

PSW automotive engineering GmbH was founded by three experienced automotive construction specialists in 1988, two of whom still head the company, namely Mr. Franz Pickl and Mr. Manfred Wagner. Thomas Baer joined the PSW Board of Directors in 1999. Today, the company employs 130 members of staff; 100 work at the Ingolstadt headquarters, while the remaining 30 are employed by PSW's Munich subsidiary, which opened in 2002.

Initially, PSW focused entirely on product design and development. After some time it was found that tool engineering would make a worthwhile addition to the company portfolio. The PSW range of services now encompasses customer-specific briefing and concept creation, development and construction of licensed parts and complete modules, creation of kinematical simulations, digital mock-ups (DMUs), RAMSIS-based ergonomic research, project and quality management, CAD data processing for further use on CNC stations, and the creation of prototypes. Mr. Christian Rudolph, Sales Manager, is our interview partner: *"We concentrate primarily on three areas: interiors and plastics, vehicle body and sheet metal, and aggregates and chassis add-ons. Many of Audi's parts, such as the majority of seats and some cockpits, doors, boots and rears have*

Engineering Solutions for the Automotive Market

PSW automotive engineering GmbH, based in Gaimersheim near Ingolstadt, Germany, is a renowned development partner in the fields of car design and aerospace technology. The company mainly serves German car manufacturers and industry suppliers, but also plans to attract Eastern European OEM customers.



The company's headquarters in Gaimersheim

been designed by us." Furthermore, braking and exhaust systems, as well as tank rank among the company's specialities.

40% – 50% of PSW's customers are OEMs to the automotive industry, whilst 50% – 60% represent automobile manufacturers, the great majority of which are based in Southern Germany. PSW prides itself on its flat hierarchies. Quick decisions

are also helped by the fact that the company's headquarters is located just 1 km from the Audi construction offices. In fact, 30% – 40% of the company's employees work on its customers' premises. *"This is better*

than even the best travelling representative", as Christian Rudolph points out. Moreover, PSW maintains close relationships with universities, firstly, to gain access to highly qualified personnel, secondly, so as to make itself known to those graduates who may some day be working for the company's potential or existing customers. PSW presents its services at trade shows such as Tanktech and Euromold.

PSW has only just started to engage in collaborations with Eastern European partners, e.g. prototype manufacturers. These activities are planned to be strengthened in the medium-term future so as to benefit from price advantages. The PSW management is also considering opening an Eastern European subsidiary in the long run. Christian Rudolph closes by saying: *"We certainly intend to open up new business fields, as we have already done with the railway market."*



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