

## Next-level data processing for automotive manufacturers

Hatfield, England – 06 September 2023

Companies in the automotive industry have always been at the forefront of innovative manufacturing practices. However, to remain there, they must continue to adapt and adopt the latest developments in technology. This approach equips them to face evolving market demands as well as supply chain challenges. For automotive manufacturers, the next step to becoming more competitive and more profitable is to integrate real-time data generation and management across all aspects of car and part production.

This is the view outlined by Lucas Majewski, Global Director of Automotive/EV Industry, Factory Automation, at Mitsubishi Electric, 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, with manufacturers having invested heavily in digital technologies over the years. Thanks to this future-focussed approach, 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 a wide variety of state-of-the-art industrial automation solutions, car manufacturing and assembly plants can incorporate additional innovative digital technologies to further enhance performance, flexibility and sustainability.

Real-time data is key, as explained by Lucas Majewski, who identifies its potential to advance nearly every aspect of automotive production. In effect, industry players can use data to gain intelligence on machines and

manufacturing lines, to support more effective decision making as well as automated responses through predictive maintenance and process adjustments.

The ability to generate and analyse data in real-time can also help companies achieve 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 sustainable operations, in line with both 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>

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

-/END/-

#### **About Mitsubishi Electric Corporation**

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.*

Mitsubishi Electric Europe, Industrial Automation – UK Branch is located in Hatfield, United Kingdom. It is a part of the European Factory Automation Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Industrial Automation – UK Branch is to manage sales, service and support across its network of local branches and distributors throughout the United Kingdom.

**Follow us on:**



[youtube.com/user/MitsubishiFAEU](https://youtube.com/user/MitsubishiFAEU)



[twitter.com/MEUKAutomation](https://twitter.com/MEUKAutomation)



[linkedin.com Mitsubishi Electric –  
Automation Systems UK](https://linkedin.com/Mitsubishi_Electric_-_Automation_Systems_UK)

**Press contact:**

**Mitsubishi Electric Europe B.V.**

Automation Systems Division

**Melanie Bright**

Marketing Communications Manager

Mob: +44 (0)7738 483859

[automation@meuk.mee.com](mailto:automation@meuk.mee.com)

[gb.mitsubishielectric.com/fa](http://gb.mitsubishielectric.com/fa)

**Story/Editor:**

**WPR Agency**

**Andy Williams**

Senior Client Services Director

Mob: 07880 381 665

[Andy@wpragency.co.uk](mailto:Andy@wpragency.co.uk)

