



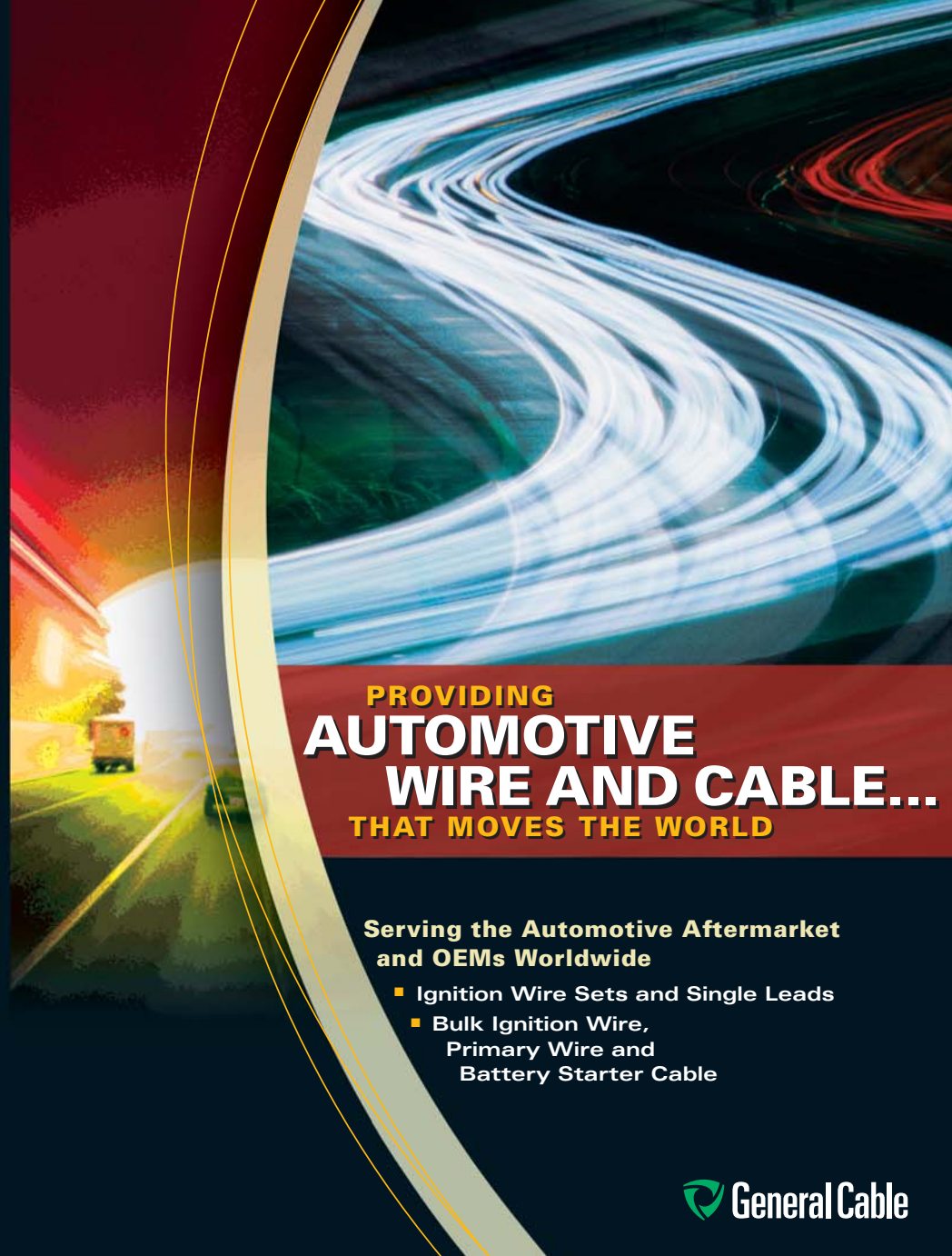
GLOBAL REACH

General Cable serves customers through a global network of 28 facilities in 11 countries and sales representatives and distribution centers worldwide. The Company is solely dedicated to the production of high-quality energy, industrial and specialty, and communications wire and cable products. In addition to its breadth of product line and strong brand recognition, the Company offers competitive strengths in such areas as technology, manufacturing, distribution and logistics, and sales and customer service. This combination enables General Cable to better serve our customers as they expand into new geographic markets.



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PROVIDING
**AUTOMOTIVE
WIRE AND CABLE...**
THAT MOVES THE WORLD

**Serving the Automotive Aftermarket
and OEMs Worldwide**

- Ignition Wire Sets and Single Leads
- Bulk Ignition Wire,
Primary Wire and
Battery Starter Cable



WIRE AND CABLE... THAT MOVES THE WORLD

General Cable is the premier private label manufacturer and market share leader in the production and distribution of ignition wire sets in today's fast paced automotive aftermarket. We have achieved this position through our unique private branding strategy, low-cost manufacturing and win-with-the-winners strategy. In addition to ignition wire sets, we provide everything from single leads to bulk ignition wire, primary wire and battery starter cable.



