

# Our e-mobility project is a true market innovation

“As the System Architect responsible for developing intelligent charging cables, I coordinated two projects to the batch production stage. During the course of this project, I was appointed team leader for the automotive team and am currently operational manager at the Neways Technologies facility in Erfurt.

I have been involved in the e-mobility project since the initial concept development phase. At the start, more than five years ago, no definitive standard existed and our partner did not yet have any customers. Our involvement at such an early stage in the development process has clearly given us a head start. The ball really started rolling when the first customers showed interest, and the product has proved itself to be a true market innovation. In hindsight, the fact that we were involved in development at such an early stage has been a huge boost in helping us win our current large market share.

We encountered huge challenges during this project. However, those challenges had a positive effect as they helped us to work as One Neways. I can safely say that the short deadlines and constant pressure from our end customers significantly accelerated the process of integrating all the different sites. This was a joint effort and the project has shown that we are capable of working together smoothly under huge pressure to find solutions.”

## CONNECTING PEOPLE AND TECHNOLOGY

FAMILY FEEL

EXPERTISE

TALENT

ONE NEWAYS



**ANDRÉ BUTTNER**

**OPERATIONS MANAGER DE**  
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