

## **Press release**

### **New Managing Director at Advanced Sensors Calibration**

**Pfaffenhofen/Germany, 4 January 2012 – Advanced Sensors Calibration (ASC), one of the leading manufacturers of high-quality acceleration sensors, is extending its board of directors: On November 1, Renate Bay was appointed a Managing Director of ASC GmbH. In this position she is responsible for ASC's controlling, marketing and company organisation.**

Renate Bay (45) has been working for ASC since 2007 as Marketing and Customer Service Manager. In addition to marketing, the focus of her work used to be on company organisation. This comprised the improvement of production processes and the efficiency of the in-house production as well as expanding quality management. In her new position she is taking on the management of the marketing, the controlling and the company's organisation and will be supporting Peter Bay, primarily responsible for the areas of technology and sales, who had been the sole managing director of the company.

Marketing specialist Mrs. Bay has gained more than 20 years' experience in sales and marketing, mainly through working in the electronics and IT sectors. Prior to working for ASC she held various positions at Intel, with her last employment being with MWS Sensorik GmbH.

"ASC's business has grown dramatically in the past few years and so has its international partner network. Our new Managing Director will therefore be heavily involved in the expansion of our partner management and partner marketing, especially in the relatively new business areas, such as wind power. With this move we are paving the road for further growth and will be able to look after our customers even better", says Peter Bay, Managing Director at ASC.

**ASC GmbH:**

ASC is a leading manufacturer of high quality accelerometers and offers a comprehensive product portfolio of capacitive and piezoresistive sensors. These sensors are very robust, shock resistant and heat resistant, so they can be used variably in fields such as automotive engineering, agriculture, aviation, space travel and geophysics. ASC products are already used by well-known customers such as BMW, Audi, Daimler, Porsche, MAN, Temsa, Shanghai VW, VW Brazil, IABG, Cassidian, Siemens Transportation Systems, Technical Control Board (TÜV) Southern Rail, German Railways, Wittenstein Aerospace & Simulation, Marin, Alois Pöttinger engineering works and Fendt.

The Pfaffenhofen-based company focuses on custom manufacturing in Germany, quality and customer service. The company also offers services such as maintenance, repair and calibration for ASC products, and also for third party products. In addition, ASC is the exclusive distributor of Honeywell accelerometers and angular rate sensors (gyros) from the U.S. company Systron Donner Inertial in Germany, Austria and Switzerland.

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