

# 2010 GREEN BUSINESS OF THE YEAR

GREEN

FOR-PROFIT BUSINESS  
OF THE YEAR

LARGE CATEGORY

## *HUSCO Automotive*

Although much attention and federal funding has been focused on environmental technologies such as solar panels, wind turbines and advanced automotive batteries that eventually may revolutionize the way people live and work. HUSCO Automotive is manufacturing products that already are having a pronounced effect on the environment.

HUSCO designs and manufactures highly engineered electro-hydraulic valves that serve as a key enabling technology in many of the new engine and transmission technologies used by car manufacturers to improve fuel efficiency, reduce emissions and enhance driving performance.

HUSCO Automotive, a division of Pewaukee-based HUSCO International, has factories in Whitewater and Shanghai, China. The business employs about 110 people, with about 55 production employees in Whitewater and 15 in China, as well as about 40 employees at the Pewaukee location, most of whom are engineers.

HUSCO Automotive also has access to HUSCO International's plants in Pune, India and Run-corn, United Kingdom, as needed.

Revenue for HUSCO Automotive in 2009 rose 10% to about \$25 million, despite the financial woes of the automotive industry, said Austin Ramirez, HUSCO Automotive's chief executive officer. Revenue for 2010 is projected to be about \$35 million, \$70 million in 2011 and \$100 million in 2012, he said.

"This rapid growth is due to the launch of several new programs all related to advanced fuel efficiency engine technologies," Ramirez said.

The company receives no governmental subsidies for the automotive work it performs, he added.

"Everything we do is purely market driven," Ramirez said. "Products like advanced batteries and fuel cells are great technologies that some day will make a difference, but we are moving the needle right now."

HUSCO produces components used in a variety of technologies that are revolutionizing the fuel economy of internal combustion engines, including cylinder deactivation, continuously variable timing, start-stop systems, dual clutch transmissions, advance diesel engines and gasoline direct injection.

Over the past five years, HUSCO Automotive claims to have improved the fuel efficiency and reduced emissions of more than 10 million automobiles. The number is expected to quadruple over the next five years as HUSCO's business expands to meet increasing efficiency requirements of the automotive market, Ramirez said.

Based on Department of Energy calculations, new programs that HUSCO Automotive is launching over the next two years will keep more than 1.2 million metric tons of carbon dioxide from being emitted into the environment, he said.

HUSCO works closely with its customers, which include Tier 1 automotive suppliers in developing products, Ramirez said.



HUSCO Automotive supplies a key component on the new 2011 Ford Mustang, the first car to achieve over 300HP and over 30mpg.

— *Rich Rovito*  
*The Business Journal*