MESSRING establishes subsidiary in the USA

The wholly owned subsidiary MESSRING Inc aims to meet growing U.S. demand / Renowned Gerald Goupil appointed CEO of the newly founded company

Munich, March 07, 2023 - MESSRING GmbH, the German experts for passive and active safety testing equipment, systems, and facilities is pleased to announce the establishment of MESSRING, Inc. to strengthen its foothold in North America. As a wholly owned subsidiary, headquartered in Ann Arbor, Michigan, all activities in the United States and Canada will be coordinated and supported from the new location. The company's presence is intended to both locally serve its existing customers while attracting new customers.

To facilitate this effort, MESSRING Inc. has appointed Gerald Goupil as its Chief Executive Officer ("CEO"). Mr. Goupil is an experienced professional with decades of experience in automotive business and product development, in addition to passive crash test facility design and operations management. This new subsidiary will enhance MESSRING's agility and focus to support automotive manufacturers, first-tier suppliers, crash test facility operators, and research institutions. Support which includes test equipment, system and facility design, fabrication, installation, maintenance, and upgrades. Furthermore, it intends to develop custom solutions for the rapidly expanding electric vehicle market, establishment of a U.S. warehouse for immediate order fulfillment, and has the potential to be able to offer service, technical training, and manufacturing within this region.

"For many years, we have successfully completed numerous projects for our North American customer base and wish to continue to grow our business there. To do this we feel that a dedicated subsidiary with its sole focus on this region is the best solution," says Dierk Arp, Managing Director, MESSRING GmbH. He further added, "With the acquisition of Gerald Goupil, we have gained an individual with industry connections and hands-on, practical experience who is well equipped to assist customers in their quest for additional capacity, capabilities, and efficiency improvements through the implementation of practical and cost-effective solutions."

Gerald Goupil then commented, "I am thrilled to take on this new challenge and responsibility as CEO of MESSRING Inc." He went on to add, "MESSRING has an impressive and talented team of experts, an established global customer base, a strong brand, and an enviable reputation as a leader in providing the highest quality and most dependable passive and active safety testing equipment, systems and facilities around the world."

Image:

Dierk Arp (right in picture) welcomes Gerald Goupil (left in picture) as CEO of MESSRING Inc.

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About MESSRING:

MESSRING GmbH is the world market leader for crash test technology. Based in the southwest of Munich, the mid-sized company's product offerings range from the realization of large, turnkey and multifunctional crash test facilities to the delivery of compact crash simulation test systems. In close cooperation with automotive engineers and manufacturers, MESSRING develops application specific solutions that enable the automotive industry to test their active and passive vehicle safety systems. With more than 170 employees and over 140 crash and sled test facilities installed worldwide, MESSRING has been contributing to making traffic and transportation safer for over 50 years. As a pioneer in the field of passive safety, MESSRING has set itself the goal of also playing a leading role in active safety. For this reason, MESSRING Active Safety GmbH was founded in 2018, whose core competence is in the development of test systems for driver assistance systems and autonomous vehicles.

Further information can be found at **www.messring.de**.

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