

## **Press release**

### **Sensor specialist ASC grows in all areas**

**Pfaffenhofen, 19 April 2011 – Advanced Sensors Calibration (ASC), a leading manufacturer of high quality accelerometers, continues its positive development. After 2010, the most successful year in the company's history, the first quarter of 2011 again surpassed all previous results. As a consequence, the company also improved its sales performance.**

Last year, ASC saw revenue growth of 32 percent compared with 2009. This trend has continued this year: the volume of orders received in the first quarter rose by 35 per cent compared with the same period last year, and turnover was up by 25 per cent. One reason for this is the high quality of the products and services offered by ASC. This was confirmed in March by the successful completion of the certification of the quality management system according to ISO 9001:2008.

To meet the growing demand and to support this development, ASC has made new staff appointments. On 1 April 2011, Gerald Pauli (35) was appointed as the sales engineer responsible for Germany, Austria and Switzerland. In addition to customer care and customer acquisition, his tasks also include the development of new markets, with an initial focus on wind energy. Pauli has extensive experience in the field of metrology, especially in the automotive industry. He is an academically qualified electrical engineer and previously worked for Ipetronik as an application and sales engineer.

“The last year ended with a record result and the trend is continuing this year. Growth has been particularly strong in the service division, in other words the preparation and custom fabrication of sensors“, said Peter Bay, the managing director of ASC. “This shows that we can be successful with our custom solutions and our know-how. We continue to develop our product portfolio to meet the needs of our customers, and this year we will again present new sensors.”

**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 highly 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 ASC 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.

**Press contact:**

ASC GmbH  
Peter Bay, Geschäftsführer  
Schäfflerstraße 15  
85276 Pfaffenhofen  
Tel.: +49 (0) 84 41 78 65 47-0  
Fax: +49 (0) 84 41 78 65 47-9  
E-Mail: [p.bay@asc-sensors.de](mailto:p.bay@asc-sensors.de)  
Web: [www.asc-sensors.de](http://www.asc-sensors.de)