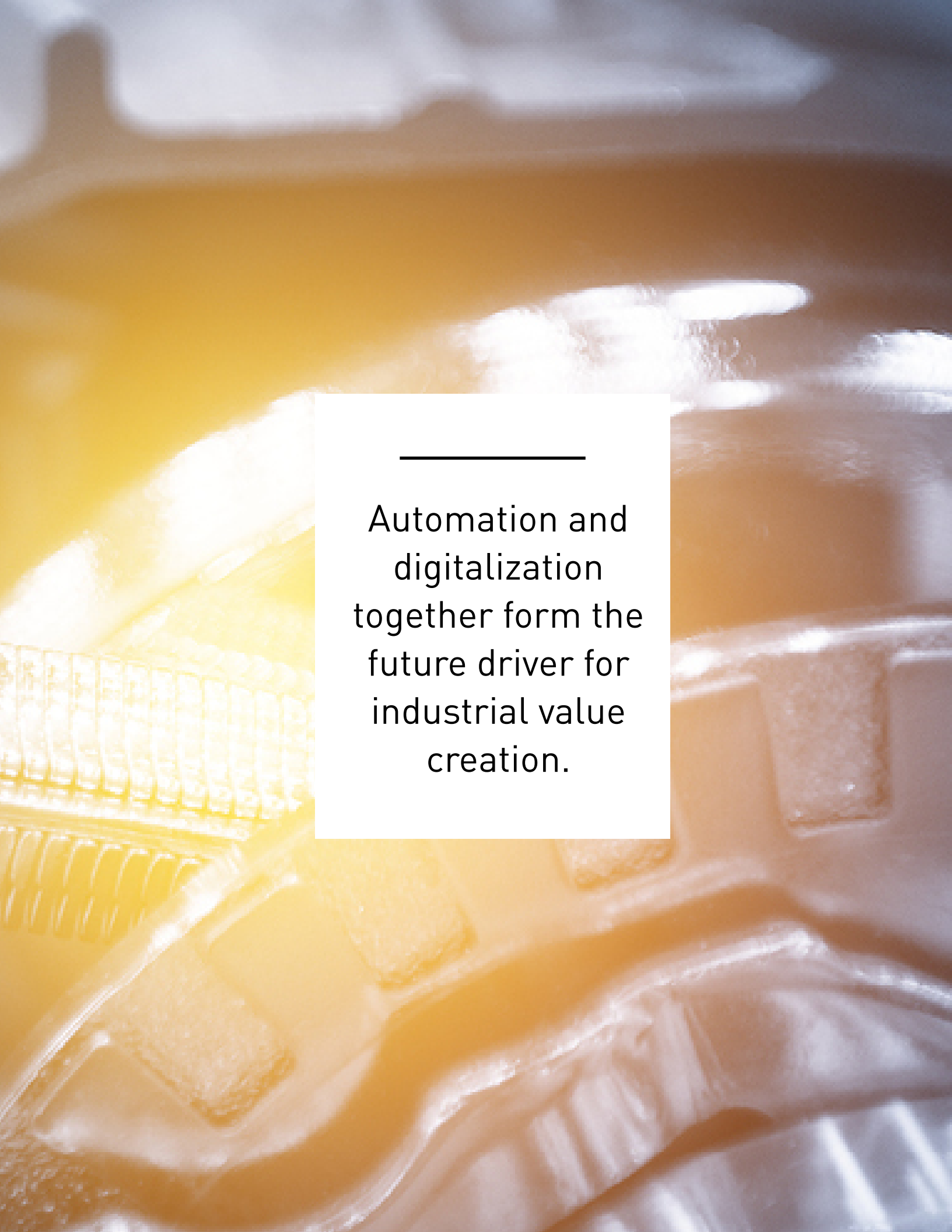


## Q&A with PIA Automation

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# **DIGITIZATION IN THE AUTOMOTIVE INDUSTRY**



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Automation and  
digitalization  
together form the  
future driver for  
industrial value  
creation.

## The automotive segment is facing new challenges.

E-mobility, self-driving vehicles, active driver-assistance systems, telematics, and connected car concepts are shaping the future. The new technologies involved in this require intelligent production procedures. This is why PIA Automation's plants and systems increasingly integrate networked assembly concepts and guarantee high quality in combination with maximized availability and flexibility.

In advance of the American Automotive Summit, we spoke with Jeff Voll, Sales Manager at PIA Automation, to discuss digitization in the automotive industry, investing in innovation, and how PIA is staying competitive in an ever-evolving landscape.

### **Companies hoping to win in the automotive market must reinvent themselves as the industry quickly evolves. How can they benefit from implementing PIA's multi-faceted manufacturing process?**

The benefits of working on a project with PIA is we work with the customer's process experts to allow our engineering team to create a custom automation line for their needs. Our designers utilize the customers knowledge to create an assembly line that will meet needs and ensure the automation line produces a part within the required cycle time and within the tolerances.

### **Small and mid-sized companies are also looking to invest in innovation. What are the key factors they need to implement the right technology?**

The key factor to implement the right equipment is to ensure the ROI is realistic. Based on the ROI timing, there are many levels of automation that can be deployed. Having a realistic budget in mind will allow PIA to design a solution that meets the budget and customer requirements.

### **How can OEM, Tier 1 and Tier 2 companies develop an assembly line that has the agility to produce multiple products?**

PIA typically produces custom equipment that manufactures many part types of a similar model. PIA designs these cells with the aid of programmable servo motors, robots and change out tooling, to name a few. Having assembly lines that produce 5-10 different part numbers is a regular request for PIA Automation.

### **How can PIA help companies enter Industry 4.0?**

PIA is currently working on projects in the I4.0 space now with the use of line databases, vision and cloud data acquisition. This is allowing our customers to work virtually within the plant.





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### **How does PIA plan to use implementing innovation to stay competitive in the ever-evolving automotive industry?**

Currently, PIA is utilizing robots as one way to stay competitive. This allows for more automation and less operator interaction. We also implement vision systems and laser measurement sensors to confirm proper parts are loaded and loaded in the correct orientation. There are also standard cells that PIA has developed with the use of servo motors, this allows for more “different” parts to be assembled on the same equipment.

### **You mention on your website that "automation and digitalization together form the future driver for industrial value creation." How can companies use digitization to maintain and expand their technological position in the automotive industry?**

One way that PIA utilizes automation digitization is with the use of Virtual Reality VR glasses. This allows our customers the ability to see the line that we are developing before the line is even fully designed. This is a new technology that we see growing with customers on the forefront of automation.



A background image showing a complex industrial automation system with various mechanical components, cables, and sensors in a factory setting.

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