

# OEM supplier network presents **Genius Cab**



**The CAB Concept Cluster presented its Genius CAB to the international audience for the first time at bauma. This model cab was awarded the bauma Innovation Award 2016 in the design category.**

By exploiting existing synergies, the cluster partners were able to develop and implement the Genius CAB as a customer-neutral innovation platform in the space of only 18 months. The CAB Concept Cluster is a network of global players, innovation-driven OEM suppliers, renowned academic institutions, designers, industry associations and equipment renters and operators. Its members include companies like AURORA, Bosch, Fritzmeier Systems, GRAMMER, HELLA, HYDAC, MEKRA Lang, SAVVY Telematic Systems, S.M.A. Metalltechnik, the design agency Lumod, Technical University (TU) of Dresden, VDBUM (an association of construction, environmental and mechanical engineering e.V.) and Max Bögl.

The future trend in off-highway vehicles is for maximal efficient system integration accompanied by an increasing digitalization of equipment and cabs. "We are all intensely concerned with

our customers' needs, with how the market of tomorrow will look and with how we can begin developing and implementing that today," said Fritz Schadeck, Vice President of Fritzmeier Cabs. "The Genius CAB is our response to the challenges of the industry."

Its integrated components in the areas of safety, intuitive operation, driver comfort, maintenance and design have set new standards for the international markets. Each individual component used is precisely tailored to the added value of the others, fulfilling specific user needs with near-series technology.

"For OEMs in the off-highway industry this means being able to rapidly finalize series production of all the innovations shown here with reduced costs, manageable risks while simultaneously enhancing their market competitiveness," explained Dr. Thomas Hiebaum, Corporate Vice President Global Off-Highway, HELLA, who, together with Fritz Schadeck, promotes the network's activities on the industrial side.

"All our conversations with customers in the construction machinery, agricultural machinery and industrial fork-lift and floor vehicle industries confirm that there is a great deal of interest in this tangible vision of a future-oriented wheel loader cab," added Dr. Thomas Hiebaum. "Joint global marketing has already begun."