



# 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)

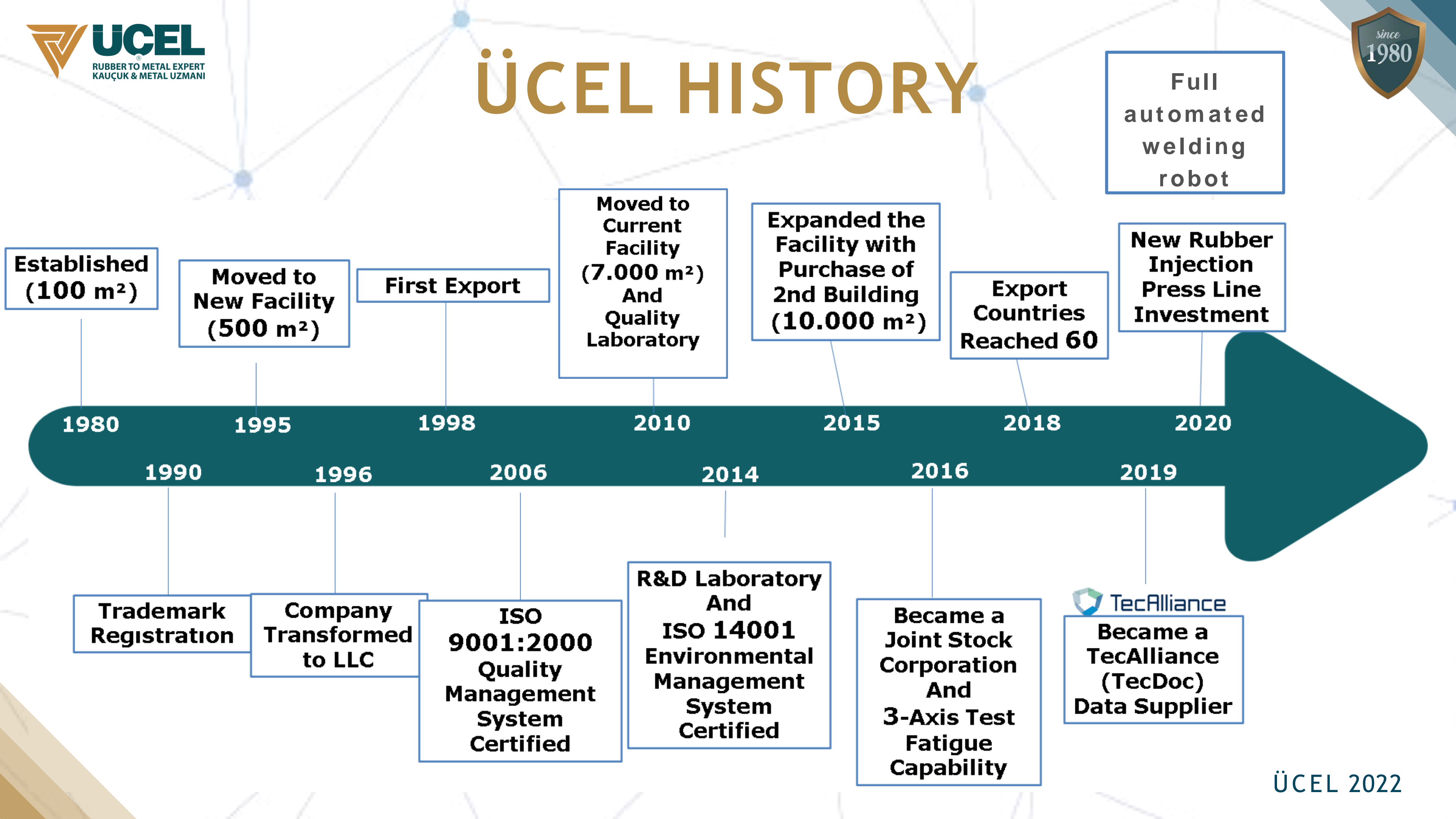


TQS BELGELENDİRME

## 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>)

1980

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

1990

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

1995

First Export

1996

First Export

1998

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

2006

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

2010

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

2014

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

2015

Export  
Countries  
Reached 60

2016

Export  
Countries  
Reached 60

2018

New Rubber  
Injection  
Press Line  
Investment

2019

New Rubber  
Injection  
Press Line  
Investment

