

# Press release

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## **Baden-Württemberg's Automotive Industry Strategy Dialogue points up ways to new mobility solutions**

Hannover Messe 2018 | Apr 23-27, 2018, Hall 27, Stand H75

Stuttgart, 20 April 2018

"The Baden-Württemberg Automotive Industry Strategy Dialogue is visibly picking up speed. The first twelve pilot projects related to the transformation of mobility are underway. By organising the Strategy Dialogue, which is planned for seven years, the state government of Baden-Württemberg positions itself as a driver of the transformation of Germany's leading automobile state into the country's number-one state for mobility. Under the heading 'Boosting Future Mobility', the Baden-Württemberg Pavilion at the Hannover Messe impressively demonstrates how Baden-Württemberg will design paths to a new climate-friendly, user-friendly and efficient mobility," says Germany's Transport Minister Winfried Hermann, who will officially open the joint stand (Hall 27, H75) on Monday. He will also take the trade show as an opportunity to discuss electromobility and possible European measures with Vice-President of the European Commission Maroš Šefčovič (23 April 2018, Electric Transportation Systems Forum, Hall 27, E 84).

26 exhibitors – from global market leaders to start-ups – will present at the Baden-Württemberg Pavilion, which is jointly organised by e-mobil BW, Baden-Württemberg International, and the Wirtschaftsförderung Region Stuttgart (Stuttgart Region Economic Development Corporation) and is one of the biggest exhibition spaces at Energy, the internationally leading trade show for integrated energy systems and mobility at Hannover Messe. The Baden-Württemberg Automotive Industry Strategy Dialogue is a focal point of the federal state agency e-mobil BW's exhibit, and will provide information about the state's

activities in numerous meetings with German and foreign delegations, and in keynotes and lectures during the trade show.

### **Unique initiative for Germany: transcend industry borders, increase efficiency**

Automation, networking and electrification are the drivers of a fundamental realignment that is currently affecting all relevant industry markets in the areas of vehicles, logistics and mobility. To open up new value chains for industry and business in the course of this transformation process, companies, research institutions and governments are collaborating in the Baden-Württemberg Automotive Industry Strategy Dialogue. "The Baden-Württemberg Automotive Industry Strategy Dialogue is unique in Germany and sets international standards for the innovation policy of a leading industry and technology hub as well. Businesses, policymakers and civil society can shape digital change as soon as they explore new paths across industry borders, remaining open to new technologies and approaching digitalisation as an opportunity more than anything else. At Hannover Messe, Baden-Württemberg is showing numerous examples of how, together, digitalisation and clean drive technologies can deliver efficient logistics and mobility solutions," emphasises Franz Loogen, Managing Director of e-mobil BW GmbH, the Baden-Württemberg State Agency for New Mobility Solutions and Automotive.

### **e-mobil BW theme day at the 'Electric Transportation Systems' forum**

e-mobil BW's 'Boosting Future Mobility' theme day, held as part of the Electric Transport Systems Forum (Hall 27, E 84), shows just how diverse approaches and contributions to new mobility solutions can be. On 24 April 2018, the theme day offers the international tradeshow

public fascinating insights into the latest research results, products, and mobility solutions from Baden-Württemberg with regard to zero-emissions commercial vehicles, innovative logistics solutions, and connected and self-driving cars. (Programme)

### **Products and services for the electrification of commercial vehicles**

The efficient and economical design of electric drive trains for commercial vehicles, construction machinery and ships is a core competence of ARADEX AG. The SME from the Ostalbkreis region of Germany has established itself as a provider of electric mobility systems in the commercial vehicle sector with innovative products and application-specific flexible services. Its portfolio comprises the entire electrical drive train (inverters, motor controllers, DC/DC converters, electric motors, transmissions, controls, batteries and fuel cells), as well as a broad spectrum of services. ARADEX revolves around power electronics as the core for optimum coordination of all drive components. This means that in ARADEX drive systems the battery, which accounts for the lion's share of costs in the drive train, can often be designed on a smaller scale without losing range.

### **Technology leader in innovative and smart cables**

The Lapp Group is both an innovation driver and a global player. Founded in Stuttgart in 1959, LAPP leads the field in the development and production of innovative and smart cables, and cabling and connection technologies for a wide variety of applications. For infrastructure operators and manufacturers of charging stations and vehicles, LAPP offers user-friendly charging cables for use at AC charging stations. The portfolio is rounded off by connectors for all standards and charging modes, as well as different design variants. It

also includes a heavy-duty version for professional use, e.g. for public charging stations, e-car sharing providers, and parcel services. The new Mode 2 charging cable for home use in standard household sockets as well as on the road will be introduced to the market this year.

### **Airbus Car-to-Space-to-Car Connectivity Pilot**

Airbus is a leading manufacturer of satellites for Earth observation, science and telecommunications. With its subsidiary Tesat, Airbus has a leading international competence centre for the telecommunications payloads of satellites. A joint project is now testing how satellite technology can be used to support connected, autonomous and electric vehicles and the smart mobility services of the future. This would allow over-the-air updates of vehicle software or real-time Vehicle-2-X communication to access reliable, powerful data connections, whether in urban or remote areas. Low earth orbit navigation solutions enable improved and encrypted positioning for driving operations and logistics. Laser-based SpaceDataHighway broadband connections and laser-supported Tesat inter-satellite links are used within the satellite network, and between the ground stations and satellites.

