

# CONNECTING EVERYTHING IN THE VEHICLE

**Electronics supplier Haberl delivers the most important systems of them all.**

Haberl Electronic supplies two essential components for the Grenadier – the entry system and the gateway that connects the engine to the electronic architecture. Together, they make it possible to switch the engine on and off – which is about as vital as it gets.

Haberl had already partnered with BMW, the Grenadier's engine supplier, on numerous projects. But Haberl was used to delivering bespoke systems for smaller series of vehicles, such as sirens for fleets of police cars. Working on a global project like the Grenadier would be something new.

As it turned out, this made Haberl a great fit for the Grenadier. While INEOS has ambitious sales goals for its tough 4X4, it began the project as a start-up, with no tried-and-tested processes. It needed partners who could be agile and flexible.

Working closely with INEOS and BMW, Haberl rose to the challenge. The systems the company has developed are proving reliable already, despite the extreme conditions the Grenadier prototypes are up against in testing. By combining an entrepreneurial, start-up culture with the expertise to get the job done, Haberl is playing a crucial part in the story of the Grenadier.

