

AUTOMOTIVE

Driving Quality

Upholding Product & Subcomponent Integrity in the Automotive Industry

For automotive manufacturers, a single compromised component can impact the integrity of the entire vehicle, placing driver safety on the line. To prevent “B grade” parts from making their way to the road, automotive manufacturers must be able to prove that each vehicle and subcomponent upholds all relevant standards for safety and integrity.

Ashton Potter empowers automotive manufacturers with the comprehensive product tracking solutions they need to identify, verify, and trace every vehicle—down to the individual subcomponent—throughout the global supply chain.

High Security Solutions for High Velocity Applications

Address Compromised Products and Subcomponents

Automotive manufacturing leaves no room for compromise. By applying serialized identities to each vehicle and subcomponent, Ashton Potter empowers manufacturers to isolate compromised batches and resolve issues—both in real time and retroactively.

Satisfy Recall and Testing Requirements

Recalls and testing come at a high cost. At Ashton Potter, we enable manufacturers to satisfy requirements for ongoing monitoring and testing, storing records in our Blockchain-enabled database for easy and secure access.

Protect Consumer Well-Being

Faulty vehicles can have deadly consequences for customers and drivers on the road. Ashton Potter empowers manufacturers to put consumer safety first by confidently validating the integrity of every product and subcomponent they use.

Mitigate Risk & Liability

Automotive recalls come at a high cost for both a manufacturer’s reputation and bottom line. By allowing manufacturers to identify compromises in real time, Ashton Potter mitigates the risk of B grade products making their way into finished vehicles.



30.7 million
vehicles were
recalled in
2017 alone.¹



Securing the **Global Product Supply Chain**

ProLinc, by Ashton Potter, grants automotive manufacturers complete visibility and insight into their global supply chain. An advanced SaaS solution, ProLinc tracks a comprehensive genealogy for every vehicle, batch, and component and stores a record in its Blockchain-enabled database—preventing compromised vehicles from ever making their way to the road.

Using ProLinc, automotive manufacturers can ensure vehicles meet all standards for quality, prevent B grade products from entering the market, and protect driver well-being at every step.

High Security Printing Services **Securing Every Product**

We combine ProLinc with more than 90 years of expertise in government-grade security printing. We'll work with you to leverage the right combination of tamper-proof techniques and affix unique, irreplicable identifiers on each component, manufacturing batch, and product.



1.6 billion
secure products
serialized and tracked
by Ashton Potter
technology.

ProLinc for Automotive Manufacturers:

- **Highly-secure database** capable of handling billions of records.
- **Unique, serialized identities** assigned to each document and linked to a relational database record.
- **Smart aggregation** to accommodate material consolidation, product movement, and distribution.
- **Operators certified per line** and assigned unique codes to monitor their activity.
- **Diversion points into gray markets identifiable** via a single scan.
- **Quick, remote access** to tamper-proof database files from the field.
- **Centralized reporting in real time**, including production monitoring.
- **On-site server option** for maximum speed and security.
- **Seamless integration** with your existing ERP and manufacturing operation.

Driving vehicle integrity and safety for automotive manufacturers.

Visit www.ashtonpotter.com to discover how Ashton Potter upholds vehicle integrity across today's global supply chain.

1. <https://www.forbes.com/sites/jimgorzelayny/2018/03/13/auto-recalls-hit-a-four-year-low-last-year-still-exceed-units-sold/#3af5e3dd3856>



10 Curtwright Drive, Williamsville, NY 14221
(716) 633-2000 | www.ashtonpotter.com