07 — CAPABILITIES

ENGINEERING & LAUNCH

Anchor engineers work with customers from concept through launch, using a proprietary gating process built on APQP. The leadership team is experienced in body-in-white, structural assemblies and steering column components.



1970	5	40+ YRS
FOUNDED	OEMS SUPPLIED DIRECTLY	SUPPLYING TIER 1S

PROGRAM STAGES

- Feasibility and manufacturability review
- Advance product development
- Tool sourcing in Asia, Europe and North America
- Launch readiness testing
- Life-cycle cost savings after launch

TOOLS AND METHODS

- Simulation-driven design
- Additive manufacturing for prototypes
- Prototype builds and testing
- Full-time tooling staff in Asia and tool engineers in the U.S.
- Light-weighting solutions in high-strength steel and aluminum

Example program: structural components for an OEM SUV platform — 24 parts, 53 tools and 16 welded components and assemblies, including the front end module and instrument panel assembly.



Cell launch support



Standard weld cell concept

STARTING A NEW PROGRAM? BRING US IN EARLY.

Call +1 (216) 362-1850
anchor-mfg.com