

High quality in every detail

fischer Automotive featured in the new C-Class

The C-Class may be the most significant model Mercedes-Benz has to offer. When the latest generation celebrates its premiere this summer, its interior will be equally impressive, which has been equipped with fischer Automotive components.

fischer automotive systems GmbH & Co KG

Industriestraße 103
72160 Horb

The automotive manufacturer headquartered in Stuttgart describes some of the advantages of its new C-Class as “a feel-good space with exclusive details”. The interior adopts some of the highlights of the new S-Class, which features vents and cupholders manufactured by fischer Automotive.

These cockpit components are produced at two of the company’s sites, in Horb, Germany and Ivanovice na Hané, Czech Republic. Three different versions of the air vents are being produced, with the main version offering 64 different illumination options. The modern and stylish design complements the functionality of the air vents.

A specialist process known as sandwich injection moulding is used to ensure the lamellae in the air vents are able to withstand strong bending loads. The process involves injecting at least two plastics simultaneously during production.

fischer Automotive uses a hot stamping process to achieve the high-quality chrome look, during which a stamping foil is

applied to the components. The cupholders meanwhile provide a secure hold for cups, cans or bottles and are installed in the centre console.

Before series production begins, the components will be planned and validated in detail in cross-national teams, who will also plan and set up assembly lines as well as logistics processes. “The success we’ve been able to achieve with these new launches is thanks to our members of staff who actively work on the product development process on a daily basis while incorporating their profitable know-how”, said Dieter Pfaff, Managing Director for Quality and Project Management.

Image captions:



Image 1: C-class vent, illuminated.



Image 2: C-Class cupholder.

Images: fischer Automotive

The fischer Group of Companies

The fischer Group of Companies, headquartered in Waldachtal in Germany's northern Black Forest, generated sales of 872 million euro in 2020 with a worldwide staff of 5,200 employees. The family-owned company operates 50 subsidiaries in 38 countries and exports to more than 120 countries. It includes the five divisions: fischer fixing systems, fischer Automotive, fischertechnik, fischer Consulting and LNT Automation

fischer fixing systems is the technological market leader in key areas of fixing technology. fischer offers products that deliver technical perfection to a wide range of customers, from do-it-yourselfers to tradespeople to key account partners.

fischer Automotive manufactures high-quality parts for vehicle interiors. The company is highly competent in the plastics processing segment and is an important partner for the automotive industry. Its range of products includes air vents, cup holders, trays and multi-function components.

With its construction kits, fischertechnik is active in both the toymaking and the educational sector. fischertechnik is one of the last remaining toy makers to exclusively develop and produce in Germany.

fischer Consulting evolved from the competence developed in the company itself, which includes the fischer ProcessSystem with its central aim of permanent improvement for the ultimate benefit of the customer. fischer Consulting advises small and medium-sized businesses, government agencies and major companies on their path towards lean and efficient processes.

LNT Automation develops and manufactures custom electronic solutions. The company also develops, produces and distributes custom and capacitive touch systems such as multi-touch solutions made of glass and the corresponding controller units. All electronics are manufactured in-house.

www.fischer.group

Contact partner

Sandra Roth

Press Relations Officer fischer automotive

Telephone: +49 7443 12 – 6251

E-mail: Sandra.Roth@fischer.de