

Europe's biggest innovation platform Startup Autobahn is more than just a single success story

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Europe's biggest innovation platform Startup Autobahn is more than just a single success story

Stuttgart, 21 February 2019 - Startup Autobahn was brought to life in summer 2016 by the Founding Partners Daimler, Plug and Play Tech Center, ARENA2036 and the University of Stuttgart. The main goal was to create a global platform to accelerate startups from all over the world by connecting them to key stakeholders from Daimler and by providing tailored mentoring.

However, with more and more industry partners joining and startups successfully graduating from the platform, the focus and purpose of the platform quickly shifted to match the actual demand of startups and corporates: Quick and efficient evaluation and execution of pilot projects, potential cross-partner projects as well as the change of culture within big industry players.

By focusing on these needs and by adjusting the program structure accordingly, Startup Autobahn powered by Plug and Play quickly rose to become the biggest and most successful innovation platform in Europe: Over the past 2.5 years a total of 28 highly involved partners and 132 program startups have joined the platform leading to countless pilot projects from which over 230 got presented on the so called Expo Days. Startup Autobahn is the product of continuous critical reflection and improvements by facilitators, partners, and startups, which has created an innovation platform that best serves everyone's individual needs. "Startup Autobahn has become a major keystone for us, has been lifting the start-up culture in Baden-Württemberg to a new level. This is very much related to openness and internationality, as it is lived every day at Plug and Play. This generates a true innovation community, which can come up with completely new ideas," says Winfried Kretschmann, Minister President of the State Baden Württemberg.

Startup Autobahn's Expo Day on February 21st, 2019 is the biggest gathering for corporate-startup collaboration

More than 1,000 international participants from 41 countries experienced the 5th Expo Day of Startup Autobahn at Wagenhallen in Stuttgart on February 21st, 2019. The day marked the graduation of 34 startups of Startup Autobahn Program 5, which exclusively showcased the results of working on over 50 pilot projects with the platform partners over the last 100 days.

The platform is rapidly growing and expanding the horizon of technologies. On the main stage and the three topic stages Future of Mobility, Production and Enterprise 2.0 were displayed and in the demonstration area, guests could discover topics such as: "What technologies impact the future of autonomous driving?", "Are

humans still at the center of I4.0?", "Venture Capital: Wasted Money or Game Changer for the Future?" and many more, through pitches, live demos, panels, and talks.

To emphasize the global nature of the event, there were 56 speakers from Europe, China, and Silicon Valley in attendance to share their insights. The event was opened by Winfried Kretschmann, Minister President of the State Baden Württemberg, top speakers like Saeed Amidi, Founder & CEO of Plug and Play Tech Center, Hui Zhang, Managing Director of Nio, Tim Smith, Global Auto & Mobility Director at Ustwo, and Ralf Lamberti, CEO of Daimler Brand & IP Management, and their ideas provided food for thought and gave new perspectives around the topic of Future of Mobility. Aside from this, attendees were able to connect with leading startups, industry representatives and investors from various business fields. "It is still the well known Expo Day of Startup Autobahn, but this time we asked ourselves - if we push innovation within startups and corporates why shouldn't we innovate our very own event as well?" said Hannah Boomgaarden, Program Manager of Startup Autobahn.

Plug and Play Global Innovation Award granted to Porsche, Wieland and Workerbase

With the Global Innovation Award the Silicon Valley investor and Innovation Platform Plug and Play Tech Center reward outstanding innovative projects of Startup Autobahn partners, which have successfully combined their expertise with startups to meet the digital challenges of the future. As an established Startup Autobahn Anchor Partner Porsche was pleased to receive the Global Innovation Award. In addition to their prosperous cooperation with Startup Autobahn, their global innovation strategy includes extensive investment activities and a global presence at international technology and innovation conferences. Plug and Play Tech Center further presented the Global Innovation Award to Ecosystem Partner Wieland Ventures for their successful pilot project execution with the startup Workerbase. Their Smart Watch solution was subsequently implemented and has now become an integral part of the production process at a Wieland Group plant.

