

Danish TAJCO acquires Swedish HAVD and takes its first major step towards a diversified future

TAJCO, the world's leading supplier of premium exterior trim solutions to the automotive industry, acquires Swedish interior comfort specialist HAVD – adding a drivetrain-independent product portfolio and a European manufacturing base to its business.

TAJCO has completed the acquisition of Swedish automotive component company HAVD. The acquisition marks the most significant strategic move in TAJCO's history: a deliberate step into a new product category that complements its core business and strengthens its long-term resilience as the automotive industry evolves.

TAJCO is the world's leading supplier of premium exterior trim solutions to the automotive industry – precision-finished components that define how premium vehicles look and present themselves, fitted to vehicles from Porsche, BMW and other leading OEMs. As battery electric vehicles grow in share, parts of the exterior trim market will gradually evolve. TAJCO has been building a diversification strategy in response. HAVD is its first and most significant acquisition.

HAVD specialises in interior comfort components – acoustic dampening, thermal insulation and seating solutions for premium OEMs including Volvo Cars and Volvo Trucks. These products are independent of drivetrain technology, positioning HAVD in a segment that grows regardless of whether the market moves towards combustion or electric. With production in Sweden and Hungary, HAVD also brings a European manufacturing base that extends TAJCO's existing global footprint.

Two complementary niches – one shared ambition

TAJCO and HAVD serve the same premium OEM segments through entirely different technologies. TAJCO works on the exterior – the visible trim and precision finish that defines how a premium vehicle presents itself. HAVD works on the interior – the acoustic and comfort engineering that defines how it feels to be inside one. Their product ranges do not overlap. Together, they form a platform with the breadth to serve premium OEM customers more completely than either company could alone.

"HAVD is a well-run company with strong products, loyal customers and a product category that will be relevant for decades. We have been deliberately working towards an acquisition, and we are proud to welcome them into the TAJCO family. We are committed to building on everything they have created." Erik Laursen, CEO, TAJCO.

Ambition to nearly triple in size within two years

The acquisition supports TAJCO's ambition to nearly triple its business within the next two years. Major North American orders have already been secured and a new factory has just

been established in Mexico. With HAVD, TAJCO adds a European production and product base - interior comfort expertise and manufacturing capacity in Sweden and Hungary - ready to be developed through TAJCO's established global OEM relationships. This is TAJCO's first acquisition in many years. The plan is to make one to two further acquisitions over the next five years.

HAVD will operate under its own brand with its existing leadership team in place. The first chapter will be focused on building relationships and identifying where the two companies' strengths create the most value together.

About TAJCO

TAJCO is the world's leading supplier of premium exterior trim solutions to the automotive industry, headquartered in Denmark with primary operations in China and a newly established factory in Mexico. The company supplies premium OEMs worldwide and has secured significant North American orders.

About HAVD

HAVD is a Swedish automotive component company specialising in interior comfort solutions – acoustic dampening, thermal insulation and seating components for premium OEMs including Volvo Cars and Volvo Trucks. The company has production in Sweden and Hungary and a well-established position in the European premium segment.