



PROFIL® KSB™ Grounding Stud: Reliable Ground Connections to Vehicle Body Panels

The PROFIL® KSB™ Grounding Stud enabled a premium brand automotive manufacturer and global OEM to achieve the triple benefit of reduced installation time and cost, guaranteed electrical grounding, and substantial reduction in part count.

OVERVIEW

Customer:
**Global Automotive
OEM**

Application:
**Grounding Stud for
Vehicle Body Panels**

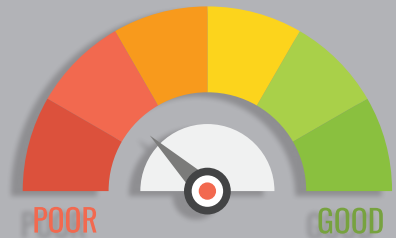
Solution:
**KSB™ Grounding
Self-Piercing Stud**



CHALLENGE

High vehicle warranty claims due to poor vehicle performance from unreliable grounding connections

- Welding nuts and studs to body panels created inconsistent ground connections, resulting in higher risk of material deformation and corrosion
- Welding studs create costly additional processes
- Weld fasteners could be used to join steel and aluminum



SOLUTION

PROFIL® KSB™
Grounding Stud

- KSB™ created a consistent ground connection between the studs and body panels
- Pure mechanical attachment enabled a strong, water tight joint between steel and aluminum body structures
- Reduced process costs required by welding fasteners



RESULTS

Drastic reduction in vehicle warranty claims by switching to PROFIL® mechanically attached joint solution

- Guaranteed electrical grounding across lifetime of vehicle
- Significant reduction in installation time and cost
- Substantial reduction in parts count