2020

New Rubber  
Injection  
Press Line  
Investment

Trademark  
Registration

Trademark  
Registration

Company  
Transformed  
to LLC

Company  
Transformed  
to LLC

ISO  
9001:2000  
Quality  
Management  
System  
Certified

ISO  
9001:2000  
Quality  
Management  
System  
Certified

R&D Laboratory  
And  
ISO 14001  
Environmental  
Management  
System  
Certified

R&D Laboratory  
And  
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Certified

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

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 TecAlliance  
Became a  
TecAlliance  
(TecDoc)  
Data Supplier

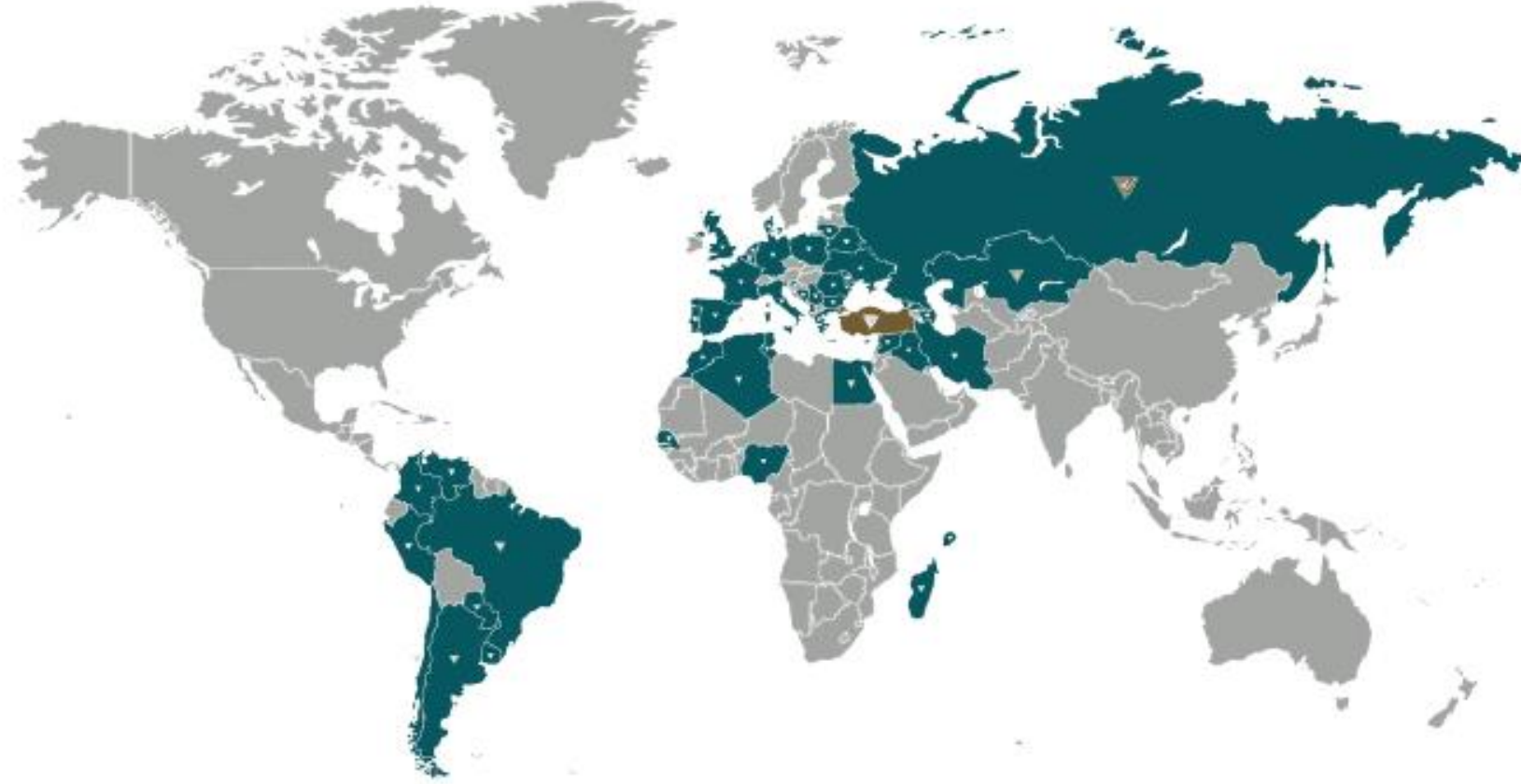
 TecAlliance  
Became a  
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Data Supplier

