

LADD DISTRIBUTION: COMMERCIAL AT THE CORE



Robust, flawless power and signal connectivity for transportation systems continues to be a challenge for industrial and commercial vehicle manufacturers. Features that have recently made their way into passenger cars are becoming basic requirements broadly implemented in industrial vehicles as well. These features include adaptive braking and steering, onboard diagnostics, vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication, and 360-degree view cameras.

What differentiates passenger vehicles and industrial vehicles however, are the harsh industrial environments that demand far more rugged and robust connection systems. Sensors, connectors and relays must stand up to the dirt, moisture, salt and vibration pervasive in industrial sites and long-haul operation. Reliability, efficiency and safety are crucial to industrial systems.

LADD Distribution, a TE Connectivity (TE) company, is focused on customer fulfillment of TE's products used by Industrial and Commercial Transportation (ICT) customers. LADD provides both distribution and technical support to ensure that customers have an exceptional experience with TE products. Think of LADD as both a distributor *and* a manufacturer. Three vital differences separate LADD from other distributors, making it one of the premier and most sought-after distributors of connectivity solutions for the ICT industry. These three differentiators are: LADD is commercial at the core; LADD is committed to customer care; LADD is a TE Connectivity company.

LADD is commercial at its core, having solely served customers in the off-highway, marine, trucking, construction, agricultural and engine industries for over 30 years.

LADD delivers reliable connectivity and sensing products designed to withstand harsh environments in heavy-duty truck and off highway applications- environments where system failure is not an option. LADD specializes in harsh connectivity solutions for the commercial vehicle industry, with its sole focus on products used by CVT customers globally across a broad spectrum of harsh applications. LADD is the premium supplier for commercial vehicle harness specifiers, manufacturers, and MRO support networks. Customers can count on LADD for commercial vehicle-specific terminal and connectors, contactors, fuse and relay boxes, heat shrink tubing, sensors and application tooling solutions.

LADD is completely committed to customer care. LADD's dedicated customer care teams have expertise in the ICT industry, making LADD the partner of choice for tough solutions that meet new transportation trends.

LADD supports customers every step of the way, from concept to design, through manufacturing to field support. LADD provides customers with access to solutions that have

been developed in conjunction with major OEMs and heavy-duty transportation leaders.

LADD Distribution, a TE Connectivity company, is one of the only global distributors with a core expertise in the field of commercial transportation applications specializing in the distribution, marketing and technical support of TE's transportation product portfolio.

LADD leverages TE's 75 plus years of deep industry experience to solve ever-increasing connectivity demands and challenges. TE Connectivity's team of engineers, contact physicists, and material scientists work closely with customers to develop optimized solutions. With design centers around the world, all the simulation, modeling, prototyping, and testing processes can be conveniently done close to where our customers are located.

Our application tooling team makes sure that our connectivity solutions align with our customers' manufacturing methodology. No matter the connectivity need, from high-speed data transmission to high-power electrified propulsion, LADD provides best in class heavy-duty harsh connectivity solutions to all of its customers. Because trusted connections count.



About TE Connectivity

TE Connectivity is a global industrial technology leader creating a safer, sustainable, productive, and connected future. Our broad range of connectivity and sensor solutions, proven in the harshest environments, enable advancements in transportation, industrial applications, medical technology, energy, data communications, and the home. With more than 85,000 employees, including over 8,000 engineers, working alongside customers in approximately 140 countries, TE ensures that EVERY CONNECTION COUNTS. Learn more at www.te.com and on [LinkedIn](#), [Facebook](#), [WeChat](#) and [Twitter](#).

Connect with us

We make it easy to connect with our experts and are ready to provide all the support you need. Visit www.te.com/support to chat with a Product Information Specialist.

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