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## PRESS RELEASE

### AIR SHOW IS SOARAWAY SUCCESS FOR KUKA

Top robotics specialists KUKA are flying high after a group of RAF fast jet pilots took up a fun challenge to ride the world's first passenger-carrying robot at the Farnborough International Air Show.

Several members of the Red Arrows display team were among the total of 3,000 visitors who went for a spin on the Robocoaster, a unique, white-knuckle ride, which is unlike any other traditional rollercoaster experience as the robot is able to provide full turn, tilt and twist motions in any combination.

KUKA Automation + Robotics' debut at the show also saw the Halesowen-based company take a substantial number of sales enquiries from aircraft manufacturers and aero component makers from around the world.

"We were the first-ever robotics company to exhibit at the show and our presence has paid dividends. We received more than double the number of enquiries that we had anticipated and the level of interest in our automation solutions for the aerospace sector was very high," commented Gary Taylor, KUKA's aerospace sales manager.

"The visit by the Red Arrows was a memorable highlight of the show and they were very impressed by the Robocoaster, which proved to be one of the most popular attractions at the event," he added.

KUKA, part of KUKA AG, Europe's largest robot manufacturer, have recently unveiled their major role in the Next Generation Composite Wing project, a £100 million aviation research and technology programme which aims to develop the next generation of aircraft wing design in Britain.



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