Mastering manufacturing

Unrivalled product offer

Outstanding business support

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



**4.000+** ÜRÜN REFERANSI  
PRODUCT REFERENCES

**4** KITA  
CONTINENTS

**42** YILLIK ÜRETİM TECRÜBESİ  
YEARS OF PRODUCER EXPERIENCE

**60** ÜLKE  
COUNTRIES

**20.000+** BİNEK VE HAFİF  
TİCARİ MODELE  
UYGUNLUK  
PASSENGER CARS & LCV  
MODEL APPLICATIONS

**R&D TEST LAB**

## 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

- 4.000+ product references
- 20.000+ passenger cars & LCV model applications
- 250 new references every year

## Crankshaft pulleys



## Other solutions



- Expansion Tanks
- Rubber Pedals
- Stabilizer bar rubbers

- 4.000+ product references
- 20.000+ passenger cars & LCV model applications
- 250 new references every year

# PRODUCTION CAPACITY

## Current investments :

- 28 Pcs Vulcanization Presses
- 3 Pcs Aluminum Injection Presses
- 3 Pcs Plastic Injection Presses
- 7 Pcs Eccentric Presses
- 3 Pcs Hydraulic Presses
- Compound Finalizing Line
- Surface preparation Line
- CNC Profile Length Cutting Line
- Parts assembly Line (10 Pcs hydraulic presses)
- Pulley (Pully) Production Line (4 CNC Lathes)
- Tooling Workshop
- Fully Automated Welding Robot