At General Cable, we believe there are five key areas of focus that make us the right supplier solution in the ignition wire set category: superior product, excellent category management, legendary customer service, investment in innovation and technology, and continuous improvement through our Lean Six Sigma approach.

We offer a variety of turnkey solutions—from applications management to cataloging, product development work and product life cycle management—in order to meet the ever-changing demands of our customers. Our automotive manufacturing facilities are certified to meet the highest standards in the automotive aftermarket industry.

Our automotive manufacturing history dates back to the 1920s when we began the manufacture of "Wiry Joe," a line of wiring harnesses for the Model T Ford. We quickly became the largest independent manufacturer of replacement wire and cable in the world, specializing in the automotive market.

Today, we are the low-cost manufacturer of ignition wire sets in the automotive market and we are among the largest producers of bulk ignition wire in the world, producing more than 56.3 million meters per year. Our Lincoln, Rhode Island plant has 21 continuous vulcanization (CV) lines, which allows us to produce a wide array of products for General Cable's broad portfolio of businesses. This is a key enabler of our low-cost producer strategy.

Our Altoona, Pennsylvania ignition wire assembly plant manufactures 10 million ignition wire sets per year. In 2003, they received *INDUSTRYWEEK's* Best Plants Award and were recognized as one of the 10 Best Manufacturing Plants in North America.



General Cable is uniquely positioned to provide vehicle coverage for the entire North American vehicle population due to our capabilities and knowledge of the entire application range within the United States, Canada and Mexico. This capability is critical as more of the U.S. vehicle population extend their operating life cycles by entering the Mexican vehicle population.

Our latest acquisition of **General Cable Automotriz** in Cuernavaca, Mexico further enhances our ignition wire business within the North American automotive aftermarket and makes us a vertically integrated manufacturer in Mexico. General Cable Automotriz currently manufactures 1.2 million ignition wire sets and provides additional cost-competitive capacity and a strategically located base for future growth initiatives in Mexico's rapidly expanding automotive aftermarket.

The Mexican vehicle population grew 70.5% from 1991 to 2001 and now possesses a thriving and rapidly growing vehicle population of more than 20 million vehicles. Additionally, the Mexican vehicle population average age is 20% higher than that of the U.S. vehicle population, which leads to more replacement cycles for parts and greater demands for ignition wire sets.



The addition of General Cable Automotriz in Mexico further enhances the regional growth of our ignition wire business through the application of our industry-leading assembly processes and leverages of our world class Lean manufacturing capabilities, positioning us among the world-leaders in the manufacture, sale and distribution of ignition wire sets.



GENERAL CABLE
Cable de encendido



General Cable has the power of its products, know-how, services, systems and people focused and ready to *Move the World.*



We have always been a front-runner in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the energy, industrial, specialty and communications markets. Today, General Cable is a leading \$2.4 billion wire and cable manufacturer serving our customers through a network of 28 manufacturing facilities in 11 countries with sales representation and distribution centers worldwide.

General Cable is Delivering the Spark that Moves the World...



General Cable's complete automotive wire and cable product line includes:



Bulk Ignition Wire

A full line of bulk ignition wire constructions to meet the exact specifications of ignition wire set assemblers.

Ignition Wire Sets

A complete range of ignition wire sets to meet the application demands of the vehicle population, with product line features that meet or exceed Original Equipment needs.

Battery Starter Cable

Battery starter cable is a low-voltage solution for automotive and agricultural electrical connection applications. General Cable offers a full range in gauge sizes of bulk or packaged battery cable that meets SAE specifications.

Primary Wire

Carol® Brand low-voltage primary wire is used for automotive point-to-point electrical connection. General Cable offers a full range of gauge sizes and packaging options to meet the needs of both retail and distributor customers.

OUR VALUES



Customers OUR FIRST PRIORITY

We take pride in being able to anticipate and meet customer needs. We maintain strong relationships with our customers and focus our work on their total satisfaction.

Integrity THE FOUNDATION OF OUR ACTIONS

We believe in ethical behavior in all transactions. We set high personal standards for ourselves and expect the people with whom we conduct business to do the same.

People OUR MOST IMPORTANT RESOURCE

We communicate with our associates by providing feedback, reinforcement, motivation and recognition. We invest a great deal of time and energy in our employees and support performance-driven training and development.

Teamwork THE PATH TO EXCELLENCE

We promote trust and teamwork by initiating and supporting meaningful group projects, while also reinforcing and rewarding effective teamwork in action. At the same time, we encourage diverse input and contributions.

Speed OUR COMPETITIVE ADVANTAGE

We know our customers have urgent needs. To meet those needs, we eliminate waste and unnecessary work, thereby reducing cycle time and excessive bureaucracy.

Innovation THE WAY WE GROW

We believe in continually improving ourselves by promoting creativity and daring to think beyond the ordinary. We strive to deliver a higher degree of freshness in each of our businesses.

Performance EXCEEDING CUSTOMER EXPECTATIONS

We are not afraid to set ambitious goals. We will continue to reinforce and recognize accomplishment and push ourselves even further to become the world's premier cable company.