



We are relationship builders

As vehicles become more automated and the systems they rely on increase in technical complexity, successful product development can sometimes be based on qualities that are decidedly less high tech – old fashioned human interaction and teamwork, for example.

CASE STUDY: CONTINENTAL AUTOMOTIVE

Forging deep customer relationships based on trust and mutual respect.

In Germany, our Performance Materials (PM) division works with Continental Automotive GmbH (CA), a major supplier of radars, infotainment systems, dashboards, tyre pressure monitoring systems, vehicle diagnostic tools and other products to the European OEM market. “We’ve collaborated closely for many years – and in that time we’ve built a proactive relationship based on trust and mutual respect,” explains Stefan Suslik, Strategic Account Director Automotive at PM. “CA aims to establish a teamwork approach with its key suppliers, and our technical and sales teams talk with their counterparts at CA on a regular basis. It’s an approach that works well for both parties - our sales with CA have trebled in the last three years and at any time we will have around 20 different projects underway together.”

One such project has involved PM producing innovative electromagnetic interference (EMI) shielding for a network control module that manages a car’s engine and some safety systems. Teams from Laird and CA jointly designed the solution to meet the target of zero defects in design and production. “Our challenges included incorporating an in-line cleaning module into the manufacturing process, to help ensure product cleanliness,” adds Stefan. “This project has been an excellent demonstration of partnership in action - thanks to its success, PM now supplies shields to more than 10 European locations of CA.”