

An automotive OEM's most profitable plant increases production rate by 20%

CHALLENGE

Rigid AGVs couldn't meet increasing production demands in aged brownfield.

- Outdated AGVs couldn't keep pace with dynamic production demands
- Infrastructure-dependent AGVs made it difficult to scale operations to new line
- Operational bottlenecks impeded efficiency and cost containment
- A new production line 700 m from the main line strained cycle times

SOLUTION

Deployed 160+ OTTO 1500 AMRs across two plants, optimizing productivity.

- Developed a custom fixed-rack attachment to transport large parts
- Used FactoryTalk Optix for dynamic dispatching to multiple lines
- Enabled integration with plant safety systems, including light curtains
- Validated production uptime and throughput via simulation testing

20%+ production rate increase, results the competition couldn't match

Deployed multiple phases within 5 days each, without impacting production

OTTO AMRs that enable this use case:



OTTO 1200



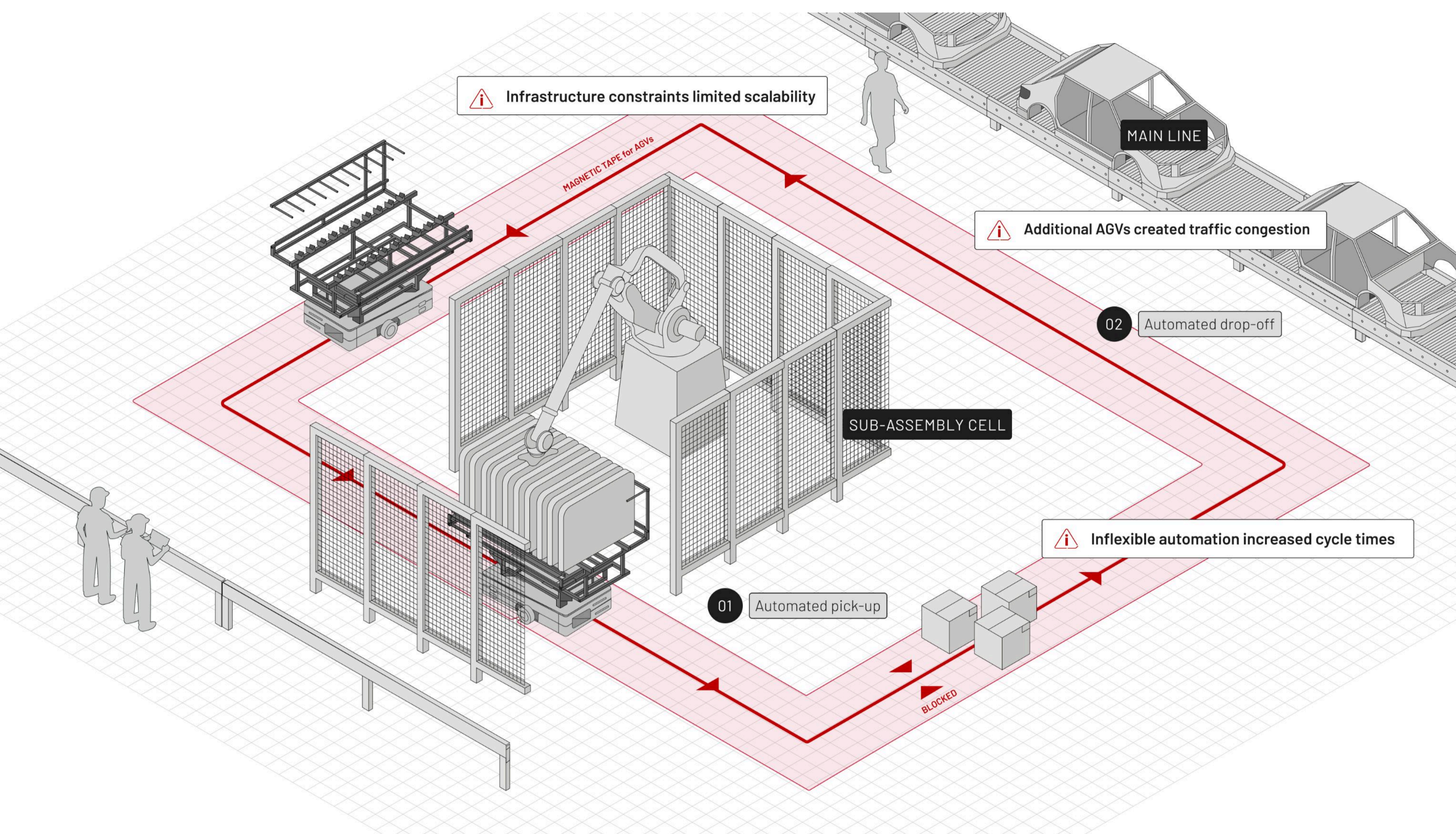
OTTO 1500



OTTO Lifter

LEGACY WORKFLOW

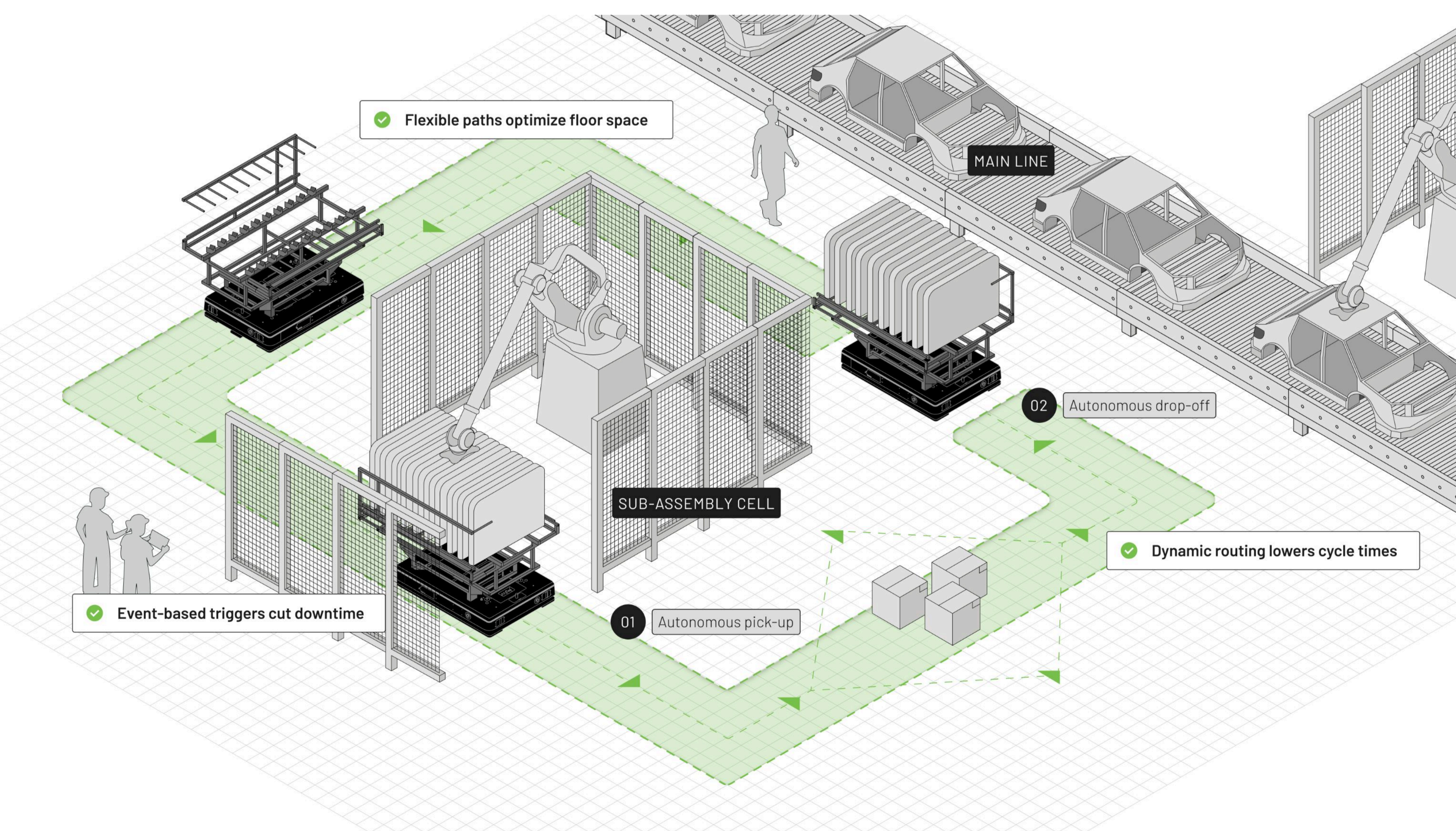
Inflexible AGVs failed to meet dynamic lineside demand.



- Inflexible automation increased cycle times**
AGVs were too slow and rigid to keep pace with dynamic production demands.
- Additional AGVs created traffic congestion**
