

MESSRING - world market leader for crash test technology

Modern means of transportation are expected to provide the highest level of safety, not only for the driver and passengers, but also for pedestrians and cyclists. With its innovative products and specialized expertise, MESSRING makes a significant contribution to turning this expectation into reality – all around the globe.

MESSRING's solutions and systems enable the automotive industry to test active and passive vehicle safety systems. MESSRING's product offerings range from the realization of large, turnkey and multifunctional crash test facilities to the delivery of compact crash simulation test systems and the development of innovative components. In close cooperation with automotive engineers and manufacturers, MESSRING also develops application specific solutions, for example in the field of data acquisition, measurement, sensor and lighting technology and in the simulation of vulnerable road users.

MESSRING GmbH is regarded worldwide as an innovation driver and leading solution provider in the development and implementation of the latest crash test technology. As a specialist supplier, the company can draw on its unique know-how and wealth of experience. To date, MESSRING has implemented more than 150 large crash test systems for automobile manufacturers, governmental authorities, and insurance companies - more than any other company in the world. With an international network of subsidiaries, commercial agencies and renowned sales partners, the company guarantees first-class service, short reaction times, fast availability and complete support worldwide. This partner network in combination with spare parts warehouses in Germany and China ensures minimum downtimes in the event of an emergency.

MESSRING was founded in 1968 as a measurement technology company. The company is led by the managing director duo, Christian Salm and Florian Lenz. Together with an experienced management board, they lead a team of more than 170 employees who plan and execute the complex tasks involved in designing and installing a modern crash test facility.

It was back in 1970 that MESSRING implemented the first complete turnkey test system for an automobile manufacturer: A pioneering achievement at that time. Further milestones were the construction of the first crash system for variable angle car-to-car tests (1999), the development of the innovative data acquisition system M=BUS (2006) as well as the realization of the new CIS acceleration sled system for the simulation of rear-impact collisions (2010).

In 2018 the important course was set for the future when MESSRING expanded the activities in the field of active safety. This milestone marked the start of developing testing products for the exciting field of autonomous vehicles and active safety systems.

Having played a pioneering role in the field of passive safety for more than 50 years, MESSRING has set itself the goal to take over the innovation leadership in active safety as well.

Chongqing MESSRING Trading Co. LTD - Expansion into China

In 2014 MESSRING responded to increasing demand from Asia and founded Chongqing MESSRING Trading Co. LTD, its first overseas subsidiary. The Chinese team works closely with engineers from Germany and is the first point of contact for the numerous Chinese customers. China continues to be one of the fastest growing and most important markets for MESSRING.

MESSRING Inc. subsidiary to meet growing US demand

In 2023, with the opening of the subsidiary MESSRING Inc. in the USA, based in Ann Arbor in the US state of Michigan, the third automotive core market in addition to Europe and China is also served by its own corporation. The wholly owned subsidiary coordinates all activities in the United States and Canada and is responsible for on-site support and consulting for both existing customers and new customers.

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

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