Seven corporate partners joined Startup Autobahn and 37 startups were accepted into Program 6

Startup Autobahn is honored to welcome seven new industry partners to the platform to work together on the Future of Mobility, Production, and Enterprise 2.0. Samvardhana Motherson and T-Systems joined as new Anchor Partners, and BP, Hyundai, Bleistahl, TÜV Rheinland, Yanfeng Automotive Interiors are now a part of the platform as Ecosystem Partners.

For the upcoming Program 6, our Anchor Partner decided to work on new pilot projects with the following 37 startups from 10 countries: 51nodes, Aaron.ai, Alchemy, Blockchain HELIX, Caaresys, Chargery, Cobalt,

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Cognigy, CurveSYS, Cybellum, CyberX, Dataiku, datanizing, e-laborate, emproof, FairFleet, FDX Fluid Dynamix, Firstbird, Flip, FogHorn, holoxide, Indivizo, Ladimo, Legartis, Molekule, MoonVision, neohelden, RealWear, Robonetica, Stark Mobility, Tactile Mobility, Thingsthinking, Trailer Dynamics, Viscopic, Visualix, YPTOKEY und ZeroKey.

In addition, there will be a new key topic for Program 6 - Startup Autobahn will focus on sustainability to support and emphasize the undeniable need for green innovation.

About Startup Autobahn

Startup Autobahn is an innovation platform powered by Plug and Play. It provides an interface between industry-leading corporations and innovative tech companies. At the heart of the semi-annual program is the corporate partner collaboration with startups on an eye to eye level to evaluate the fit for both parties, pilot their technology and achieve the ultimate goal — a successful production-ready implementation. Designed to go beyond just startup acceleration, Startup Autobahn moderates an ecosystem for collaboration. It drives cultural mindset change as well as sharing of company best practices in a neutral environment to push digitization across corporate structures and value chains. In May 2016 Daimler, Plug and Play Tech Center, the University of Stuttgart and ARENA2036 founded STARTUP AUTOBAHN as an open innovation platform with global reach. Since then they have teamed up with Anchor Partners Hewlett Packard Enterprise, DXC Technology, ZF Friedrichshafen, BASF, Porsche, Deutsche Post DHL Group, Webasto, Rolls-Royce Power Systems, Samvardhana Motherson, T-Systems as well as Ecosystem Partners Murata, HELLA, BENTELER, The Linde Group, AGC Glass Europe, Wieland Ventures, Jardine Matheson Limited, Covéa, Cepsa, Bleistahl, BP, Hyundai, TÜV Rheinland and Yanfeng Automotive Interiors, to bring the idea of open innovation to life.

More information about STARTUP AUTOBAHN powered by Plug and Play can be found online at www.startup-autobahn.com

Pictures: <https://www.flickr.com/photos/143063388@N07/albums>

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Startup NAISE from the University of Stuttgart develops Google Maps for indoors

“It follows me wherever I go”, says NAISE founding member Jens Heinrich, and points to a motorized robot, which follows him through the halls of the ARENA2036 on the University of Stuttgart campus. The “follow me function” is part of the NAISE system, which Heinrich developed with his colleagues Kai Przybysz-Herz (28) and Robert Libert (29) as part of their startup. They are part of the fifth STARTUP AUTOBAHN program, and will be showcasing their product at this year’s EXPO Day at the Wagenhallen Stuttgart on February 21.

“The NAISE system is similar to Google Maps, but it works inside buildings and is much more exact, so it’s particularly useful for industry”, explains the 31-year-old. It locates and operates motorized robots, people and vehicles, for example forklifts, and enables all participants to communicate with one another. “Our vision is to flexibly connect robots and people in an area to ensure the best possible cooperation. We’re making autonomous intralogistics”. The name “NAISE” was created when their prototypes went into operation for the first time. ‘Nice’ was the first name that the three master’s degree holders from the University of Stuttgart and the FernUniversität Hagen thought of. The dot on the i symbolizes the exact location which the robot can give inside a building.

A particular feature of the system is the safety aspect which the technology provides. “Let’s say that a colleague falls in the production hall and is lying there on the ground. The sensor notices what’s going on, and after the person doesn’t move for ten seconds it sends an emergency message to the screens of nearby colleagues”.

