

Press release

ASC GmbH still on track for success:

**New ASC office in Brazil, “Company of the Year Award” from Frost & Sullivan,
Jürgen Thiel new Sales Director worldwide**

Pfaffenhofen, 28 January 2015 – [Advanced Sensors Calibration](#) (ASC), the leading manufacturer of accelerometers, gyros and IMUs (Inertial Measurement Units), is continuing its success story. The company based in Pfaffenhofen is opening its first subsidiary in Brazil in late January 2015, has appointed Jürgen Thiel the new Sales Director worldwide, has won over Thomas Kühne as the new Sales Engineer for the DACH region – and in addition was awarded the “Company of the Year Award” in December 2014 by Frost & Sullivan for the high quality and performance of its products as well as the clear focus on customer requirements.

New office in Brazil

In late January 2015, ASC is opening its first branch office in South America, namely in Brazil. With this, the company is satisfying the growing demand from the up-and-coming Brazilian and South American markets for capacitive and piezoresistive accelerometers.

“Quite a few well-known automotive manufacturers have opened new production sites in Brazil or are planning to open new ones. We therefore anticipate increased demand in particular for piezoresistive sensors used in crash tests and capacitive sensors deployed for a range of applications in the structural durability sector, since automobiles manufactured in Brazil must by law also be tested locally,” says Renate Bay, Managing Partner of ASC GmbH. “With our new subsidiary in **Brazil** we are ensuring we are close to our customers and their requirements, and we can offer them locally the first-class service to which they are accustomed.”

Jürgen Thiel is Managing Director of ASC Brazil and Director of Sales Worldwide

Jürgen Thiel is the founder and Managing Director of ASC’s Brazilian subsidiary. At the same time he holds the position of Director of Sales Worldwide for ASC GmbH. Jürgen Thiel has more than 20 years of experience in sales and marketing in the IT and semi-conductor industry. In addition, he was a member of Intel’s European management for seven years. In July 2013 he started building up ASC’s marketing in Brazil on a freelance basis. “We are glad that we were able to gain with Mr Thiel such an experienced marketing expert as managing director of the new Brazil subsidiary,” Renate Bay says. “With his in-depth insights into the Brazilian market, his wide-ranging experience in setting up

marketing structures in new markets and – not least – his fluent command of the national language, he will help us to continue to expand our local customer base.”

Thomas Kühne new Sales Engineer at ASC

Since early January 2015 Thomas Kühne has been working as the new Sales Engineer at ASC in Pfaffenhofen. Kühne’s task is to continue to ensure high-quality support of existing customers and, beyond that, further strengthen and develop sales in the DACH region, particularly in the wind power and rail technology sectors. Kühne comes to us from the Swiss sensor manufacturer Kistler, where for twelve years he was responsible for Asia and Europe as project and account manager.

Distinction from Frost & Sullivan

Based on their analysis of the market for accelerometers and gyros for the railway sector, the consulting company Frost & Sullivan awarded ASC the “2014 Frost & Sullivan Company of the Year Award” in December 2014. According to Frost & Sullivan, ASC received the distinction for the advanced technology of its products, their high level of service quality, the continuous expansion of the product portfolio and expansion into other markets, and the associated proximity to customers. You can find further information on the award [here](#).

About ASC

ASC (Advanced Sensors Calibration) GmbH, headquartered in Pfaffenhofen in Bavaria, is among the world’s leading manufacturers of capacitive and piezoresistive accelerometers, gyros and IMUs (Inertial Measurement Units). Besides standard sensors, ASC is particularly specialised in manufacturing tailored solutions that precisely fit customer needs. These are also produced in small quantities. ASC products are deployed in a wide range of industries such as automotive, rail cars, wind energy, agriculture, aerospace, geophysics, deep drilling, tunnel construction, automation and mechanical engineering. Leading companies around the world such as Audi, Alstom, AVL, BMW, Balfour Beatty, Daimler, Fiat, Hyundai Motors, Ipetronik, Italcertifer, LMS, MTS, Siemens Transportation Systems, Siemens AG, Straininstall, TIZ Landl, Volvo, VW and Wölfel rely on ASC products.

The company also offers services like maintenance, repair and calibration for its own products and those of others. In addition, ASC exclusively sells Honeywell accelerometers, gyros from Systron Donner Inertial, piezoelectric sensors and undamped piezoresistive sensors for in-dummy applications from Niell-Tech in Germany, Austria and Switzerland. You can find further information on the website at www.asc-sensors.de.

Press contact:

ASC GmbH
Renate Bay, Managing Director
Schäfflerstraße 15
85276 Pfaffenhofen
Tel.: +49 (0) 84 41 78 65 47-0
Fax: +49 (0) 84 41 78 65 47-9
E-Mail: r.bay@asc-sensors.de/p.bay@asc-sensors.de
Web: www.asc-sensors.de

Maisberger GmbH
Vera Faller
Claudius-Keller-Straße 3c
81669 München
Tel.: +49 (0) 89 41 95 99 -15
Fax: +49 (0) 89 41 95 99 -12
E-Mail: vera.faller@maisberger.com
Web: www.maisberger.com