## Planned investments :

- Spectrometer
- Automated Parts Assembly Line
- 3D Printer



# PRODUCTION CAPACITY

- TOTAL AREA : 10.000 M2
- CLOSE AREA : 8.355 M2

**Fully automated welding process**



# RESEARCH & DEVELOPMENT

## Extensive Market Knowledge

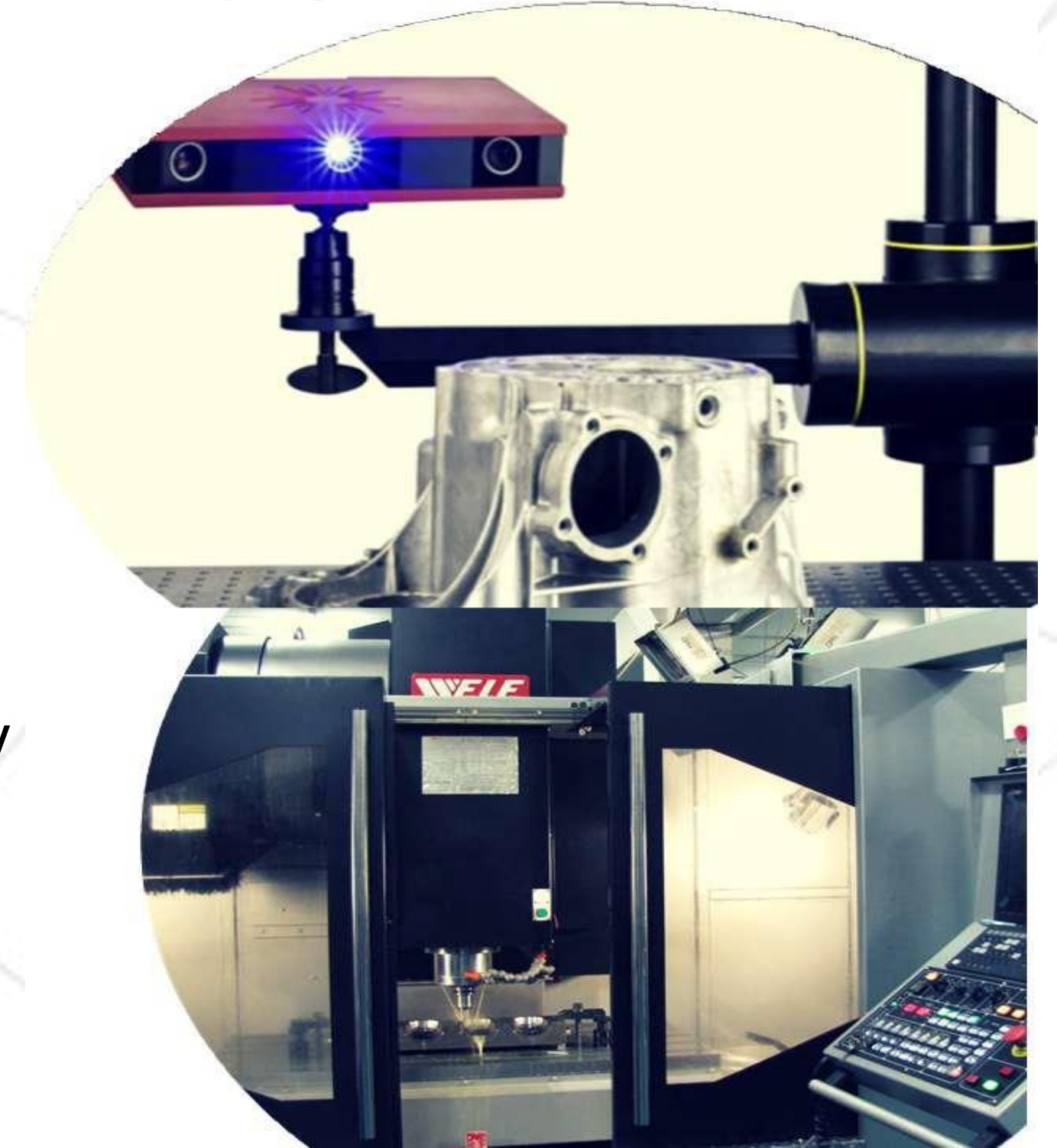
- Market research and analysis
- Deep knowledge and coverage of the local and international car park



# 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,VISI,MASTERCAM 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**

