

# Rolls-Royce – a story of growth, success

By Adrienne Wallace  
Editor

President Barack Obama's visit to Prince George was a testament to the fact that Rolls-Royce is a global power.

The Crosspointe Center situated near Interstates 95 and 295 and U.S. Route 460, is a hub of advanced manufacturing and innovation.

"At Crosspointe, and at our facilities across the United States, we believe that American workers can innovate and compete in the global market place," Rolls-

Royce North America President and CEO James M. Guyette said. "Crosspointe is the kind of broad-based, public private partnership that President Obama and other leaders in government and industry have called for as the key to American competitiveness."

Rolls-Royce invested \$1.4 billion globally in research and development last year, and Guyette said with a mixture of manufacturing and research facilities

**Continued on page 9**



Rolls-Royce North America Inc. CEO James Guyette addresses the crowd at the plant.

Crosspointe is fast becoming an advanced manufacturing innovation zone.

Company, executive vice president Tom Loehr said Rolls-Royce provides \$100 million to the economy and its order book is a record high.

"This story is a story of growth," he said addressing the crowd before the president's visit. In 10 years \$4.5 billion has been invested. "The company began with reliability in the auto industry and has transformed since that and today designs, builds and services power systems on land, in the sea and in the air.

"We want to invest in Prince George and America," he added. "Because we believe it is the place we need to be to compete."

Already the company has created 150 jobs with another 140 additional jobs expected with the new advanced blade machinery facility with construction possibly beginning by the year's end.

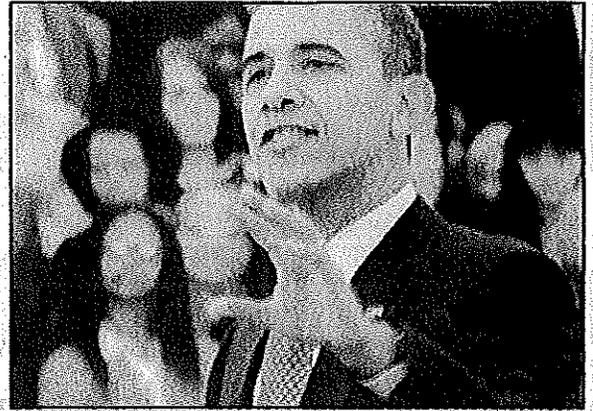
Total investment of the company and its future suppliers will exceed \$500 million, Loehr explained.

With the definition of Crosspointe meaning an intersection, he said the name was fitting because it brings people and organizations together.

The site is the first Rolls-Royce manufacturing facility built from the ground up in the U.S., and Rolls-Royce Crosspointe is the largest Rolls-Royce site by area in North America. The supplier site extends more than 120 acres and will give prospective suppliers an opportunity to co-locate with Rolls-Royce and its partners. Two neighboring localities including Surry and Sussex counties believe Rolls-Royce investment will attract other companies to invest in the industrial parks.

The first building at Crosspointe is an 180,000 square foot disc manufacturing facility.

Rolls-Royce has successful higher education partnerships in Virginia, specifically with the Commonwealth of Virginia, Prince George County, VT, VSU and the Virginia Community College System including John Tyler Community Col-



**President Barack Obama says Rolls-Royce is setting an example in manufacturing excellence.**

lege. The intent of these partnerships is to deliver step change improvements in design and manufacturing technologies as well as develop new methods in which to prepare people to secure future jobs. Rolls-Royce is an organizing industry member of the Commonwealth Center for Advanced Manufacturing joined other international companies including Siemens; Sandvik Coromant, Newport News Shipbuilding among others.

President Barak Obama said the economy is getting stronger, and touted the work at Rolls-Royce and the future Commonwealth Center for Manufacturing Excellence coming on line at Crosspointe.

CCAM is an implied research center that bridges the gap between fundamental research typically performed by universities and product development routinely performed by private companies. Virginia Tech, the University of Virginia and Virginia State University partners with CCAM.

"For a facility of this kind to succeed, this nation needs a very strong education system," Guyette noted.

Currently the organizations are building their relationship to invest in the county's future through specialized workforce development.

"This is a special, public private partnership," Loehr explained. "They are doing a great job, building a great future by educating students, and we have only just begun."