

CASE STUDY



Affinia Group, Inc.

Collaboration between CBRE professionals in Detroit, Los Angeles and Chicago bests three major competitors to win the transaction management and lease administration services on behalf of Affinia Group Inc., a major global automotive parts supplier.

CHALLENGE

Affinia Group, Inc. is a global leader in automotive replacement parts that employs more than 11,000 people in 19 countries. In North America, its family of brands includes WIX filters, Raybestos and Aimco brake products, and McQuay-Norris and Spicer chassis parts. South American and European brands include Nakata, Urba and Quinton Hazell.

Following the spin-off of Affinia from the Dana Corporation in early 2005, a client referral led Mike Gerard and Ed Wujek of CBRE's Detroit office to meet with Affinia's director of business development. Mike and Ed were informed that Affinia's real estate was completely decentralized and the parent company had very little data on the organization's portfolio.

Mike and Ed then briefed Affinia's business development director about CBRE's real estate services, and the executive subsequently asked CBRE and three major competitors—Colliers, Cushman & Wakefield, and Jones Lang LaSalle—to present proposals for the transaction management and lease administration of Affinia's real estate assets..

SOLUTION

Mike and Ed met twice more with Affinia executives to gather information about the company, and subsequently recruited Los Angeles' Laura O'Brien and Chicago's Gregg Shutan to determine the most effective course of action. The team was able to combine market intelligence, lease administration capabilities and the tools available from the GCS platform to reach a solution that would satisfy all of Affinia's needs.

Mike and Ed made a formal presentation to Affinia's CFO and the business development director. The presentation included descriptions of the services CBRE provides for similar accounts such as GM, Ford and Visteon Corp; enthusiastic testimonials from other clients about CBRE's multi-market capabilities; and illustrations of an "almost-perfect" match between the locations of Affinia's facilities and CBRE's offices.

RESULT

In December 2005, within a week of CBRE's formal presentation, Affinia selected CBRE as its exclusive representative to provide transaction management and lease administration services.

As one of the first steps in representing Affinia, CBRE created a central web-based database of the approximately 130 assets either leased or owned by Affinia. These assets consist primarily of manufacturing and distribution facilities throughout North America, South America, Europe and Asia.

As CBRE completes its first year representing Affinia, Gerard and Wujek have completed two transactions for the client: The sale of a 138,000-sq.-ft. filter manufacturing plant in

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Quebec, and the leasing of a small 15-person office in Shanghai. Several transactions are slated for 2007.

TEAM

Mike Gerard

Managing Director
Brokerage Services, Detroit
248.351.2002
mike.gerard@cbre.com

Laura O'Brien

Senior Managing Director
Strategic Projects, Los Angeles
213.613.3577
laura.obrien@cbre.com

Ed Wujek

Senior Associate
Brokerage Services, Detroit
248.351.2058
edward.wujek@cbre.com

Gregg Shutan

Senior Managing Director
Global Corporate Services, Chicago
312.935.1450
gregg.shutan@cbre.com