



# UCEL®

**RUBBER TO METAL EXPERT  
KAUÇUK & METAL UZMANI**

**YOUR RUBBER TO METAL PARTS SOLUTIONS PARTNER**



International  
Organization for  
Standardization



Kalite Yönetim Sistemi  
TS EN 45012  
AB-0021-KY

[www.ucelrubber.com](http://www.ucelrubber.com)



## OUR STORY

Established in 1980 in the heart of Turkish automotive sector, Bursa. Managed to be known as equivalent to OE parts in the domestic market for years with its quality orientated philosophy and dedicated staff, Following closely OEM activities with inhouse R&D department and developing testing facilities.

# ÜCEL HISTORY

Established  
(100 m<sup>2</sup>)

Moved to  
New Facility  
(500 m<sup>2</sup>)

First Export

Moved to  
Current  
Facility  
(7.000 m<sup>2</sup>)  
And  
Quality  
Laboratory

Expanded the  
Facility with  
Purchase of  
2nd Building  
(10.000 m<sup>2</sup>)

Export  
Countries  
Reached 60

New Rubber  
Injection  
Press Line  
Investment

Full  
automated  
welding  
robot

1980

1990

1995

1996

1998

2006

2010

2014

2015

2016

2018

2019

2020

Trademark  
Registration

Company  
Transformed  
to LLC

ISO  
9001:2000  
Quality  
Management  
System  
Certified

R&D Laboratory  
And  
ISO 14001  
Environmental  
Management  
System  
Certified

Became a  
Joint Stock  
Corporation  
And  
3-Axis Test  
Fatigue  
Capability

 TecAlliance  
Became a  
TecAlliance  
(TecDoc)  
Data Supplier



we offer a complete and robust program based on these three pillars.

## Mounts & supports



- Engine Mounts
- Hydraulic Engine Mounts
- Gearbox Mounts
- Strut Mounts
- Torsion Supports
- Exhaust Supports

## Bellows & boots



- C.V. Boots
- Wheel Bellows
- Clutch Bellows
- Shock Absorber Dust Bellows
- Air Filter Bellows

## Hoses



- Radiator Hoses
- Turbo Hoses
- Fuel Hoses
- Respiration Hoses
- Heater Inlet Hoses
- Oil Hoses
- Air Filter Hoses

## Bushings



- Wishbone Silent Blocks
- Torsion Silent Blocks
- Engine Cradle Bushings
- Spring Bushings

- **3500+** product references
- **18.000+** passenger cars & LCV model applications
- **250** new references every year

## Crankshaft pulleys



## Other solutions



- Expansion Tanks
- Rubber Pedals
- Stabilizer bar rubbers

- **3500+** product references
- **18.000+** passenger cars & LCV model applications
- **250** new references every year

# PRODUCTION CAPACITY

## Current investments :

- 24 Vulcanization presses
- 2 Aluminum injection presses
- 2 Plastic injection presses
- 7 Eccentric Presses
- 3 hydraulic presses
- Compound finalizing Line
- Surface preparation line
- CNC Profile Length Cutting Line
- Parts assembly line (8 hydraulic presses)
- Pulley (Pully) production line (4 CNC Lathes)
- Tooling workshop
- Fully automated welding robot

## Planned investments :

- Spectrometer
- Automated Parts Assembly Line
- 3D Printer
- CNC Pulley Forming Machines,

# PRODUCTION CAPACITY

- TOTAL AREA : 10.000 M<sup>2</sup>
- CLOSE AREA : 8.355 M<sup>2</sup>

**Fully automated welding process**





# RESEARCH & DEVELOPMENT

## Extensive Market Knowledge

- Market research and analysis
- Deep knowledge and coverage of the local and international car park