Carrying on despite setbacks

The three founders met at a networking event for entrepreneurs in Stuttgart in 2015. “Kai had the idea of developing a parking lot management system using GPS, so that cars could look for a parking space autonomously after the drivers had already gotten out. Me and Robert liked the idea and wanted to get started”, explains Heinrich. The first prototypes had already been developed when the German Federal Network Agency stopped them in their tracks. “We only ever got the permit for our localization system for one year at a time. No customer is going to buy something for such a short length of time.”

But Heinrich and his colleagues never lost sight of their dreams and reworked their idea. Instead of navigating around a parking lot, they developed a system especially for indoor navigation on factory sites for Industry 4.0. With the help of the EXIST startup scholarship and the Technology Transfer Initiative GmbH at the University of Stuttgart, they founded their own company in 2017 and successfully implemented their idea.

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“Setting up a business can be an emotional rollercoaster”, says the Stuttgart native. He says the support given to them by the Institute of Mechanical Handling and Logistics and the Institute of Industrial Automation and Software Engineering at the University of Stuttgart, as well as the ARENA2036, has been a huge help.

In the meantime, NAISE has become very much in demand in the industry. Its customers include Daimler, Bosch and Continental among others. “We’re very happy with the financial year. We exceeded our expectations. We don’t want to sit back and relax though, we want to stay on the ball.”

About the University of Stuttgart

The University of Stuttgart is considered to be among the outstanding research universities in Germany and worldwide. The University of Stuttgart, nestled in Europe's most vibrant industrial region, links science, economy and society. This results in various forms of cooperation between disciplines. For years, scientists here have conducted internationally competitive, cutting-edge research, and they prove their success again and again in the competition for funding and excellence projects.

With its research-driven teaching and its interdisciplinary-oriented profile due to the integration of engineering, science, humanities and social sciences, the University of Stuttgart has positioned itself as a nationally and internationally sought-after study destination.

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BASF's mutual partnership with Plug and Play's Startup Autobahn Press Release

Company Name

BASF

Headquarters

Ludwigshafen, Germany

Partner since

February 2017

Tech interest

Future Mobility Concepts, Future Enterprise Technology, Future Customer and Sales Solutions

Embracing the future: Technological change is exponential and corporations are turning up the speed

With the help of Plug and Play and its innovation platform Startup Autobahn, BASF is seeking new innovation partners to anticipate and actively steer the future of the chemical industry. Together with young entrepreneurs, BASF invites solutions to the vast challenges facing the world today, including food, health, mobility, urban living, smart energy and digitalization. We are working with our customers to challenge entrenched paradigms to continuously improve and innovate how we run our company and how we produce and deliver our products. This is where you come in: BASF calls upon smart and dynamic minds to experiment with us on new technologies and business models. Help us create the unexpected and let us help you grow!

Future oriented projects

Together with diverse global startups, BASF has devoted support and resources to enable pilot projects around new technologies like robotic process automation, image recognition, material performance analytics, digital customer experience, industrial IoT, big data analytics and artificial intelligence as well as smart software and tools which challenge our processes.

About BASF

Since BASF's founding in 1875, innovation has been the driving force of our company. From indigo dye, to cassettes and high performing chemicals, we understand that every success starts with a small idea. And every bold idea needs exceptional innovation partners. Our diverse customers in various industries and regions each face unique social and environmental challenges, further precipitated by limited natural resources and increasing consumer demand. Chemistry is the key to solving these challenges and is

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significantly contributing to improve the quality of life. That is why BASF creates chemistry for a sustainable future.

Learn more about BASF and startups at basf.com/startups

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Porsche tests the use of autonomous driving in the workshop

Stuttgart/Munich, Germany. Using a tablet to access the lifting platform: Porsche tests autonomous driving in the company's own workshop. The test project is part of a collaboration in the context of the Startup Autobahn innovation platform, and is scheduled for completion in mid-2019.

This project involves Porsche working with start-up "Kopernikus Automotive" to install a test field on the company's premises in Ludwigsburg. The young company from Berlin specialises in technology for self-driven cars, and the aim of the joint project is to enable vehicles to drive from their parking space to the lifting platform and back again, fully autonomously. It is intended that mechanics will be able to manoeuvre the sports cars to the correct position in the workshop, quickly and automatically, using a tablet.

