

## **FICOSA and OMRON create ADASENS to Develop and Supply ADAS Technology for Vehicles**

**Lindau (Germany) / Barcelona (Spain), April 21<sup>st</sup> 2009.- FICOSA**, a multinational Spanish automotive systems and components manufacturer and **OMRON Corporation**, a multinational Japanese automotive electronics manufacturer, **officially have created ADASENS Automotive GmbH a joint venture** company dedicated to the development, production and commercialisation of ADAS (Advanced Driver Assistance Systems) technologies for the automotive sector worldwide.

Even within the challenging situation of the present world economic situation, with the creation of this alliance, **FICOSA and OMRON show their firm commitment to the innovation and new technologies** as an important key to win the future. This way, they leave the ADASENS door open to the cooperation with other companies to boost the development of these technologies aimed at improving of the mobility and safety in the car.

**ADASENS** was launched as a 50-50 joint venture, combining the experience of FICOSA and OMRON in the field of ADAS functions and technologies. The new company will benefit from FICOSA's automotive sector know-how and knowledge and experience in integrating systems and components in the vehicle, as well as the know-how and leadership of OMRON in areas such as electronic, sensors and technology vision cameras.

**ADASENS** is located in Lindau, Germany, with a subsidiary in Mollet del Vallès, Barcelona - Spain. The new company will take full advantage of FICOSA and OMRON's global network of technical and production centres in Europe, Asia, South America and the NAFTA area (USA, Canada and Mexico), to provide integrated global service to customers in innovation, development, production and commercialization of the ADAS products.

The core know-how and outstanding technology of **ADASENS** provides solutions for driver assistance and comfort systems in order to gain the vehicle and roadway safety dramatically as well as enlarge the convenient of driving to keep the driver highly productive during the whole distance of travel.

The scalable product range, from simple single applications like rain-sensing or lane departure warning up to the multipurpose camera applications, fulfilling the NCAP requirements, combined with functional and handsome design integration, underlines the outstanding know-how and Technology, provided by **ADASSENS**.

Functions like forward collision warning (FCW), traffic sign memory (TSM), lane departure warning (LDW), auto light and wiper system (ALWS), start up warning (SUW), and integrated rain-sensing as well as intelligent parking aid, blind spot warning (BSW) with integrated LDW are part of the 360° decentralised environmental detection and interpretation, achieved by the multipurpose camera approach which is applicable to bus, truck and passenger car platforms.

Nowadays **ADASSENS** is already working with global OEMs to integrate in the future models their advanced technologies in integration and ADAS systems.

Among automobile industry technologies, systems that support driver safety promise some of the largest growth over the coming years. In 2012, 15% of all new vehicles around the world are expected to incorporate ADAS functions and technologies.

Georg-Otto Geduld, **ADASSENS** Managing Director says: “**ADASSENS** is proud to be able to start the operation as an alliance of Ficosa and Omron nonetheless the current economical situation. **ADASSENS** also invites other parties to join such promising future business”.

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