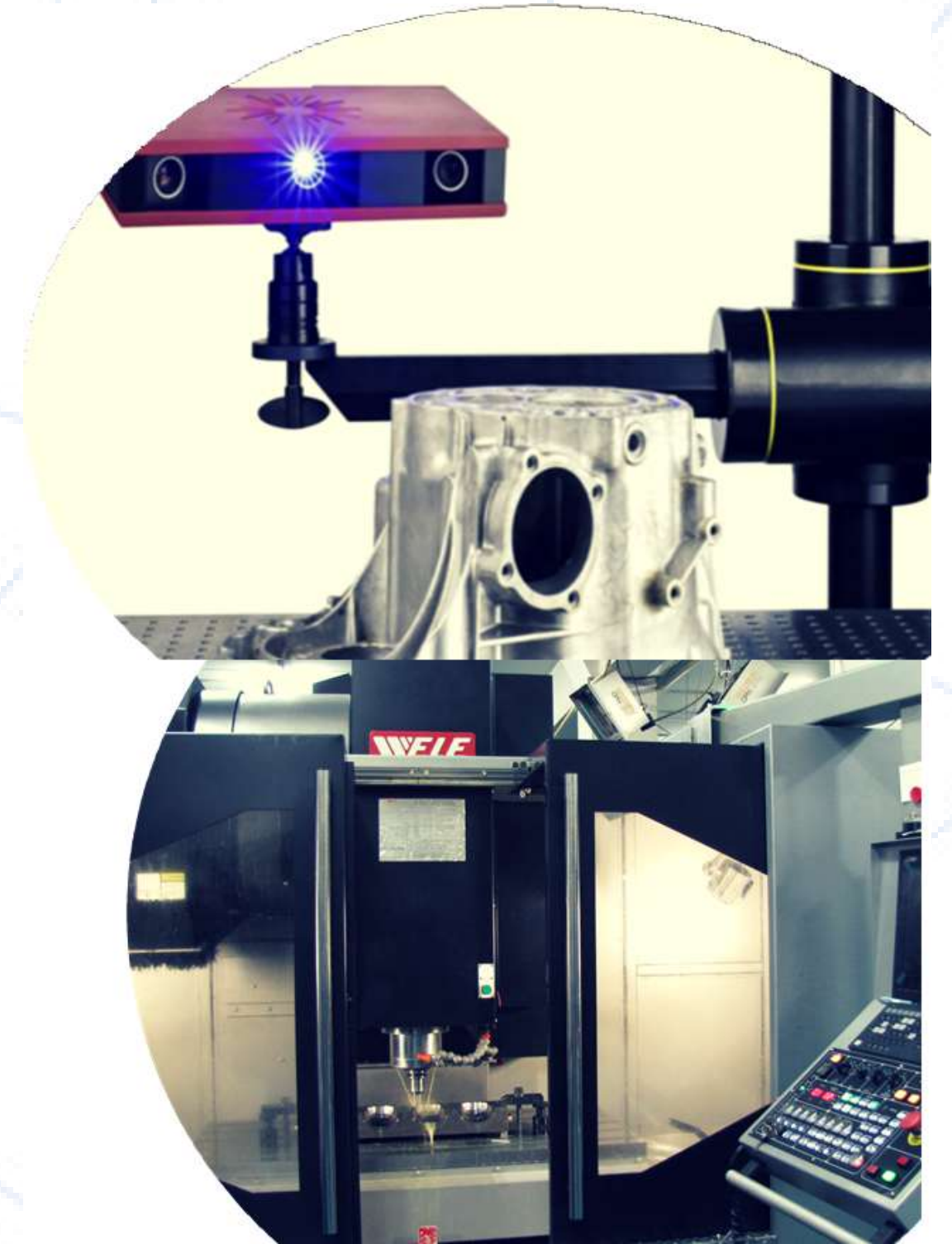


# RESEARCH & DEVELOPMENT

## High Tech Tools

- From Reverse engineering to the CNC machining and the analysis and simulation,
- Software and hardware 3D scanning technology

Automated ATOS 3D metrology. In the standardized measuring machine ATOS ScanBox, ATOS Triple Scan is used for fully automated measuring and inspection of parts.