"Autonomous driving will revolutionise our road traffic in just a few years. However, we can already use the technological possibilities available today to make work processes even more effective and efficient," comments Alexander Haas, Project Manager for Automated Driving at the Porsche workshop. The project will be implemented within 100 days by experts from the fields of highly automated and assisted driving as well as aftersales technology, together with Kopernikus Automotive; the team will present the results at the Startup Autobahn "Expo Day" in Stuttgart's Wagenhallen on February 21.

A virtual test run of approximately one million simulated test kilometres

Before the vehicles are driven into the workshop truly autonomously, the first step is to create the test site including workshop environment as a virtual representation, which is used to train an artificial neural network. It drives more than one million virtual test kilometres and learns independently on the basis of real framework data. Finally, the use case is tested under real conditions. "Our team will experience the use of autonomous driving in the workshop in test operation, and we want to learn from the team's feedback," comments Thomas Eckert, Head of Product Influencing in Aftersales.

The intention is that AI technology will then not only handle vehicle orientation, but also independently identify and localise objects, and plan paths. Extensive measures will be implemented to guarantee safety in the practical implementation stage of the test run, including a speed limit of seven kilometres per hour and the additional use of a human driver.

Porsche has been a partner in the Startup Autobahn innovation platform initiated since 2017, with the aim of bringing innovative start-ups from all over the world to Stuttgart with their ideas. Several companies have

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joined forces, including Porsche, Daimler, the University of Stuttgart, Arena 2036, Hewlett Packard Enterprise, DXC Technology, ZF Friedrichshafen and BASF, among others. Under the umbrella of Startup Autobahn, they collaborate with start-ups in specific pilot projects that run over a period of 100 days. Porsche has implemented around 50 projects as part of Startup Autobahn over the past two years, and around a third of results have been incorporated into the series development process.

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Image material available in the Porsche Newsroom (newsroom.porsche.de) and in the Porsche media database (presse.porsche.de).

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Rolls-Royce Power Systems joins innovation platform 'Startup Autobahn'

- Next step in digitalization of engineering company
- First event in Friedrichshafen scheduled for 9 May

Friedrichshafen - Start-up seems to meet corporate on the Friedrichshafen site of Rolls-Royce Power Systems – trendy open-plan office spaces strewn with brightly colored seating cubes alternate with sober factory buildings where engine assembly proceeds in tightly synchronized production lines. For Rolls-Royce Power Systems and its core brand MTU, there's no contradiction: "We're evolving from traditional engine maker to provider of integrated solutions, and digitalization is playing a primary role in that transition," explained company CEO Andreas Schell.

A Digital Solutions unit was set up at the company in spring of last year and has already done a lot of groundwork. Now, to help the business network better and get in touch faster with the market's latest digital offerings so that it can implement them in its own operations, it has taken the step of joining 'Startup Autobahn', the major innovation platform. On 21 February, it will be taking part in the platform's 'Expo Day' for the first time.

The 60-strong Digital Solutions team – the company's 'internal Start-up' – is not only tasked with bringing classical engine expertise and digital data capture and analytics technologies together. Its purpose is also to create a basis for new digital business models which will enable the drive manufacturer to offer its customers more up-to-date service solutions for its marine, rail and power generation applications. The smartphone App 'MTU Go! Act' and the web application 'MTU Go! Manage' are its first digital creations and these help keep operators and service technicians up to speed regarding current operating status and forthcoming repair or service requirements. For the customer, those benefits translate into shorter equipment standstills and lower costs. Several customers are already implementing the products – notable examples being Italian shipping line Navigazione Laghi that operates ferries on the north Italian lakes, and rail solutions provider Hitachi who chose MTU for its HSTs in service in the UK.

"Becoming a partner of Startup Autobahn is actually a logical step in our digital transformation. Because what's important are not just the latest technological trends, but in what ways corporate business and startups can work together when it comes to issues like speed, changes, and mindset," explained Jürgen Winterholler, Vice President Digital Solutions at Rolls-Royce Power Systems.

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Startup Autobahn is to be a guest of Rolls-Royce Power Systems on 9 May, when 'deep dive' sessions are planned on the company premises. These will enable start-up entrepreneurs and mechanical engineers to come together and forge long-standing partnerships.

