

## Start your engines with next-level data processing

Ratingen, Germany 15th August 2023

Companies in the Automotive industry have always been at the forefront of innovative manufacturing practices. To remain at the cutting-edge, they rapidly adapt and adopt the latest developments in technology. This approach equips them to face evolving market demands as well as supply chain challenges. The next step to driving the competitiveness and profitability of manufacturers even further is integrating real-time data generation and management within all aspects of car and part production. This is what Lucas Majewski, Global Director of Automotive/EV Industry, Factory Automation, at Mitsubishi Electric, outlines in the videocast “Trends in Automotive – Data means Energy”.



*[Source: Mitsubishi Electric Europe, Germany]*

The combined effects of a shifting regulatory landscape, evolving customer requirements as well as ongoing supply chain issues are testing conventional automotive manufacturing. However, the industry has proven itself to be agile and as a result, resilient. For example, it is one of the most

automated sectors, having invested heavily in digital technologies over the past decades. Thanks to this forward-looking approach and its existing infrastructures, the automotive value chain can benefit from a privileged position when it comes to upgrading its capabilities to support a changing marketplace.



**Image Caption:** Lucas Majewski, Global Director of Automotive / EV Industry, Factory Automation at Mitsubishi Electric

*[Source: Mitsubishi Electric Europe, Germany]*

Already featuring state-of-the-art industrial automation applications, such as robotised production lines, car manufacturing and assembly plants can incorporate additional innovative digital technologies to further enhance performance, flexibility and sustainability. Real-time data are key, as explained by Lucas Majewski, who identifies their potential to advance nearly every aspect of automotive production. In effect, industry players can use them to gain intelligence on machines and manufacturing lines, supporting more effective decision making as well as automated

responses, for instance, through predictive maintenance and process adjustments.

The ability to generate and analyse data in real-time can also help companies have a comprehensive overview of energy use and carbon footprint. This insight, in turn, can support the implementation of activities aimed at reducing electricity costs as well as emissions, unlocking more effective and eco-friendly operations, in line with business and customer demands as well as new regulations.

**To watch the full interview with Lucas Majewski about “Trends in Automotive – Data means Energy” Videocast and learn more about data-driven automotive production, visit:**

**<https://emea.mitsubishielectric.com/fa/service/podcasts/trends-in-automotive-production>**

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With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,003.6 billion yen (U.S.\$ 37.3 billion\*) in the fiscal year ended March 31, 2023.

For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

*\*U.S. dollar amounts are translated from yen at the rate of ¥134=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2023.*

### **About Mitsubishi Electric Factory Automation Business Group**

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

[www.MitsubishiElectric.com/fa/about-us/automating-the-world](http://www.MitsubishiElectric.com/fa/about-us/automating-the-world)

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Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. that has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Factory Automation EMEA is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

For more information, please visit [emea.mitsubishielectric.com/fa](https://emea.mitsubishielectric.com/fa)

### **About e-F@ctory**

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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