

sensors and electronic circuitry to detect glare from trailing approaching vehicles at night, and darken accordingly to protect the driver's vision. Sells to most of the major automakers (has 4 customers who each accounted for 10% or more of 2014 total sales). ees. Officers and directors own 3.6% of common stock, including 3.1% owned by Chairman & CEO Fred Bauer (3/14 proxy). Incorporated: MI. Address: 600 N. Centennial Street, Zeeland, MI 49464. Telephone: 616-772-1800. Internet: www.gentex.com.

ANNUAL RATES Past Est'd '11-'13 Past 10 Yrs. to '18-'20 of change (per sh) 5 Yrs. Sales "Cash Flow" 12.0% 12.5% 9.0% 12.0% 14.0% 5.5% 9.0% 12.0% 7.5% 9.5% Earnings 9.0% Dividends Book Value 7.5%

Current Liab.

44.8

88.0

120.0

133.4

Cal-	QUARTERLY SALES (\$ mill.)				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2012	290.7	280.4	268.2	260.3	1099.6
2013	269.5	287.0	288.6	326.8	1171.9
2014	335.7	338.5	350.9	350.4	1375.5
2015	365	375	380	390	1510
2016	400	415	420	435	1670
Cal-	EARNINGS PER SHARE A Full				
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2012	.16	.14	.15	.15	.60
2013	.17	.18	.19	.24	.78
2014	.23	.26	.25	.24	.98
2015	.25	.26	.27	.27	1.05
2016	.28	.28	.29	.30	1.15
Cal-	QUARTERLY DIVIDENDS PAID B				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2011	.06	.06	.06	.06	.24
2012	.065	.065	.065	.065	.26
2013	.07	.07	.07	.07	.28
2014	.07	.08	.08	.08	.31
2015	.08				

Gentex finished 2014 with mixed re**sults.** While sales during the fourth quarter rose 7% from a year ago, they were nearly \$20 million below our projection. The shortfall was due to end-of-year inventory adjustments at certain tier-one auto customers. Gross margins narrowed due to higher-than-expected manufacturing costs related to new technology launches. Also weighing on margins was management's inability to leverage fixed overhead costs because of lower-than-anticipated sales levels, as well as annual customer price reductions. These factors more than offset favorable purchasing cost reductions and an improved product mix. As a result, share net for the period matched the prioryear tally of \$0.24.

We have lowered our 2015 top- and bottom-line estimates by \$15 million and a nickel per share, respectively, to \$1.51 billion and \$1.05. While management noted that the aforementioned end-of-year inventory adjustments at several tier-one auto customers are not expected to drag into the new year, we still think some of the company's primary markets will remain sluggish. Gentex looks for

2015 total light-vehicle production Europe to remain flat, while volumes in Japan and Korea will probably decline roughly 4%. This is noteworthy because, despite the anticipated modest increase in volumes in North America, roughly twothirds of Gentex's sales are to international customers. However, we think the company will still be able to grow sales around 10%, driven by solid demand for its interior and exterior auto-dimming rearview mirrors. New products, including its Full Display Mirror, which uses a custom, externally mounted camera and mirrorintegrated video display to optimize a vehicle's rearward view, should also support growth.

Shares of Gentex are ranked to track the broader market averages in the **coming six to 12 months.** While some of the company's markets remain challenging, we think demand for its core auto dimming mirrors should drive decent profitability during this time frame. Over the 3- to 5-year period, the stock offers worthwhile price appreciation potential at

the recent quotation. Iason Dalavagas

March 20, 2015

(A) Diluted earnings. Next earnings report due in late April.

(B) Payments typically made in late January, April, July, and October.

(C) In millions, adjusted for stock splits.

Company's Financial Strength Stock's Price Stability B++ 25 Price Growth Persistence 65 **Earnings Predictability** 40