

SHOWCASE

Shenyang BMW Factory

Shenyang, China



Under the global "Dual Carbon" goals, the industrial sector now the primary battleground for energy efficiency and emissions reduction.

The Shenyang BMW plant, is not only BMW's largest production base worldwide, but also a pioneer in digitalized manufacturing, setting a benchmark in energy transition and resource efficiency. As an industry benchmark, BMW demands a "zero defects" standards for its suppliers. After rigorous evaluation, the OSRAM brand luminaires under Traxon e:cue became a key lighting solution provider for BMW factories.

Quality First: A Shared Commitment

BMW's Shenyang Plant has captured global attention with its innovative production model. Centered on intelligent digitalization, this model leverages IoT, big data, and AI technologies to achieve high-level coordination and real-time monitoring across all factory operations, enhancing efficiency and sustainability. As a long-term BMW lighting supplier, Traxon e:cue shares BMW's dedication to quality and innovation. Headquartered in Hong Kong, Traxon, along with its lighting control brand e:cue in Germany, provides high-performance lighting solutions globally.

For the Shenyang BMW project, Traxon supplied nearly 40,000 lighting fixtures across 400,000 square meters, ensuring precision and compliance with BMW's design standards while maximizing energy efficiency.

Tailored Solutions for Automotive Manufacturing

The project covered various workspaces, including assembly workshops, mechanical rooms, and conveyor chains. Traxon designed a combination of track, panel, and bracket lights. A key innovation was upgrading the standard 5-wire track light to a 10-wire sliding track light, solving critical challenges and earning BMW's recognition.

Excellence in Execution

Beyond design and product selection, Traxon upheld rigorous standards throughout implementation, ensuring precision at every stage. This dedication to excellence reflects BMW's own values, securing a successful collaboration and reinforcing Traxon's role in industrial lighting innovation.

Traxon Technologies

For more information, please visit www.traxon-ecue.com

Or email us at information.traxon@traxon-ecue.com

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Featured Products



10-line sliding rail type trunking lamp

Project Details

Project Type: Industrial Lighting

Project Location: Shenyang, Liaoning

Project Name: Total Assembly

Workshop of Haval BMW New

Battery Project

Design Firm: Wuhan Dongyuan Smart

Design Research Institute Co., Ltd.

Construction Firm: China Construc-

tion Installation Group Co., Ltd.

Completion Time: June 2024



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