**Automotive Sensing Solutions eBlast Messaging**

Use these materials with your email service platform of choice (MailChimp, Constant Contacts, HubSpot) to generate mass eBlasts to send to customers.

**Email 1**

**Email Subject Line:** Enable connectivity and leverage your automotive plant data with Omron sensors

**Preview Text:** elevate your plant’s operations with smart sensing solutions

**Enable connectivity and leverage your automotive plant data**

Industry 4.0 is changing the landscape for automotive manufacturers with data serving as a path towards increased productivity, better yields, and lower production and maintenance costs. By collecting real-time machine and process data, you can maintain the competitive edge by elevating your plant’s operations with smart sensing solutions.

IO Link enabled proximity sensors like the E2E Next from Omron, allow you to identify areas of improvement, monitor the lifespan of machine components, and accurately log runtime data. Using alarms in conjunction with the data can alert operators to potential issues before they become more serious and with up to four times the range of standard sensors, Omron sensors make for a flexible integration experience.

To schedule a demo and learn how to better leverage your plant data, contact your local rep today.

[Let’s Schedule a Demo]

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**Email 2**

**Email Subject Line:** Reduce your risk of unplanned downtime caused by sensors

**Preview Text:** Purpose built sensing solutions from Omron

The thousands of dollars lost due to production stoppages or unplanned downtime becomes all the more frustrating when the cause is a simple sensor failure. Whether its misreads due to slag build-up, failure caused by cutting oil, or damage from collisions, the harsh conditions of the automotive manufacturing environment require sensing solutions with enhanced durability, range, and monitoring capabilities.

Stainless-steel bodied sensors like the E3AS-HL and E2EW are highly resistant to damage caused by collisions and abrasion when compared with conventional sensing options. Purpose built with a proprietary coating to minimize build-up, these sensor families reduce the risk of misreads and the amount of maintenance needed. Coupled with extended sensing ranges, easy set-up, and IO Linked enabled process monitoring; Omron sensors provide substantial savings by reducing your risk of unplanned downtime.

To schedule a demo and learn how Omron can help your automotive plant save, reach out to your local rep today. [Let’s Schedule a Demo]