



**CHARTER
STEEL**

COMPLETE SOLUTIONS FOR EV COMPONENTS

**How Integrated Steel Solutions
Streamlined a High-Performance
Manufacturer's Wheel
End Assembly**



CHALLENGE

A tier 1 automotive manufacturing supplier required a comprehensive, high-quality solution for their wheel end assemblies. As the EV market evolves, the demand for high-performance steel that meets stringent load requirements and supports integrated bearing design has increased. To strengthen and streamline their operations, this supplier sought to partner with our Charter Steel team, combining our collective expertise to create steel solutions that would supply both the bearings and the hub components.

RESULT

By leveraging advanced steel technology from our SBQ bar mill and wire rod mill, we collaborated with the high-end automotive manufacturing supplier to enhance material and process control, streamline the supply chain and eliminate the need to qualify multiple suppliers. This partnership enabled both parties to provide consistent, high-quality solutions for the EV market and saved our customer time while manufacturing crucial components for popular electric vehicles.

SOLUTION

Our comprehensive in-house capabilities delivered steel for both the bearings and the associated hub components, eliminating the need for multiple suppliers and ensuring consistent quality across applications. As an ally to our customers, this collaboration underscores our commitment to innovation and mutual success, aligning with the EV industry's need for high-performance components. As a one-stop shop for wire rod and SBQ requirements, we provided a streamlined supply chain and robust support throughout the development of all critical EV components.