of validity of the document depends on the annual surveillance au

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# QUALITY CONTROL

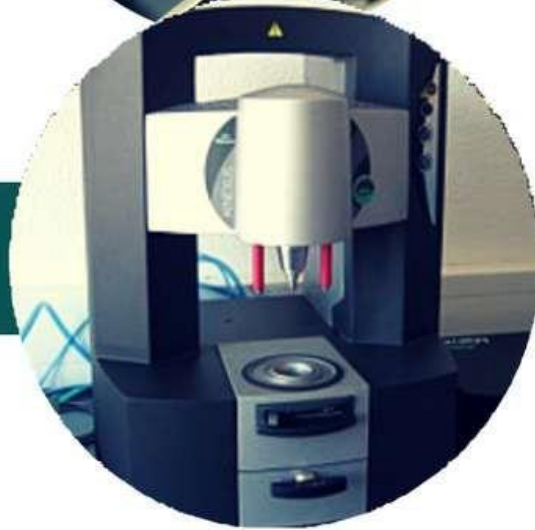
## Tensile strength

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



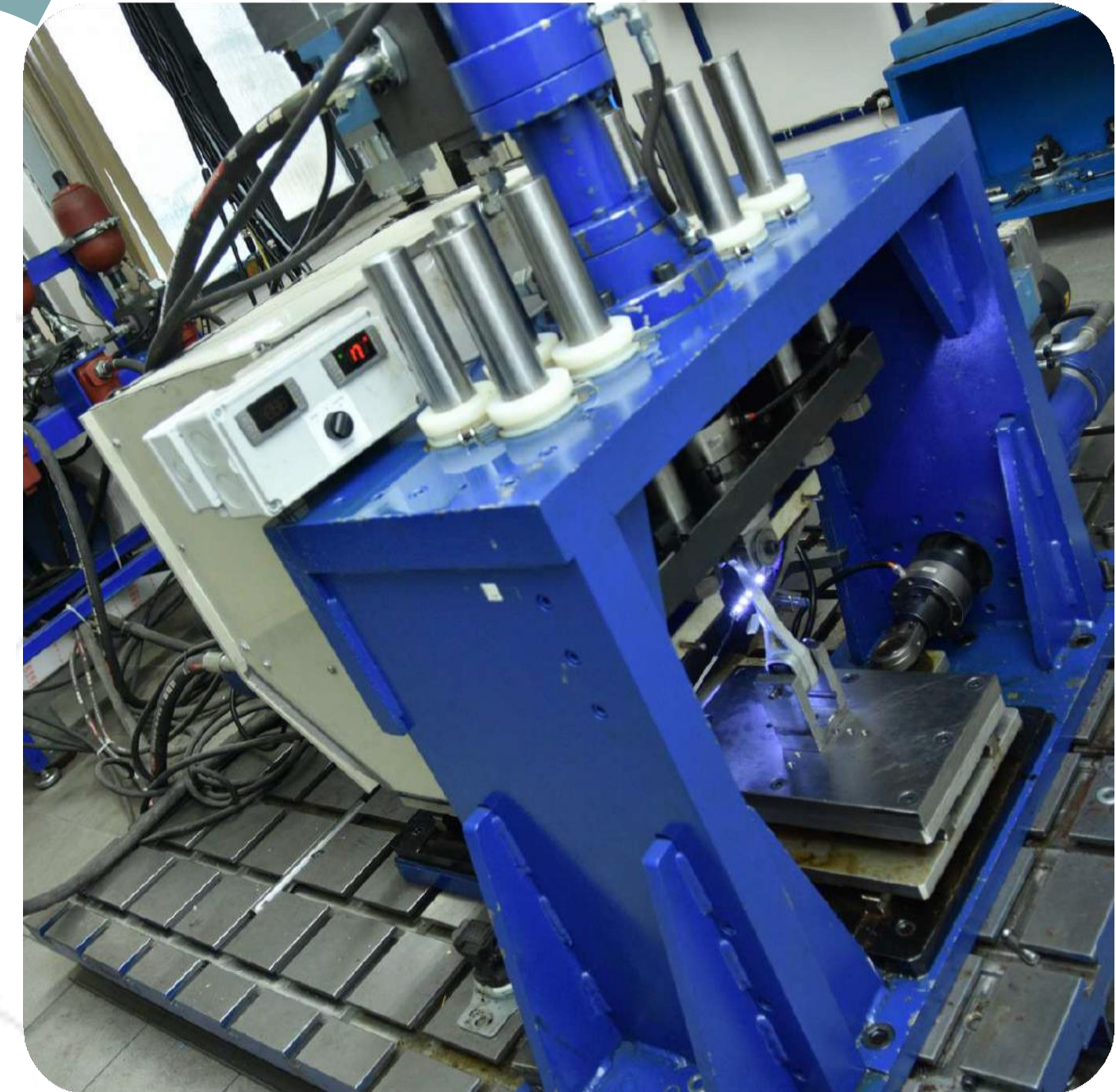
## Fatigue tests

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

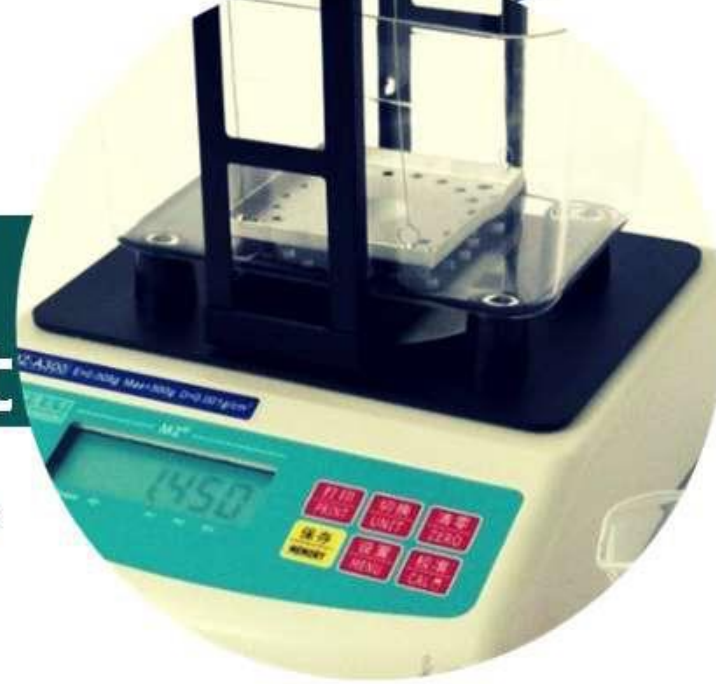
## Elongation

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**

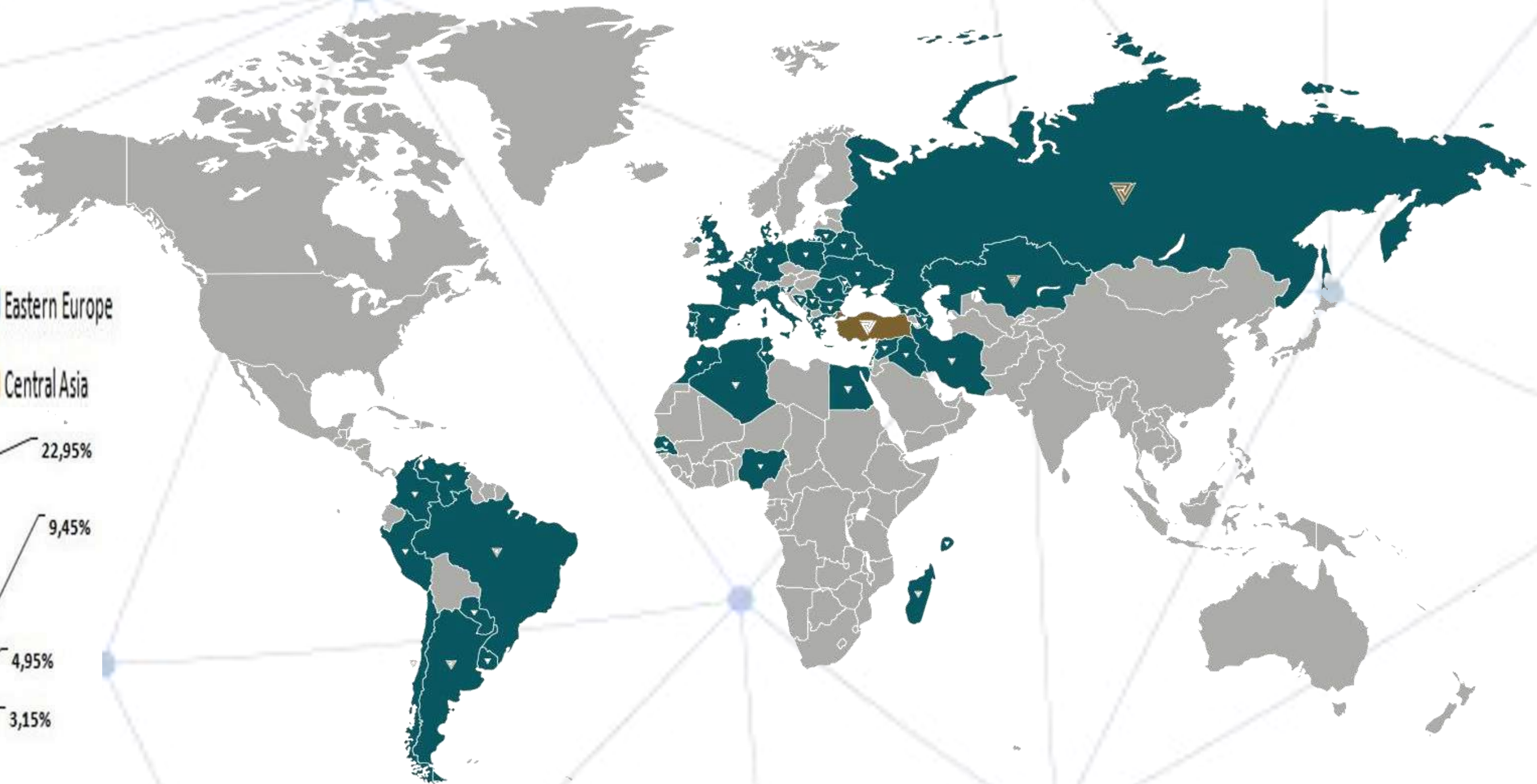