About Rolls-Royce Holdings plc

1. Rolls-Royce pioneers cutting-edge technologies that deliver the cleanest, safest and most competitive solutions to our planet's vital power needs.
2. Rolls-Royce Power Systems is headquartered in Friedrichshafen in southern Germany and employs around 10,000 people. The product portfolio includes MTU-brand high-speed engines and propulsion systems for ships, power generation, heavy land, rail and defence vehicles and for the oil and gas industry. Under the MTU Onsite Energy brand, the company markets diesel gensets for emergency, base load and peak load applications as well as cogeneration plants using gas engines for the combined generation of heat and power. Bergen medium-speed engines power ships and power generation applications.
3. Rolls-Royce has customers in more than 150 countries, comprising more than 400 airlines and leasing customers, 160 armed forces, 4,000 marine customers including 70 navies, and more than 5,000 power and nuclear customers.
4. Annual underlying revenue was £15 billion in 2017, around half of which came from the provision of aftermarket services. The firm and announced order book stood at £78.5 billion at the end of December 2017.
5. In 2017, Rolls-Royce invested £1.4 billion on research and development. We also support a global network of 31 University Technology Centres, which position Rolls-Royce engineers at the forefront of scientific research.
6. Rolls-Royce employs almost 55,000 people in 50 countries. Approximately 19,400 of these are engineers. The Group has a strong commitment to apprentice and graduate recruitment and to further developing employee skills. In 2017 we recruited 313 graduates and 339 apprentices through our worldwide training programmes.

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Press photos are available for download from www.rrpowersystems.com/press

Read more about Rolls-Royce power generation based on medium-speed engines at www.rolls-royce.com/bergen

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BENTELER focuses on cooperation with start-ups

- BENTELER further strengthens its collaboration with start-ups and young companies in order to gain new impulses for the future.
- In 2018, BENTELER received the “Global Innovation Award”.
- The customers of the component and system supplier will continue to benefit from BENTELER’s innovative energy in the future.

Paderborn/Stuttgart, February 21, 2019. Digitalization, networking, e-mobility – numerous technological changes shape the development of our mobility. Companies must push ahead even more strongly with innovations. “The technological change is creating new challenges for the automotive industry – but it is opening up great opportunities at the same time,” explains Volker Grienitz, Head of Innovation Management at BENTELER Automotive. “For BENTELER, working with start-ups and young companies is now more important than ever. New incentives, such as the exchange of ideas with start-ups, also make it easier to anticipate trends and strengthen BENTELER’s own innovative energy.”

The network “Startup Autobahn”, of which BENTELER Automotive has been a member since 2017, provides a platform for this. Partners from industry and science work together with start-ups on the topics of digitalization and production.

The BENTELER team demonstrates great dedication in their work with the innovation platform – and it pays off: Startup Autobahn has been organizing six-month programs, which always end with an “Expo Day”. At the fourth Expo Day to date, BENTELER won the “Global Innovation Award” in the category “most active Ecosystem partner”. Ecosystem partners are those companies that, as strategic partners, use new technologies in collaboration with the participating start-ups.

“We make intensive use of the platform. To date, seven pilot projects have arisen from collaboration with start-ups,” explains Volker Grienitz. “Inspiring ideas for the mobility of the future are in high demand – as a long-standing provider of solutions, BENTELER is at the forefront of developments: Our customers will continue to benefit from our greatest possible flexibility in the future, with which we can adapt our products quickly.”

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About BENTELER

BENTELER is a global, family-owned company serving customers in automotive technology, the energy sector and mechanical engineering. As a strategically innovative partner, we design, produce and distribute safety-relevant products, systems and services. In the 2017 financial year, Group revenues were €7.856 billion. Under the umbrella of the strategic management holding BENTELER International AG, headquartered in Salzburg, Austria, the Group is organized into three Divisions: BENTELER Automotive, BENTELER Steel/Tube and BENTELER Distribution.

With technological excellence and effective implementation we keep our promises. With courage, ambition and respect, we give our all, and never give up.

