



Gulf Shore Assemblies, LLC (GSA) is a mass production, modular assembly, sequencing, and supply chain management company, providing its customers with modules configured in a lean manufacturing environment and delivered just in time. At GSA, we “Build quality, delivered the way you want it, when you need it!”

GSA Mission Statement

Gulf Shore Assemblies, through its associates, will deliver value-added manufacturing services and products that provide exceptional quality, are competitively priced and environmentally responsible

GSA Vision

Gulf Shore Assemblies will be a world-class, customer driven company providing unsurpassed quality through innovation and technology, exceeding the expectations of customers, associates and shareholders.

Company Highlights

- Joint venture between Modular Assembly Innovations (51%) and Midwest Express (49%), a wholly-owned subsidiary of Honda.
- GSA is co-located on the Honda Alabama campus, a first for a non-Honda company supplier.
- GSA is a Certified MBE (South Regions Minority Business Council).
- 85,000 square foot manufacturing facility
- Non-union facility
- Located in Lincoln, Alabama
- Produce more than 1.5 million modular assemblies per year - wheel assemblies with tire pressure monitoring and fuel cell component. Components are delivered to Honda lines in Lincoln, Alabama.
- ISO 9000 and ISO 14001 certifications pending.

Key GSA Accomplishments

- Attained full production ramp-up in less than one month.
- GSA’s customer and partner has confirmed the success of the new company launch with significant new business opportunities.
- Attained budgeted performance within first year of operation
- Company launch included new facility, new equipment, new workforce, additional product content, new logistic plan and implementation of 100% purchasing and supply chain management from the onset of production.
- 2009 Honda Supplier Award for quality and delivery excellence

GSA Provides Critical Services to Honda:

- Manufacturing and assembly
- Logistics and sequencing
- Purchasing and supply chain management

To learn more about GSA please visit the website at www.gulfshoreassemblies.com