# RESEARCH & DEVELOPMENT

## High Tech Tools

- Computer aided design (CAD)
- Computer aided manufacturing (CAM):  
Electro discharge machining (EDM) -  
CNC machining

**CATIA, world wide used software for  
design & modelling**

**ANSYS, powerful tool for simulation  
& analysis**



# QUALITY MANAGEMENT

## TQS CERTIFICATE

T.K.S. Uluslararası Belgelendirme Gözetim ve Teknik Kontrol Tic. Ltd.Şti.  
according to the audit process hereby certifies that

**ÜÇEL KAUÇUK TAŞIT ARAÇLARI OTOMOTİV  
YEDEK PARÇA SAN. VE TİC. A. Ş.**



Çalı Mah. 37. (410) Sok. B Blok No: 16 / B Nilüfer / BURSA / TURKEY

has established and applies a management system for

**Production of rubber and rubber-metal spare parts consisting aluminum parts  
by injection method, rubber, metal and bushes for automotive industry**

on the requirements of

**ISO 45001:2018**

validity of the document depends on the annual surveillance

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# QUALITY CONTROL

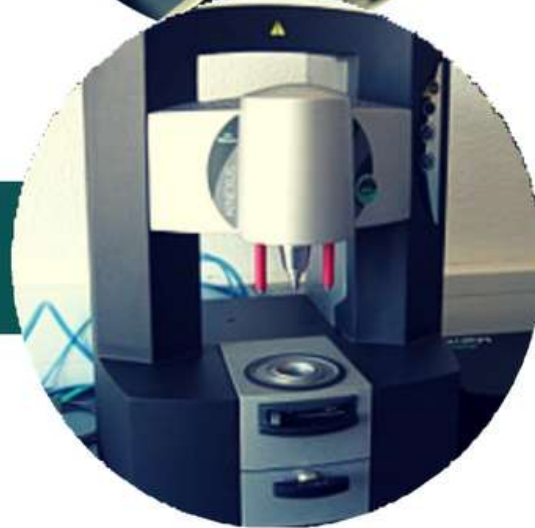
## Tensile strength

Measuring how much bending and shaping our raw materials can withstand before braking or being deformed



## Rheometric tests

Measuring the response of the rubber to applied forces before, during and after the curing of the rubber