BENTELER. The family of driven professionals. Since 1876.

www.benteler.com

About BENTELER Automotive

BENTELER Automotive is the development partner for the world's leading automobile manufacturers. With around 26,000 employees and more than 70 plants in about 25 countries we develop tailored solutions for our customers. Our products include system solutions and modules for chassis, body, engine and exhaust systems as well as systems for electric vehicles.

www.benteler-automotive.com

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Group, AGC Glass Europe, Wieland Ventures, Jardine Matheson Limited, Covéa, CEP SA, Bleistahl, BP, Hyundai, TÜV Rheinland and Yanfeng Automotive Interior, to bring open innovation thought to life.

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Linde – AND vs. BUT: The value of partnerships for Linde Digitalization.

Partnerships are an important building block in Linde's Digitalization strategy alongside accelerating digital products and services for the Linde business, as well as transforming the workforce by increasing their digital capabilities.

In 2018, one of the key agendas as part of this strategy was to take this partnership approach to the next level: the cooperation with Startup Autobahn powered by "Plug and Play" and other players such as Venture Capital companies provided a strong push in that direction. Furthermore, a tailored equity approach ("grip equity") was introduced to further strengthen this collaboration and commitment.

Indeed, after only 1 year onboard, the Plug and Play platform has led Linde's Digitalization team to reach 60 start-ups via the network, furthermore 8 deal flow sessions and 8 pilot projects have been completed in 2 across continents. The solutions outsourced for the pilot projects targeted topics such as predictive maintenance, safety, logistics and quality sales leads, applying concepts and technologies such as drone inspections and leak detections in industrial sites through the use of acoustic signals.

As start-ups set the scene aiming at innovative solutions, cooperation platforms offer great opportunities to apply these to real world challenges of our industry. Linde strongly believes that joining forces globally from early-stage and creative partners across various industries is one of the strongest levers for our strategy. A major benefit of this approach is also to proof in the course of Linde's transformation journey, that digital methods such as quickly testing and fast-tracking new ideas can be successfully applied to our core business.

"We truly believe in the AND vs. BUT mindset to gain joint value by partnering up. Working with start-ups can avoid the typical corporate attitude of fearing change which often can hinder progress. Through the initiation of partnerships, we co-create solutions using acceleration methods of the Digital Basecamp that have a strong business impact", explains Haik Mehmke, who as Digital Commercialization Lead is responsible for Partnerships within the Digitalization team.

"In short, the partnership with "Plug and Play" helps Linde to learn quickly from the technology and data expertise which the startups bring, increase the interactions with other industry players, and leverage the same approaches within various business functions across the workforce."

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Linde Digital Base Camp recognized as Best Innovation Lab in category "Industry" by Capital and Infront Consulting & Management in 2018

About STARTUP AUTOBAHN

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Wieland Ventures concludes successful first year of its partnership with Startup Autobahn

- As an ecosystem partner at Startup Autobahn, Wieland was able to establish more than one hundred contacts in the startup scene after one year of membership.
- The experiences and projects enable both sides – the startups and Wieland – to gain valuable insights for the development of innovative ideas for high-end mobility solutions and the implementation of new technologies across all areas of the Wieland company.
- Wieland Ventures will continue its successful membership to find further strategic partnerships and investments related to the Group's core business and adjacent strategic markets, in addition to ongoing pilot projects.

Startup Autobahn Program 5 concludes with the ExpoDay on February 21 in Stuttgart which also marks the first anniversary of Wieland Ventures' membership of the Startup Autobahn network. In the last twelve months, the network events and contacts through Startup Autobahn have provided Wieland Ventures with the desired and targeted access to the startup scene and led to important successes for the Wieland Group.

Through Startup Autobahn, Wieland Ventures has continuously expanded its network and the number of projects with startups since its membership began in March 2018. The focus of the activities was on the search for suitable investments. Additional projects with start-ups that contribute to the improvement of processes and products in the company were also part of the successful membership. In total, Wieland Ventures has met more than 100 start-ups, follow-up discussions have been held with many of them and several pilot projects have been initiated. One example for this is the use of smart watches in Wieland's production environment.

As a member of Startup Autobahn, Wieland Ventures provides in particular the comprehensive know-how and network for the development of products in the field of eMobility – from components to increase the efficiency of the powertrain to the optimization of the battery management system and the possibility to test and introduce new technologies in the Wieland Group.

