CASE STUDY:
PEM® FASTENERS PLAY KEY ROLE IN STEERING SYSTEMS FOR NEW MULTI-VEHICLE PLATFORM

Company A's vehicle platform architecture was developed for its latest line of full-size trucks and large SUVs. The new platform is intended to replace a previous series that was introduced in 2013 to support Company A's plans for reducing its total number of platforms to 4 by the year 2025.

Company B, a tier supplier and global leader in intuitive motion control, was tasked with developing the steering systems to support Company C's new multi-vehicle platform. PennEngineering's PEM® fastening solutions played a key role in the project.

CHALLENGE

- Fasten the power steering control board to the steering module
- An alternative broaching solution had already been approved
- Meet the customer's target price for a PEM® fastener vs. the broaching solution
- Complex supply chain to gain access to the project's designer/ approver

SOLUTION

PennEngineeering and Company B delivered the following solutions:

- While price for the SMT standoff solution was higher, PennEngineering was able to demonstrate **Total Installed Cost (TIC)** of the SMT standoff was lower, compared to the current solution
- Due to reduced board handling, production rates increased
- Strong customer relationship drove Company A's approval of the PEM® fastening solution
- No additional investment was required by the customer

RECOMMENDATIONS

With the growing use of body electronics solutions to control and monitor all aspects of vehicles, PennEngineering's innovative PEM® fastener products will add significant value to our customers' projects.

To present the value of the PEM® solution, focus on **TIC**, and how it compares in the competitive landscape.

Key customers involved in Body Electronics: *Bosch, Continental, Denso, ZF, Hyundai Mobis, Lear, Valeo, Faurecia, Yazaki, Sumitomo, Aptiv, Brose, Mitsubishi, Hella, Brose, DRÄXLMAIER, Nexteer, TE Connectivity, Samsung.*