

TONI D. COOLEY

PRESIDENT & CEO // SYSTEMS AUTOMOTIVE INTERIORS



COMPANY

Systems Automotive Interiors

HQ LOCATION

Mantachie, Mississippi

PROVIDES TO TOYOTA

Seat and component assembly

TOYOTA RELATIONSHIP

Tier I Supplier

WEB

sai-ms.com

CERTIFICATIONS



ABOUT

In 2007, Toyota announced plans to construct a new manufacturing plant in nearby Blue Springs, Mississippi. Resenting Systems Electro Coating (SEC) at the time, we originally sought direct supplier opportunities with Toyota or to partner indirectly through existing Tier I suppliers. Through consistent relationship building, multiple possibilities ultimately emerged for our business. Unfortunately, the plant build was suspended in 2008 before we could finalize any deal. Knowing it was a temporary delay, Toyota Boshoku America and our team continued efforts to establish a joint venture and in 2011, we launched Systems Automotive Interiors. Today we're still producing reliable, safe and comfortable seats for the Corolla.

PARTNERSHIP INSIGHT

SEC first engaged Toyota through the Mississippi Development Authority and by attending regional supplier and contractor conferences. Of the events we attended, Toyota's Opportunity Exchange stands out as one of the most formally developed and leadership-driven programs. While we initially pitched SEC's electro coating business to Toyota, the process enabled us to demonstrate our ability to learn, assemble the right team, and institute the necessary systems for a quality manufacturing operation. From there, a partnership was born.

SAI adopted the collaborative behavior of Toyota's production and engineering teams and we continuously educate team members on their roles in promoting The Toyota Way. We proudly represent Mississippi's supplier base at local, national, and international levels and demonstrate that Mississippians have the aptitude to learn, deliver, and fine tune its offerings regardless of the system in which it operates.

EMPLOYEE ENGAGEMENT & SATISFACTION

Our team members are indispensable. In my experience, a successful team requires a wide range of talent – from visionaries and strategists to executors and finance experts. At SAI, we know that past, present, and future success is inextricably linked to our entire team, with everyone carrying out their critical functions. As people in the SAI "family" grow in knowledge, ability, skills, and motivation, our organization grows, too.

SAI's team members are actively engaged in the inner workings of our company. As a result of their depth of knowledge and proximity to the product, we find that the next great idea often comes from our team members. For us, it's been proven that sincere, earnest employee engagement drives job satisfaction, increases retention, and reinforces company loyalty. The commitment and service of a more involved staff also helps solidify SAI's reputation in the community and marketplace.

