

Tenacity Auto Parts Co., Ltd.

Automotive rubber parts, engine mounts, etc.

After 38 years of continuous business development, Tenacity Auto Parts Co., Ltd. has become one of the world's most comprehensive suppliers of aftermarket (AM) automotive engine mounts. The ISO 9001:2008-certified company offers over 1,000 kinds of mounts for different car models, mostly Japanese with some American, European, and Korean makes.

Tenacity's products are divided into five categories: engine mounts, strut mounts (for shock absorbers), arm bushings, stabilizer bushings, and air intake hoses. In addition, the company's brand-new lines of suspension parts, such as tie rod ends, rack ends, cross ends, ball joints, stabilizer links, pitman arms and idler arms, were introduced in early 2012.

An unmatched product range is one of the company's core competitive advantages. A senior company official claims that he can supply mounts for all Japanese cars produced between 1988 and 2006, and, upon order, earlier models as well.

To strengthen its leading one-stop-shopping status in the global market, the company releases new products quarterly and keeps customers updated of the developments.

High quality and durability are other factors in Tenacity's core competitiveness. The company makes all of its engine mounts and other rubber parts in Taiwan, keeping almost all critical processes in-house, including mold making and tooling, compressing (stamping), and rubber injection. Other processes, such as die-casting, extrusion, and powder coating, are carried out by a group of satellite plants. This kind of division-of-labor strategy, the company says, boosts its production flexibility and cost competitiveness while assuring the highest standards of quality.

As rubber is the most important part of an engine mount, Tenacity insists on using only the best materials and processing them with its self-developed formula to achieve the best possible buffering and anti-friction effect. The focus on quality is evident in the firm's comprehensive range of top-end rubber-making equipment as well as testing and inspection apparatus.



Tenacity markets its products under the well-known "Tenacity" nameplate in more than 20 countries in Europe, America, the Middle East, and Asia. (QL)

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