

STARTUP AUTOBAHN EXPO2024 showcases over 30 pilot collaborations between startups and mobility leaders

Stuttgart, Germany, May 23, 2024 — STARTUP AUTOBAHN's flagship EXPO event returns on June 6, 2024, for its 13th edition, to showcase over 30 pilot projects jointly developed by startups and industry giants in mobility, production, enterprise, and sustainability. This one-day event in Stuttgart will unite over 1,200 in-person attendees, including board members and C-Level executives from leading automotive companies, entrepreneurs, public officials, investors, and tech experts.

STARTUP AUTOBAHN powered by Plug and Play is an innovation platform that unites the unrivaled tech expertise of Silicon Valley and the best of German engineering. Just like the German highway — the "Autobahn" — the only one in the world without a speed limit, STARTUP AUTOBAHN accelerates connections between industry corporations and innovative startups. The results of these collaborations are showcased at the annual EXPO, an invite-only conference showcasing technologies of the future and exposing the power of corporate-startup innovation.

This year's EXPO2024 will gather over 1,200 guests at *Im Wizemann* in Stuttgart. Inspired by the motto "Innovate. Inspire. Change", the event's agenda has been carefully curated to address the most pressing challenges of the mobility industry: Generative AI, Transition to E-Mobility, Sustainability in Heavy Duty, the Role of Data in Circular Economy, Collaborative Innovation, the Role of AI in Sustainability, and more.

The agenda includes inspiring keynote speeches by board members and industry leaders, panel discussions, expert roundtables, innovation walks, startup pitches, an exclusive demo of selected pilot projects, and several side events.

The speaker lineup features the most influential voices of innovation in mobility and those at the forefront of the automotive industry: **Markus Schäfer**, Member of the Board of Management of Mercedes-Benz Group AG, Chief Technology Officer, Development & Procurement; **Howard Boville**, Executive Vice President, General Manager of Global Applications and Artificial Intelligence at DXC Technology; **Andreas Schick**, Chief Operating Officer at Schaeffler; **Saeed Amidi**, Founder and CEO at Plug and Play Tech Center; **Dirk Walliser**, Senior Vice President Corporate Research & Development at ZF Group; **Alessandro Cremonesi**, Chief Innovation Officer at STMicroelectronics; **Jan-Maarten de Vries**, President Fleet Management Solutions at Bridgestone Mobility Solutions; **Hongquan Jiang**, Partner at Robert Bosch Venture Capital; **Jan Hieserich**, VP Strategy & Communications at Aleph Alpha; **Lu Han**, Open Innovation Program Director at Robert Bosch Venture Capital.

At EXPO2024, STARTUP AUTOBAHN will present the Plug and Play Global Innovation Award and the STARTUP AUTOBAHN Sustainability Award.

More about the EXPO2024 agenda, speakers, and the project showcase:

expo2024.pnptc.events

Pilot Projects and Implementations

The showcased pilot projects focus on the topics of EV Experience, AI Detection, Autonomous Driving, In-Car Experience, New Materials, Road and Traffic Data, Sustainable Materials, Data Analytics, Robotic Applications, Seamless Inspections, and many more.

Mercedes-Benz & Hedro Smart Sensors

Mercedes-Benz and Hedro accelerate testing routines with smart wireless sensors.

Mercedes-Benz & Rubber Conversion

Mercedes-Benz, ContiTech, and Rubber Conversion are working on more sustainable rubber components.

Mercedes-Benz & Phononic Vibes

Phononic Vibes, in cooperation with Mercedes-Benz and Adler Pelzer, has developed an innovative lightweight and silent metamaterial solution.

Mercedes-Benz & Ventus Technologies

Mercedes-Benz and Ventus are redefining range forecast with cutting-edge road weather models, currently focusing on the impact of wind.

Porsche & Bcomp

Porsche and Bcomp's collaboration brings bio-based flax fibers for both the interior and bodywork of the Porsche 718 Cayman GT4 CS and Porsche Mission R.

Porsche & cylib, Webasto & cylib

cylib's proprietary sustainable recycling process has been tested with Porsche and Webasto.

Porsche & Peregrine.ai

Peregrine.ai integrates AI-powered vision with Porsche Engineering ComBoxApp.