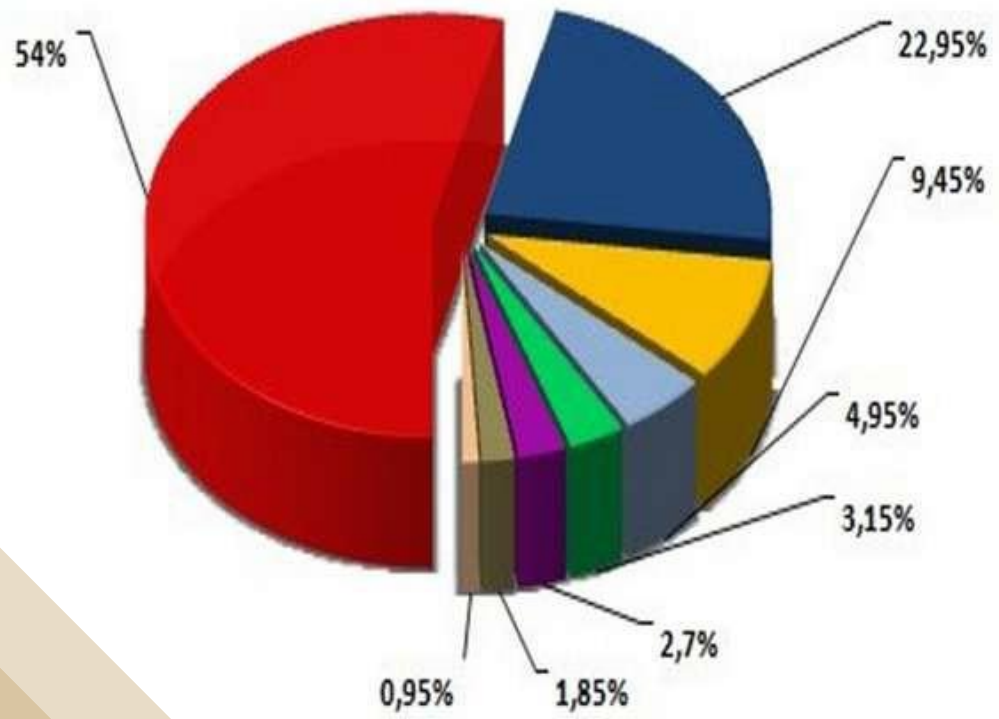
CERTIFIED

**TecDoc®**  
DATA SUPPLIER



# 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



2019



2021

# 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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