



NEWS RELEASE

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Roding Technology Races Into Greenville County, SC

German engineering and technology company to establish North American headquarters, R&D functions at CU-ICAR

GREENVILLE, SC – October 8, 2013 – Roding Technology North America, LLC, a subsidiary of Germany-based Roding Automobile GmbH, will establish operations at the Clemson University International Center for Automotive Research (CU-ICAR) in Greenville County. The undisclosed investment is expected to generate at least 5 new jobs.



The technology company, which is a recognized expert in precision tooling and carbon fiber applications for the automotive industry, will establish its North American headquarters at CU-ICAR, according to Richard Smith, CEO North America for Roding Technology.

“We are pleased to establish our North American headquarters in South Carolina’s Upstate, and are particularly excited to be locating here in Greenville County at CU-ICAR,” said Smith, a former Clemson University football star who has spent the last two decades working in Europe and selected South Carolina and Greenville for the company’s North American headquarters.

“This strategic expansion will help us meet accelerating demand for our innovative carbon fiber technologies and manufacturing capabilities sought by automotive, aerospace and marine industry customers. Greenville County provides us with an excellent business environment, a top-notch workforce and exceptional market access. We are proud to become a growing part of the Palmetto State business community,” added Smith.

The new operations will allow the company to work more closely with existing clients including BMW, Thyssen Krupp, Siemens, and various automotive racing organizations, and to expand its presence in North America.

“South Carolina’s automotive industry supports thousands of jobs in the Upstate region and across the state and it’s great to see that success continuing,” said Gov. Nikki Haley. “We welcome Roding to the Palmetto State and applaud their decision to locate at CU-ICAR.”

Since January 2011, South Carolina has recruited more than \$5.1 billion in capital investment and more than 8,500 jobs in the automotive-related sector.

“Growth in South Carolina’s automotive industry and advanced manufacturing sector builds on our reputation as a state that knows how to make things, and make them well,” said Secretary of Commerce Bobby Hitt. “The Palmetto State also continues to be a destination for international companies looking to establish or expand their presence in the U.S.”

Founded in 2007 in Roding, Germany and privately owned, Roding designs and manufactures the Roding R1 super sports car utilizing a lightweight carbon fiber chassis and powerful BMW straight 6 cylinder turbo engine. With nearly 300 employees in Germany, Roding Technology envisions the CI-ICAR initiative as a first step in its North American expansion, which ultimately may include a manufacturing facility in the Southeastern United States.

“We’re pleased that Roding Technology North America has chosen to expand into Greenville County, and to enjoy the advantages that this community offers their company,” said Dr. Bob Taylor, board member of the [Greenville Area Development Corporation](#) and chairman of Greenville County Council. “The decision to establish operations at CU-ICAR continues to expand this area’s critical mass as an automotive technology destination.”

Taylor also acknowledged key contributions of officials at CU-ICAR, the City of Greenville, and Greenville County Council, including council member Liz Seman, in making the announcement a reality.

Suzanne Dickerson, international business development director for CU-ICAR, said innovation is a cornerstone of the research campus, and as such, Roding is a perfect corporate partner.

"CU-ICAR is a research campus and a hub of economic development," Dickerson said. "The fact Roding has chosen our campus for its U.S.-based operations will further enhance our reputation and provide the ideal platform for this exciting and growing company."

Information on hiring requirements for the organization will be released shortly, according to Smith. Persons interested in being considered for sales, marketing and administrative support roles can email their resumes in confidence to robinson@roding-automobile.de. For more information about Roding, please visit www.roding-automobile.de.

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 16,500 new jobs and more than \$2.8 billion in capital investment in Greenville County, SC. To learn more, visit www.goGADC.com or call (864) 235-2008.