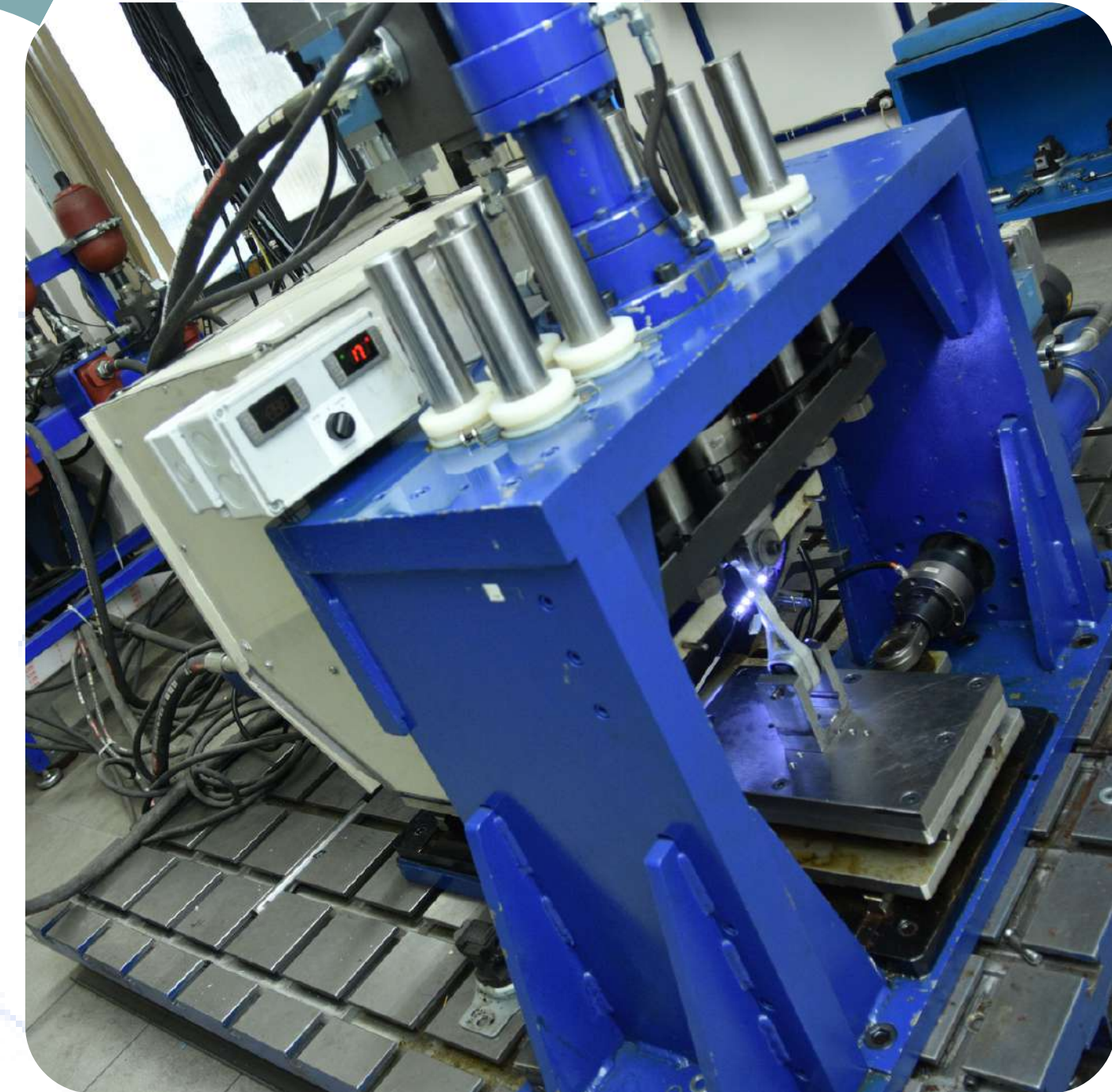
## Fatigue tests

Putting the car part through a round of cycles that simulate the road application of the part to specify the capacity of the part and the load it can withstand through a certain number of cycles



## Load & force test

Blast load test of rubber parts (bushings)



# QUALITY CONTROL

## Coating & thickness test

Ensuring the quality of the coating systems chosen to protect out metal parts



## Crankshaft pulley fatigue test

Crankshaft pulleys have a basic role in the performance of different systems of the car. We put our crankshaft pulleys through a the fatigue test applying measured force and a specified number of cycles to assess the performance of the crankshaft pulley

# QUALITY CONTROL

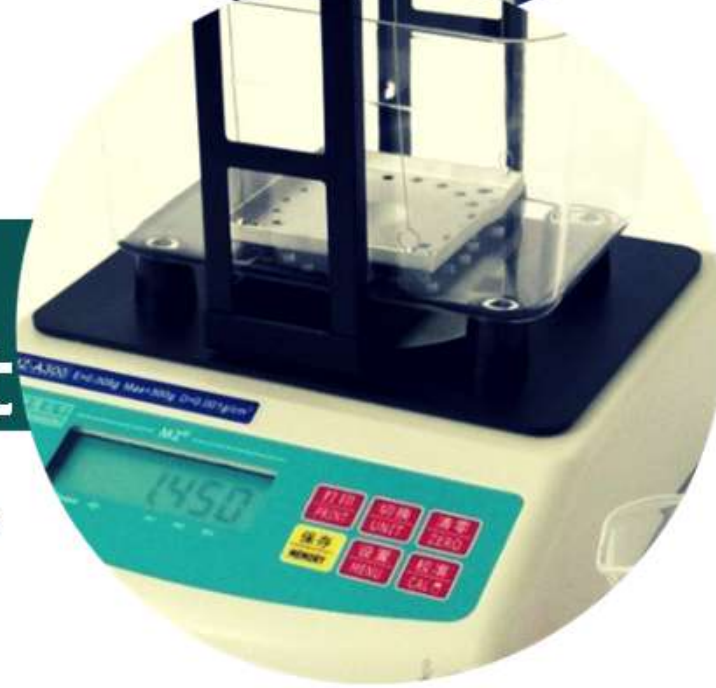
## Elongation

Elasticity and hardness measurement of rubber and metal material



## Density measurement

One of our many tests to assure the quality of raw material



## Thermal sagging

Applying force on rubber under a certain degree to measure the deformation of the material after a specified amount of time



