



## PLANNING DEPARTMENT

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### MEDIA RELEASE

*March 16, 2022*

#### DAECHANG SEAT CORP. USA ANNOUNCES EXPANSION PLANS IN PHENIX CITY

PHENIX CITY, ALABAMA, March 16, 2022: Phenix City Mayor and City Council voted to approve an incentive package for an international automotive supply company, Daechang Seat Corp., USA (DSC), to expand their manufacturing operations in Phenix City, AL. DSC is currently located at 903 Fontaine Road in Phenix City. This expansion will include a new facility on 22 acres, purchased from the City, in the Phenix Industrial Park. The manufacturing operation projects to create an addition 300 jobs over the next 3 years and have an initial capital investment of approximately \$23,366,072.

DSC located in Phenix City in 2019 through the effort and support of the State of Alabama Department of Commerce, Alabama Power Company, the Columbus Area Chamber of Commerce, and the Phenix City leadership. Mayor Eddie Lowe explained that "We're thankful for the continued partnership that we have with DSC, and we're excited to work alongside them in this expansion project. This continues to show that we are moving in the right direction and is evidence that Phenix City is a great place to do business."

Daechang Seat Co., USA established in 1979 in Kyungju, South Korea, and has become one of the largest seat frame producers in the world. Globally, DSC employs more than 3,000 people in 7 countries. DSC's process includes fully automatic lines with arc welding and spot welding machines. Once construction is complete at the new manufacturing facility, DSC will have a larger footprint and greater opportunity for continued growth. DSC General Manager, Mr. Kim explained that, "I am very pleased to be able to work with the Mayor of Phenix City, Alabama and local citizens. DSC is a car seat manufacturing supplier that currently has 24 factories worldwide. In addition, we are the first cooperative company with Hyundai and Kia. We are very excited to expand our company in Phenix City, as DSC will continue to work with Phenix City to create better opportunities and jobs. DSC has grown a lot, but I believe it can grow even further through expansion projects."

Plans are to begin construction immediately and operations are projected for the 1<sup>st</sup> quarter of 2023. Construction is being completed by Marshall Design Build, LLC, an industry leading Design Build Contractor specializing in Industrial Automotive facilities. Marshall has completed over 90 Hyundai, KIA and other tier supplier projects. With headquarters in Montgomery, Alabama, this 44-year-old company has been working with tier suppliers for over 19 years and is proud to be a part of the success of Hyundai and KIA in Alabama and Georgia. Travis Marshall, owner, expressed, "Marshall looks forward to working in Phenix City, Alabama and continuing the growth of the tier suppliers."

For additional information, contact: Shaun Culligan (334) 448-2857 – Phenix City Planning & Economic Development