The new line 700m away required double the AGVs, increasing congestion and required investment.
- Infrastructure constraints limited scalability**
Miles of magnetic tape were required to get AGVs to the new line across the plant.

AUTONOMOUS WORKFLOW

Dynamic, flexible AMRs maximize productivity with a smaller fleet size.



- Event-based triggers cut downtime**
FactoryTalk Optix integration enables one robotic cell to serve two production lines with dynamic dispatching.
- Dynamic routing lowers cycle times**
AMRs can reroute around obstacles in real-time, avoiding congestion.
- Flexible paths optimize fleet productivity**
With flexible paths, AMRs deliver parts to two production lines with a smaller fleet size.

rockwellautomation.com

expanding human possibility®

AMERICAS: Rockwell Automation, 1201 South Second Street, Milwaukee, WI 53204-2496 USA, Tel: (1) 414.382.2000
EUROPE/MIDDLE EAST/AFRICA: Rockwell Automation NV, Pegasus Park, De Kleetlaan 12a, 1831 Diegem, Belgium, Tel: (32) 2663 0600
ASIA PACIFIC: Rockwell Automation SEA Pte Ltd, 2 Corporation Road, #04-05, Main Lobby, Corporation Place, Singapore 618494, Tel: (65) 6510 6608
UNITED KINGDOM: Rockwell Automation Ltd., Pitfield, Kiln Farm, Milton Keynes, MK11 3DR, United Kingdom, Tel: (44)(1908) 838-800

Publication OTTO-BR001A-EN-P - February 2026
Copyright © 2026 Rockwell Automation, Inc. All Rights Reserved. Printed in USA.