#### **Exhibitors:**

- ads-tec GmbH, Nürtingen
- Airbus Defence and Space GmbH, Immenstaad
- ARADEX AG, Lorch
- ASG Allweier Systeme GmbH, Überlingen
- Baden-Württemberg International,
- Stuttgart BridgingIT GmbH, Mannheim
- Cluster Brennstoffzelle BW, Stuttgart
- Cluster Elektromobilität Süd-West, Stuttgart

- ctc cartech company GmbH, Böblingen
- Drees & Sommer SE, Stuttgart
- e-mobil BW GmbH – Landesagentur für neue Mobilitätslösungen und Automotive Baden-Württemberg, Stuttgart
- EnBW Energie Baden-Württemberg AG, Karlsruhe
- FKFS Forschungsinstitut für Krafffahrwesen und Fahrzeugmotoren Stuttgart FKFS, Stuttgart
- GreenIng GmbH & Co. KG, Leutenbach
- Institut für Elektrische Energiewandlung (IEW) – Uni Stuttgart, Stuttgart
- Kleiner GmbH Stanztechnik, Pforzheim
- Lapp Systems GmbH, Stuttgart
- Lightshape GmbH & Co. KG, Stuttgart
- Strategiedialog Automobilwirtschaft BW, Stuttgart
- Tamagawa Europe GmbH, Ulm
- Technische Akademie Schwäbisch Gmünd e.V., Schwäbisch Gmünd
- Vogel & Plötscher GmbH & Co. KG, Breisach
- VSF – Experts GmbH, Mannheim
- Wirtschaftsförderung Region Stuttgart, Stuttgart
- Zentrum für Sonnenenergie- und Wasserstoff-Forschung Baden-Württemberg (ZSW), Ulm
- Zwick GmbH & Co. KG, Ulm

### **Special events at the Baden-Württemberg Pavilion**

- Monday, 23 April 2018: Winfried Hermann, Member of the State Legislature, Minister of Transport of the State of Baden-Württemberg

- Tuesday, 24 April 2018: Dr Nicole Hoffmeister-Kraut, Member of the State Legislature, Minister for Economic Affairs, Labour and Housing of the State of Baden-Württemberg

### **M.TECH Accelerator**

Start-ups step up the pace – every day young entrepreneurs offer their elevator pitch at the Baden-Württemberg Pavilion.

23 and 24 April (Monday and Tuesday)

*NAiSE GmbH, Darmstadt, founded 2017*

*Neohelden, Stuttgart, founded 2018*

25 April (Wednesday)

*e3charge, Stuttgart, founded 2017*

26 April (Thursday)

*Ataex GmbH, Ulm, founded 2017*

27 April (Friday)

*fLUMEN GbR, Konstanz, founded 2015*

### Other events

23-27 April: Study trip to Hannover Messe for 160 students from universities in Baden-Württemberg, including a stop at the Baden-Württemberg Pavilion

25 April 17:00: Networking Happy Hour hosted by the Cluster Electric Mobility South-West

### **e-mobil BW GmbH**

State Agency for New Mobility Solutions and  
Automotive Baden-Württemberg

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### **e-mobil BW GmbH**

e-mobil BW is the state agency for new mobility solutions and the automotive sector of the state of Baden-Württemberg. It is a central source of information and advice on these issues. Its primary aim is to support the transformation from conventional fossil-fuel-based vehicles to electric transportation and to pave the way for its industrialisation. To boost innovation and synergy, e-mobil BW coordinates and cross-links all players, public funding, and the many initiatives in Baden-Württemberg.

### **Baden-Württemberg International**

Baden-Württemberg International (bw-i) is the state competence centre for the internationalisation of business, science and research. bw-i lends support to domestic and foreign companies, clusters and networks along with universities and research institutions by serving as the central point of contact for all questions relating to internationalisation. Its task is to support firms from Baden-Württemberg in accessing foreign markets and to position the state internationally as a prime location for business and research. The measures pursued are aimed at securing and strengthening the position of Baden-Württemberg over the long term – by encouraging foreign capital investment, helping companies to settle here and promoting cooperative ventures between companies and institutions as well as assisting businesses to recruit the qualified staff they need as part of the Fachkräfteallianz (Skilled Worker Alliance) Baden-Württemberg.

### **Wirtschaftsförderung Region Stuttgart GmbH**

The Wirtschaftsförderung Region Stuttgart GmbH (WRS – Stuttgart Region Economic Development Corporation) is the main point of contact for investors and companies in the city of Stuttgart and five surrounding administrative districts. It raises awareness of the qualities that the

business region has to offer, supports companies setting up in the region and promotes modern technologies. In numerous projects, the WRS supports regional companies in the transition from a modern automotive region to that of a sustainably viable mobility region, such as with the “Sustainable Mobility Model Region” (Modellregion nachhaltige Mobilität) regional programme or the “Region Stuttgart electromobility Model Region” programme of the federal government. Alternative drives, new mobility concepts for people and goods along with autonomous driving are key fields of focus.