The Transformation of the Cradle: aspects of an innovation and transformation strategy of the automotive region Baden-Württemberg
Innovation agency for new mobility solutions and automotive
Major activities and networks in Baden-Württemberg

www.e-mobilbw.de
Cluster Electric Mobility South-West: Innovation with 150 partners in four strategic fields
Future transport technologies

Systematic approach

Renewable energy source

- E
  - Charging station
  - DC/AC
  - conductive/inductive

- H₂
  - Filling station
  - H₂
  - 350/700 bar

- CH₄
  - Filling station
  - CNG/LNG

Users and goods

- digital Lifestyle
- internet of Things

Vehicle interfaces

- ICT in vehicles
- charging technol.

Urban living

- smart home
- smart city
- energy storage

Further vehicles

- car-to-car
- fleet management/ back-end
- logistics

Modes of transport

- connecting
- public transport
- intermodality
- mobility services
The Automotive Sector in Baden-Württemberg
Facts and Figures

Baden-Württemberg – the cradle of the automobile

- more than 125 years experience of automotive engineering
- three large OEMs: Daimler, Porsche, Audi
- more than 1000 suppliers to the automotive industry (large share: small and medium-sized companies)
- about one third of Germany’s automotive turnover is generated in Baden-Württemberg

Source: e-mobil BW, The Road to the Mobility of the Future runs through Baden-Württemberg (2018)
The Strategic Dialogue for the Automotive Sector in Baden-Württemberg (SDA) – A Holistic Approach

- new format of institutionalised collaboration (2017-2024)
- close alliance of politics, industry, universities, associations, and society
- currently more than 280 participants
- holistic approach, six topics along the entire automotive value chain
- open to all kinds of technology
- goal: support and shape the transformation process in the automotive industry by suitable projects, activities and concepts
Thank you!

www.e-mobilbw.de