

**Contact: Jennifer
Rogers-Harris
GÜDEL INC USA**
Phone: (734) 531-6512
Fax: (734) 214-9000

jenn.rogers-harris@us.gudel.com
4881 Runway Boulevard
Ann Arbor, Michigan 48108-9558
Gudel.com/us

GÜDEL

Press Release

GÜDEL-TSC BECOMES FIRST MEMBER OF A3 MEXICO AUTOMATION TRADE ASSOCIATION

ANN ARBOR, MICHIGAN. Güdel, a global manufacturer of linear motion modules, robot track motion units and gantry robots and components, is pleased to announce that Güdel-TSC (Monterrey, Mexico) has become the first member of A3 Mexico.

The Association for Advancing Automation, or A3, is a global nonprofit trade organization that supports and promotes the benefits of automation. Representing more than 1,000 automation company members, the A3 includes the Robotic Industries Association (RIA), Advancing Vision + Imaging (AIA) and Motion Control & Motor Association (MCMA). A3 Mexico is dedicated to nurturing the quickly growing automation industry in Mexico.

“We are very excited about the recent launch of A3 Mexico and honored for Güdel to be the first member,” Mariano Garcia Treviño, managing director of Güdel-TSC, said. “These are very important times for the automation industry. A lot of transformation is happening together, and there has been an expansion of market opportunities. The growth of the Mexican automation market will be one of the key players for years to come. We believe A3 Mexico will play a very important role in its development.”

A3 Mexico will be a networking destination and will encourage interaction among inventors, entrepreneurs, students, industry analysts, scientists and journalists. Membership in the organization will allow Güdel-TSC to expand its reach and make strategic business connections through access to automation trade shows, conferences, other networking events, market research, consensus standards and certification programs.

Mexico has the world's 11th-largest economy and is home to a vast variety of industries, including aerospace manufacturing and automotive. In 2015, industry-wide robot sales nearly tripled to 6,320 units and more than \$243 million.

GÜDEL-TSC BECOMES FIRST MEMBER OF A3 MEXICO ASSOCIATION

For IMMEDIATE Release 9 a.m. EST, March 9, 2018

Page 2 of 2

About Güdel Inc.

Güdel Inc. is the U.S. subsidiary of Güdel Group, a global manufacturer of robotic automation products, systems and services. Güdel supplies linear motion modules, robot track motion units and gantry robots and components to OEMs, systems integrators and machine builders serving the automotive, aerospace, logistics, heavy industrial and power-generation industries. Güdel Inc. is located in Ann Arbor, Michigan, in a dedicated 45,000-square-foot facility, providing North American customers with engineering, design, production and customer service support. Güdel Inc. also operates a satellite engineering office in Troy, Michigan.

Güdel Group was founded in 1954. Headquartered in Langenthal, Switzerland, Güdel today operates in 21 locations worldwide.

About Güdel-TSC

Located in Monterrey, Mexico, Güdel-TSC is an automation leader that provides clients throughout Mexico with engineering, service and technical support, as well as installation support, systems integration and controls engineering services.

#

For editorial inquiries, please contact Jennifer Rogers-Harris at jenn.rogers-harris@us.gudel.com.

Contacts

Joe Campbell
Vice President, Sales & Marketing
joe.campbell@us.gudel.com

Jennifer Rogers-Harris
Marketing and Sales Operations
jenn.rogers-harris@us.gudel.com