Plymouth- MI- Dr. Walter Lucking, CEO of Pi Innovo,is pleased to announce Applus Idiada has made a strategic investment in Pi Innovo Ltd., the UK subsidiary of Pi Innovo Holdings.  Under the terms of the deal, Applus Idiada has acquired the UK assets and business of PI Innovo Ltd.

Pi Innovo LLC in Plymouth, Michigan will continue to supply the full OpenECU product line, while Applus Idiada will serve as a non-exclusive worldwide distributor, expanding their usage of OpenECU as they expand their electronics service offerings. Pi Innovo LLC and Applus Idiada plan to collaborate to maximize the commercial success of both parties’ business interests.

“Having the strength and resources of Applus Idiada representing the PI Innovo brand offers significant opportunity to expand our business not only in Pi Innovo Ltd’s existing UK market but also into Applus Idiada’s markets globally” said Dr. Lucking.   Commenting on the deal from Applus Idiada, Mr. Ramon Zabala, Director of Corporate Development, said, “We’re pleased to add the capabilities of Pi Innovo Ltd. to the Applus Idiada group.  This is an important step forward in our strategy to grow both our UK operations and our  electronics engineering capability.  Combining the key strengths of our respective businesses will broaden our customer reach and value proposition to the benefit of both businesses.”

Breif description of Pi Innovo here

Brief description of Idiada here.