

Branson™ Welding Solutions for Automotive Assembly

Helping automotive manufacturers develop next-generation products with advanced assembly processes to meet a world of transportation needs.

Challenges

Complex new product designs utilize new materials, sensors, electronics, and joining processes to meet demanding production standards.

**SUPPORT VARIABLE
FAST-CHANGING PRODUCT
DEVELOPMENT AND PRE-
PRODUCTION EFFORTS.**



Ensure component quality and traceability in mass production by continuously collecting and analyzing critical assembly-process data.

**DELIVER
MEASURABLE
REPEATABLE ASSEMBLY
PROCESSES OPERATING ON
HIGH-RELIABILITY EQUIPMENT.**



Joining technology employs flexible automation and robotics to maintain production throughput and quality despite changing vehicle platforms, low to high production volumes, and workforce challenges.

**MAXIMIZE
EQUIPMENT EFFICIENCY
THROUGH RAPID PRODUCTION
CHANGEOVERS AND
ADVANCED AUTOMATION.**

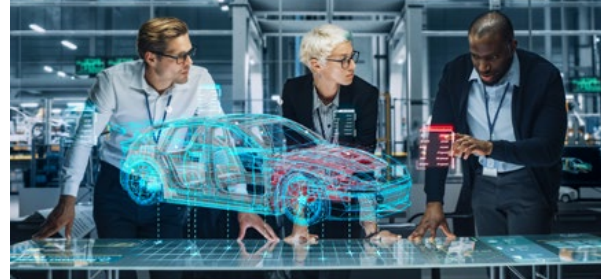


Solutions for Every Stage of Automotive Assembly & Manufacturing

Driven by consumer needs and environmental demands, automakers strive to develop powerful, efficient, and affordable vehicles for global consumers. Emerson offers an array of Branson joining technologies that bond increasingly complex components into durable, high-quality plastic & metal assemblies — from interior dashboards, touch screens, climate controls, and driver-assist systems to lighting, sensors, batteries, chargers, wire harnesses & cables. From concept through production, our expertise and global resources make Emerson a trusted partner in all phases of automotive manufacturing.

From concept to production

The success of every new vehicle depends on the development of key components and subassemblies. With the help of dedicated applications laboratories, Emerson's skilled global team helps automakers around the world move promising component designs from concept to prototype to optimization for production. We employ materials, joint design and process knowledge to help you develop, evaluate, and select the right product design and joining technology to achieve the component performance that you require.



Flexible, scalable production

Emerson's broad equipment offering ensures that the same Branson assembly technology — whether it is used for product or process development — can provide efficient production on low-volume platforms or rapidly scale up to support high-volume automated manufacturing. From manual benchtops to fully automated robotic processes, our diverse Branson equipment fits every assembly need, offering complete ultrasonic welding, laser welding, staking, and other solutions for uninterrupted production.



Advancing digitalization and automation for the future

To remain competitive in a fast-changing marketplace, automakers must not only optimize operations but also master the digitalization and automation challenges of the future. Emerson has been a global leader in implementing robust and secure Industry 4.0 solutions, working with manufacturers and integrators to deliver the secure, robust digital connectivity needed to drive future-focused data analytics and next-generation production automation.



For additional information on applications and products, please visit these webpages for more details

Automotive Assembly Solutions



Electric Vehicle Assembly Solutions



Automotive Battery Assembly Solutions



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