DXC Technology & Invert Robotics

DXC Technology and Invert Robotics enhance manufacturing safety with automated inspection and data capture via robotic crawlers.

DXC Technology & Circular IQ

DXC Technology and Circular IQ team up for sustainable product design and waste reduction, integrating DXC's MaCS platform with Circular IQ's robust proxy data.

DXC Technology & NoTraffic

Induction loops are a thing of the past — DXC Technology and NoTraffic are paving the way to a Smart, Safe, and Sustainable Era of Urban Mobility in Europe.

ZF Group & Klimator

ZF enables safe mobility by integrating Klimator's road weather condition information for advanced solutions and systems.

ZF Group & carbmee

ZF's Journey with CBAM and carbon pricing through cross-functional collaboration, structural integration, and carbmee's cutting-edge carbon management software.

ZF Group & Synop

ZF Group and Synop are collaborating to ensure fleets rapidly scale electrification.

Motherson & Solace Power

Motherson and Solace Power showcase a wireless power module that delivers surface heat that de-ices or de-fogs radar covers.

Motherson & #tide ocean

Sustainable solution: Using #tide's recycled material for a quality component at Motherson.

Schaeffler & AICA

Schaeffler and AICA introduce intelligent robots in production to automate complex industrial processes, using force feedback and reinforcement learning.

Bosch & Embedl

Bosch uses Embedl's SDK for optimizing Deep Learning applications for multiple hardware.

Bosch & SPARETECH

Bosch achieves a 50% efficiency increase through the automated review of all spare parts lists of new machines with SPARETECH's technology.

Bosch & Dotphoton

Bosch and Dotphoton deploy cutting-edge data compression for AI and safety-critical applications.

STMicroelectronics & AuroraLabs

STMicroelectronics and Aurora Labs unveil the future of AI at the edge on the Stellar SR5E1E7 32-bit Automotive MCUs.

STMicroelectronics & About:Energy

Combining STMicroelectronics Battery Management System Integrated Circuits and the AutoDevKit ecosystem with the About:Energy cell model library to simplify BMS development.

Bridgestone Mobility Solutions & BOTfriends

Bridgestone Mobility Solutions and BOTfriends leverage AI embedded into their CRM to elevate the Customer Journey and empower teams.

Bridgestone Mobility Solutions & Optiyol

Optiyol collaborates with Arvento (a sister company of Bridgestone Mobility Solutions) to explore a unified solution for route optimization and tracking capabilities.

NXP® Semiconductors & Zendar

NXP® Semiconductors and Zendar developed a Distributed Aperture Radar solution, a radar system that uses multiple sensors operated coherently to achieve higher resolution and accuracy.

Hyundai & UINCS

Hyundai collaborates with UINCS to develop a new Human Machine Interface (HMI) experience.

OPmobility & Sonatus

OPmobility and Sonatus present a novel no-code way to update and adapt lighting functions over the lifetime of the vehicle.

Togg & livil

Togg and livil enable drivers to access their messages safely in the car.

Togg & Wyseye

Togg partners with Wyseye to redefine pre-delivery AI vehicle inspections and ensure flawless quality checks.

About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.

Founding Partners: Mercedes-Benz, Plug and Play Tech Center, University of Stuttgart, ARENA2036.

Anchor Partners: Porsche, DXC Technology, ZF Group, Webasto, Motherson, Schaeffler, Bosch, STMicroelectronics, Bridgestone Mobility Solutions, NXP.

Ecosystem Partners: Hyundai, AGC, Eberspächer, Forvia, Novelis, GF Casting Solutions, Sekisui, OPMobility, Huf Group, Togg, Hero MotoCorp, Amber Enterprises.

About Plug and Play Tech Center

Plug and Play is the leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, we're in 60+ locations across five continents. We offer corporate innovation programs and help our corporate partners in every stage of their innovation journey, from education to execution. We also organize startup acceleration programs and have built an in-house VC to drive innovation across multiple industries where we've invested in hundreds of successful companies, including Dropbox, Guardant Health, Honey, Lending Club, N26, PayPal, and Rappi.

Website:

www.plugandplaytechcenter.com/startup-autobahn

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<https://expo2024.pnptc.events>

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