Press Release

**Dürr celebrates partnership with Selettra and designs new technology solutions**

***Companies combine know-how in a hub in Paraná for talent acquisition and software development***

**São Paulo, July 2nd, 2025** – **Dürr, present in Brazil for 60 years, offers a complete product portfolio for paint shops and final assembly lines, as well as environmental demands. In the field of final assembly and conveyor systems, Dürr has now strengthened its partnership with Selettra Automation e Robotics, by signing a “Cooperation Agreement” during an event that marked the creation of an Industrial Technology Park, held in June in Curitiba. This new location is a bid by the Federation of Industries of the State of Paraná (FIEP) to stimulate technological innovation and promote the state’s economic growth through partnerships and the use of local resources, such as talent and infrastructure.**

With Selettra, Dürr has found a reliable and highly specialized partner in the field of automation and mobile, flexible conveyor technology. The trusted partnership combines extensive know-how in automation and mobility for industrial automation solutions, enabling Dürr to serve the market even more precisely with tailor-made solutions—especially in the area of heavy-duty AGVs and AMRs with load capacities of over 6,000 kg, as well as special applications for commercial vehicle manufacturing, such as trucks, buses, and agricultural machinery.

“The strategic partnership with Selettra is based on numerous projects we have executed together for the Brazilian and international markets. Selettra is a reference in the integration of technologies for industrial mobility and flexible manufacturing, areas in which Dürr also develops attractive solutions”, highlights Paulo Sentieiro, Vice President of Sales and Marketing at Dürr Brazil. He adds that the teams from both companies have a lot to offer, paving the way for new businesses, markets, and opportunities. "For Selettra, it is a gateway to international expansion. For Dürr, it is an opportunity for lively professional exchange on an equal footing. Selettra brings fresh talent, technologies, and software, while Dürr brings global experience in R&D, manufacturing, and project management pooled at the Dürr Center of Excellence in Turin," Sentieiro explains.

Selettra develops mobile robotics solutions through technology and innovation, with a special focus on customization. To meet growing demand and the need for flexibility in material transportation, it develops autonomous robots adapted to different environments and industrial processes, providing greater efficiency, safety and scalability to operations.

“The partnership with Dürr is a result of the cultural alignment of the companies and a common goal of technological excellence and innovation. Both value the delivery of efficient and high-quality solutions for the industry. The connection lies in the complementarity of their specializations and the shared vision of driving manufacturing into the era of Industry 4.0—connected, flexible, and adapted, prioritizing customer success,” emphasizes Sidnei Gularte, founder and CEO of Selettra.

**Development and opportunities**

The companies will jointly develop software for the automation and management of fleets of AGVs and high-load-capacity AMRs – Automatic Guided Vehicles and Autonomous Mobile Robots – internal transportation equipment that moves autonomously to optimize production and logistics processes. The technology and infrastructure of the industrial park, also known as Mobility Habitat, will also be used for this purpose. In addition, the partnership opens new opportunities in the field of aircraft manufacturing, where customized intralogistics and flexible automation solutions are increasingly in demand. Selettra's portfolio perfectly complements Dürr’s intralogistics offering, enabling us to provide end customers with comprehensive, future-oriented solutions.

The Mobility Habitat space seeks to strengthen industrial competitiveness, stimulate technological innovation and promote economic growth. “It´s a space for mobility studies, with several attractions, such as laboratories for the development of prototypes and infrastructure. This puts us close to people who are fully intellectually developing and knowledgeable about new technologies”, emphasizes Paulo Sentieiro. The Park has the University Center (UNISENAI) on its premises, in addition to a partnership with UFPR.

**Automotive power**

The fact that Paraná is one of the largest automotive hubs in Brazil reinforces all the investment in technology in this area. As it is also an innovation hub, expectations are also high for Dürr's cutting-edge technology, which, in partnership with Selettra, can result in innovative solutions for mobility and industrial logistics in the country. "It is a meeting of companies and researchers to drive the modernization of the production sector, with sustainability and transformation of various sectors of the Brazilian production chain", summarizes Gularte.

The Industrial Technology Park was officially launched in June, when solutions for mobility, battery technologies and AGVs were presented. The event was attended by investors, entrepreneurs from the automotive and technology sectors, as well as students and professionals in technical training, all interested in the trends of Industry 4.0 and electric mobility.

**About Dürr Group**

The Dürr Group is one of the world's leading mechanical and plant engineering firms with particular expertise in the technology fields of automation, digitalization, and energy efficiency. Its products, systems, and services enable highly efficient and sustainable manufacturing processes for various industries. As of January 1, 2025, the former divisions Paint and Final Assembly Systems and Application Technology were merged to form the new Automotive division and to operate as Dürr Systems AG. The focus is on the planning and construction of paint shops as well as robots and products for the automated application of paint, sealants, and adhesives. Final assembly, testing, and filling technology for the automotive industry are further pillars of the company. In 2023, the Dürr Group generated sales of €4.6 billion. The Dürr Group has around 20,000 employees and 141 business locations in 33 countries. For more information visit durr.com and follow us on Dürr | LinkedIn

**About Selettra**

Founded in 2002, Selettra is a Brazilian company, but already with an international spirit, with 50% Brazilian and 50% foreign members. It currently has 90 employees in 3 different sites, headquarters and a factory in Paraná, in addition to an operations unit in São Paulo. Its initial focus was on the development of Industrial Software, and it is currently in demand for Mobile Robotics solutions with extremely customizable features and adherence to the high standards proprietary to each industry and each project, fully adapting to the culture of each client, ensuring greater efficiency, safety and ease in the adoption of new technologies.

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