plan.”

Dr. Wolfgang Kneer, CEO of SWJ TECHNOLOGY, Stefan Hartmann, Managing Member of SWJ Group and founding Partner and Managing Member of SWJ, Markus Jurditsch, expressed how honored they feel to be part of this project building the future together with Tuscaloosa County.

The Alberta Technology Center is a major investment for SWJ TECHNOLOGY. In fact, it will be SWJ’s largest investment since its inception. The Alberta Technology Center will strategically propel SWJ forward and make SWJ Group a leading force and GO-TO company in Engineering Services, as well as an extremely attractive employer for exceptional graduates from local colleges.

SWJ’s investment is estimated with \$2 Million for Facility, Equipment, IT and Service Level Support. The City of Tuscaloosa provided \$200k under the Innovate Tuscaloosa Grant which will help spark the redevelopment of tornado-ravaged Alberta City and further fuel Tuscaloosa’s and SWJ’s continued growth and success.

More information may be found under www.swj-technology.com