

At Standard Products...

We are meeting our customer challenges and enhancing our work environment



STANDARD PRODUCTS (CANADA) LTD.
GEORGETOWN DIVISION
346 Guelph St. Georgetown - 873-6921

IMPORTANT NOTICE

On Thursday, September 24, 1998, Standard Products (Canada) Limited will celebrate the success of its Low Cost Producer Strategy with its employees in Stratford, Mitchell and Georgetown.

In November 1996, Standard Products (Canada) Limited rolled out its SIX SIGMA/LCPS (Low Cost Producer Strategy) in conjunction with the global launch of the LCPS by its parent company of Dearborn, Michigan.

Standard Products' Low Cost Producer Strategy focuses on:

- Six Sigma Quality
- 100% Customer Delivery Performance
- Breakthrough Technology, involving Material, Processes and Equipment
- Worldwide synergy through adoption of Best Practices

The strategy involves an effort by all employees to excel at everything they do, ensuring flawless performance, perfect quality, on-time and in the best method possible.

Customer satisfaction is the driving force, enhancing customer value for not only our external customers, but our internal customers - employees, shareholders and suppliers as well.

During the past 18 months, our employees have successfully challenged, questioned, improved and changed almost every process we use to run the business and show no sign of stopping.

What started out as a process improvement strategy, driven by employee participation, has led to employee process ownership which is now driving every aspect of the business. All our processes including planning and budget process, equipment and product design, employee relationships, recruitment, training, health and safety and environmental policies that have been impacted.

No business process is above question or improvement.

Benchmarking efforts and Best Practice reviews have set further directions for the pursuit of increasing "customer value". With the full support of the Company, successful practitioners of various best practices have been flown in from as far away as Britain and Brazil to pass on their "expertise", and local employees have travelled to Europe, Asia and the USA to see and learn from "Best-in-Class" practices in action.

We are not only meeting our automotive customer challenges and enhancing our work environment but also securing our future with effective processes that will increase shareholder value, minimize waste and improve our working environment.

Savings in material, reduction of landfill, increases throughout, and the reduction in handling of waste have made our plants more efficient and better places to work.

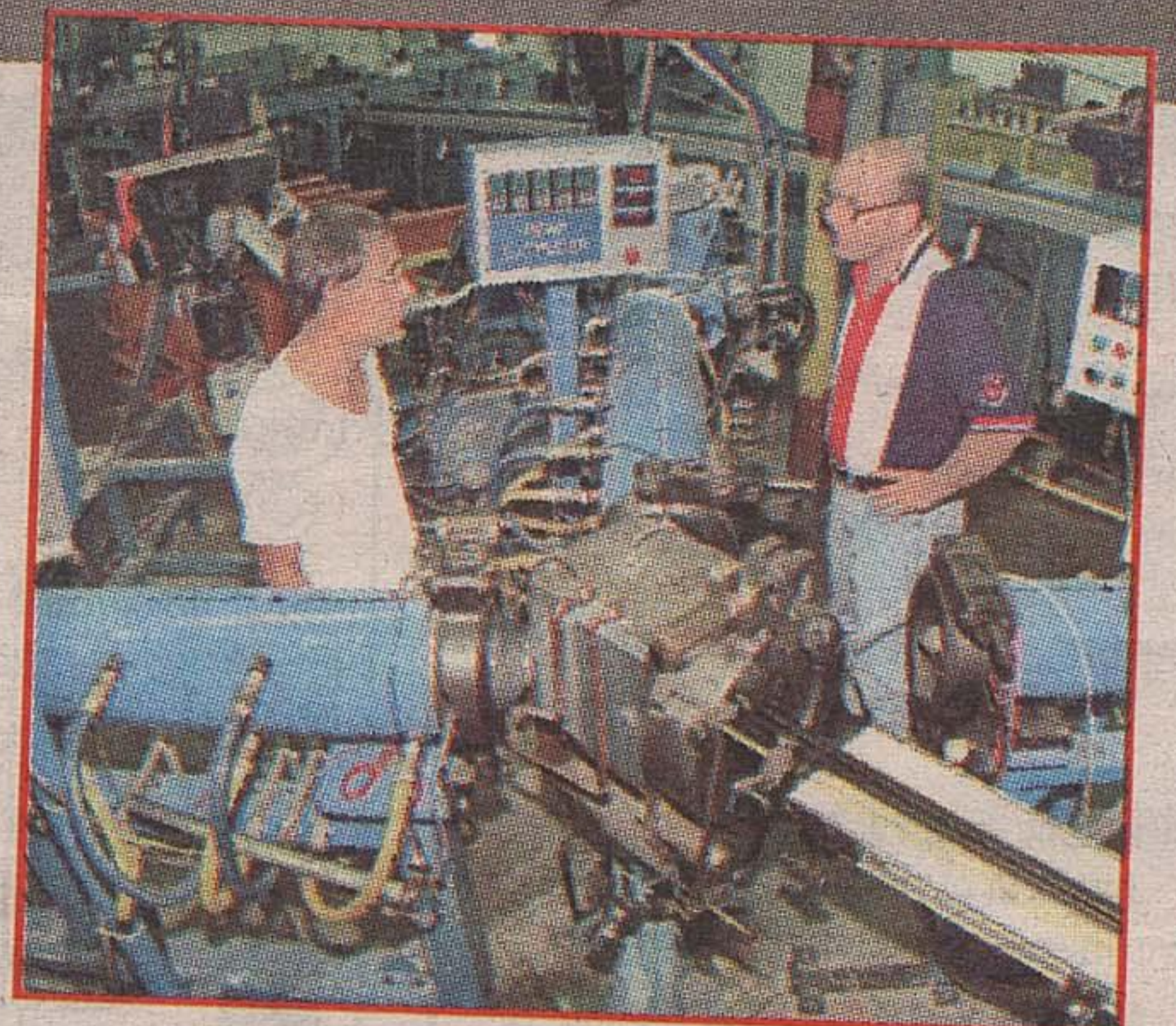
This has enabled Standard Products to successfully compete and grow in the automotive market.

This is the type of performance that we need to achieve to meet the challenges of globalization, competitiveness, supplier reduction and increased government regulation.

Our employees have shown the way and their efforts have been recognized by the Corporation with the establishment of a new Manufacturing Technology Division in Stratford, Ontario.

As the number of employees involved increases through training, we feel confident about our future in Canada and the long-term security of our employees.

Standard Products (Canada) Limited is a wholly owned subsidiary of The Standard Products Company, a multinational based in Dearborn, Michigan and is a world-class supplier of OEM Sealing Systems and Chassis Noise, Harshness and Vibration Systems.



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