



Pirelli Tire Locates HQ in Georgia



At a ceremony held June 10 at the Coosa Country Club in Rome, Quick Start and Coosa Valley Technical College formalized an agreement to provide training to Pirelli Tire. In April, the Italian-based company opened a 400,000-sq.-ft. facility in the Floyd County Industrial Park.

The \$140 million facility is the North American headquarters for

Pirelli's corporate staff, research and development center, and MIRS manufacturing operations. MIRS, which stands for Modular Integrated Robotized System, is a revolutionary process that reduces the conventional 14-step manufacturing process into three steps and produces a new tire every three minutes. Pirelli holds 100 patents on the MIRS process.

To maximize the success of its new high-performance process, Pirelli sought high-performance support, which it found in Quick Start's training program.

Quick Start has provided a wide range of consultation and customized training services for everybody, from Pirelli's manufacturing workers to its executive staff.

To date, Quick Start has delivered more than 1,800 manufacturing trainee hours and 450 headquarters staff trainee hours to Pirelli, which has just begun hiring the first of the 305 people to be employed at the facility.



From left: Dr. Ken Breeden, DTAE commissioner; Craig McDaniel, Coosa Valley Technical College president; and Gaetano Mannino, Pirelli Tire North America president



Yamaha Plant Tees Off to Make Golf Cars

Along with some 150 invited guests, Gov. Roy Barnes helped celebrate the grand opening of Yamaha's new, 220,000-sq.-ft. plant in Newnan dedicated to manufacturing golf cars. The \$36 million building is an expansion of Yamaha's existing facilities, which also produce ATVs and water vehicles. The campus is Yamaha's only North

American manufacturing facility.

Gov. Barnes attributed Yamaha's decision to locate in Newnan to the area's high-quality workforce, pointing out that technical skills make up about 70 percent of jobs created in Georgia. He praised the company for encouraging excellence in education.

That commitment was exemplified by the company's use of the Quick Start program, which provided customized training programs such as Total Productive Management (TPM), safety and quality. Yamaha boasts about 1,000 employees and plans to add 120 more. Dignitaries taking part in the July 8 event included

Toshinao Urabe, the consul general of Japan; U.S. Rep. Mac Collins; Wataru Suzuki, director of Yamaha Motor Co. Ltd. of Japan; Keisuke "Casey" Yoshida, president of Yamaha Motor Manufacturing Corp., Newnan; and Stu Horlak, general manager of the Newnan plant, who acknowledged Quick Start as being instrumental in helping with the plant's workforce.

"Our goal is to provide *Kando* to the people of the world," said Suzuki, referring to the Japanese word for feelings of excitement and deep satisfaction.



From left: Keisuke "Casey" Yoshida, president of Yamaha Newnan; Gov. Roy Barnes; U.S. Rep. Mac Collins; Wataru Suzuki, director of Yamaha Motor Co. Ltd. of Japan; and Ike Miyachi, VP of engineering of Yamaha Newnan