## Hardness test

The hardness of metal products and material is measured by applying permanent force on the part or the material to assure the necessary quality level for the market



# OUTSTANDING BUSINESS SUPPORT

- **What we have already:**

- low MOQ
- Lead times in line with customers' needs
- Catalogs, Xrefs and support material

- **What comes next :**

- Technical training
- Communication tools
- Installer focused tools



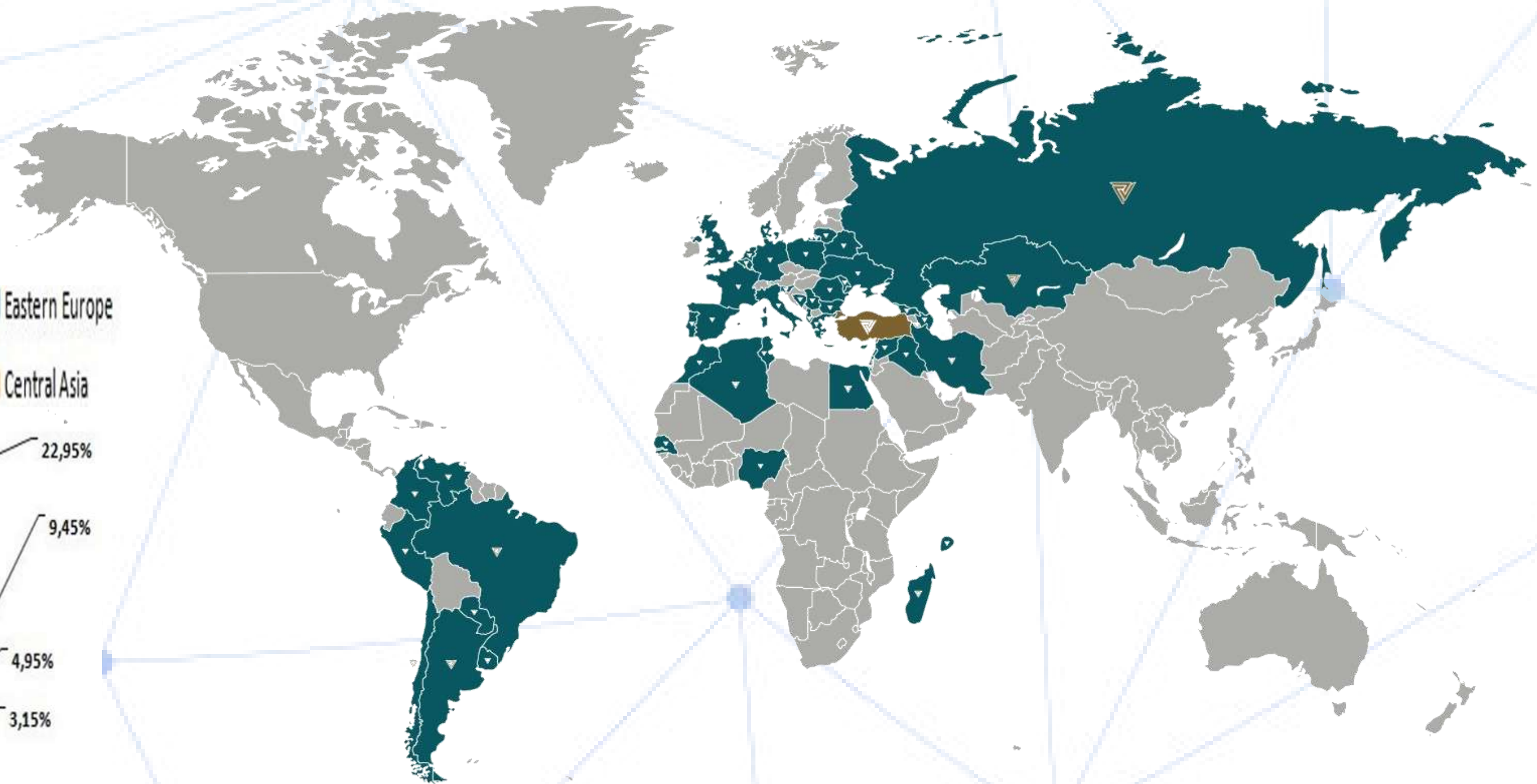
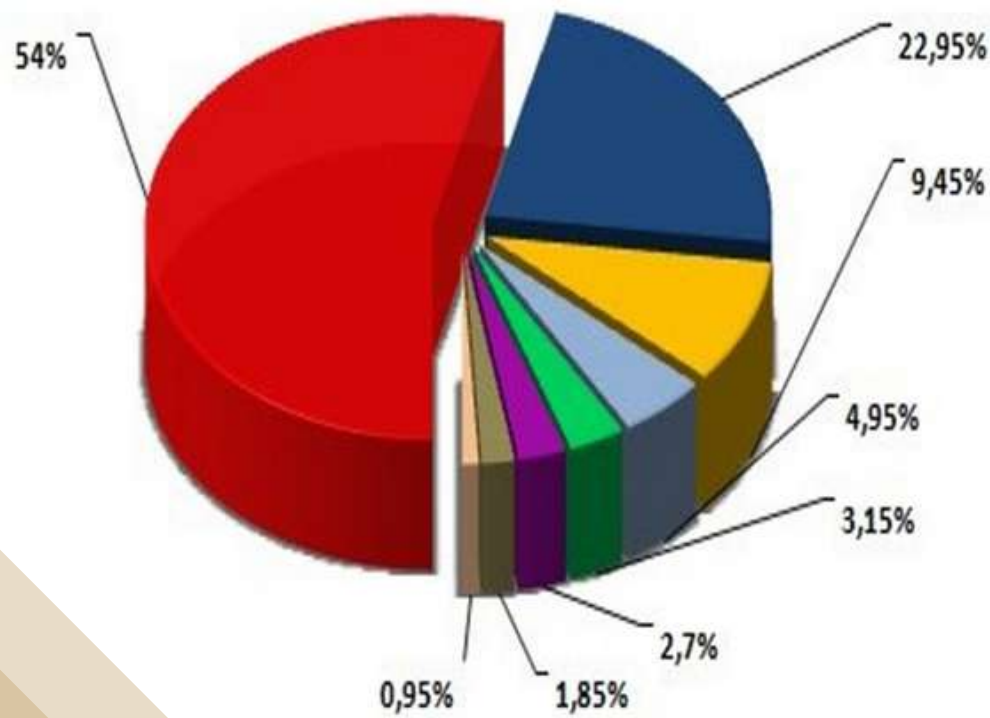
# OUTSTANDING BUSINESS SUPPORT

- **TEC ALLIANCE CERTIFIED DATA  
PROVIDER**
- **ALDOC DATA PROVIDER**



# MARKETING & SALES

- Turkish Market
- Western Europe
- North Africa
- Eastern Europe
- South America
- Middle east
- Rest of Africa
- Central Asia



# MARKETING & SALES

## SECTORAL PERFORMANCE AWARDS



**2016**



**KOCAELİ SANAYİ ODASI**  
KOCAELİ CHAMBER OF INDUSTRY



**2019**

# MARKETING & SALES

## automechanika

FRANKFURT  
ISTANBUL  
BUENOS AIRES

## EQUIP AUTO

PARIS  
ALGERIA

**AUTOMECA**  
14ª FEIRA INTERNACIONAL DE AUTOPEÇAS, EQUIPAMENTOS E SERVIÇOS

SAO PAULO / BRASIL



# HUMANS OF ÜCEL

**We invest in team building because we believe people are the most valuable resource we have.**



Thank you

Danke

Merci

Gracias

Grazie

Gratias

Obrigado

Ευχαριστώ

Спасибо

הדוּת

مرکشتم

شکرا

Teşekkür Ederiz



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