About Wieland Ventures

Wieland Ventures was established in October 2017 as part of the global Wieland Group to work with and/or invest in start-ups and young technology companies. The aim is to give start-ups access to Wieland's

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expertise and infrastructure to implement their projects and to give Wieland access to innovative business ideas in key strategic areas.

About Wieland

Wieland is one of the world's leading suppliers of semi-finished copper and copper alloy products. With a global network of production sites, service and trading companies, the company offers a broad product, technology and service portfolio. From prototype to series production, Wieland develops solutions for automotive, electronics, refrigeration, air conditioning and other industries. Wieland uses high-performance copper materials to drive the success of its B2B customers in future-oriented fields such as electromobility, connectivity and urbanisation. High technical competence, customer-oriented thinking and sustainability determine their actions and have been the basis of the company's success since 1820.

Wieland in brief*Headquarter*

Graf-Arco-Straße 36 | 89079 Ulm | Germany

Facts

*1820 in Ulm, Germany | Sales: approx. 530 kt | Turnover: approx. 3,4 bn. € | Employees appr. 7.000

Executive Board

Dr. Erwin Mayr, CEO | Werner T. Traa, CMO | Ulrich Altstetter, CTO | Dr. Jörg Nübling, CFO

Chairman of the Supervisory Board

Fritz-Jürgen Heckmann

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Samvardhana Motherson, T-Systems and the Ecosystem Partners Murata, HELLA, BENTELER, The Linde Group, AGC Glass Europe, Wieland Ventures, Jardine Matheson Limited, Covéa, CEPSA, Bleistahl, BP, Hyundai, TÜV Rheinland and Yanfeng Automotive Interior, to bring open innovation thought to life.

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TÜV Rheinland: Cooperation with Start up-Accelerator Plug And Play

Digitization of classic testing business and development of new services / intensive exchange with founders and innovators / strategic partner for Plug And Play programs in Silicon Valley, Germany and China

Cologne, 21 February 2019. TÜV Rheinland has been a cooperation partner of the Plug And Play start-up accelerator since 1 February. With this cooperation, the globally active testing service provider TÜV Rheinland is consistently pursuing its innovation and digitization strategy. "The cooperation with Plug And Play gives us excellent access to a worldwide network of start-ups and thus intensive contact with a start-up scene that develops innovative solutions with a view to our TÜV Rheinland portfolio," says Dana Goldhammer, Global Officer Innovation & Digitalization at TÜV Rheinland. Based in Silicon Valley in the United States, the Innovation Center is one of the world's leading start-up platforms and supports more than 100 newly founded companies every year, including partnerships with internationally established corporations.

TÜV Rheinland as a start-up partner

Today, TÜV Rheinland's environment is characterised by the digitalisation of the globalised world, in which technology, business and society are constantly changing and innovations are becoming increasingly important. As the engine of a modern society, as the guarantor of technical innovation and as a testing service provider whose core business is the reliability of systems as well as security and which can thus contribute to a better quality of life for many people, TÜV Rheinland consistently uses the opportunities offered by digitalisation. With the development of new technologies (e.g. IoT, artificial intelligence), the company is also changing, digitizing its classic test business and developing new services that support its customers in making their products more secure in the digital world. "The partnership with Plug And Play gives us the opportunity to identify digital business ideas along the lines of our core business and to leverage innovative ideas. Conversely, as an established company, we are happy to support founders with our market knowledge and access to equipment, because innovation is an indispensable part of our business," says Goldhammer.

David Neef, Partnership Director at Plug And Play Germany, adds:

"We are very proud of having TÜV Rheinland join our innovation platform. As a leading testing service provider, TÜV Rheinland becomes an important strategic partner for our programs in Silicon Valley, Germany and China". The partnership between TÜV Rheinland and Plug And Play will be announced today at the STARTUP AUTOBAHN EXPO Day in Stuttgart. TÜV Rheinland takes the cooperation with Plug and Play as an

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opportunity to bundle all innovation activities under the title "Future HUB - TÜV Rheinland Innovation Program" and make them visible to the public under a new sign.

TÜV Rheinland is a global leader in independent inspection services, founded 145 years ago. The group maintains a worldwide presence of more than 20,000 people; annual turnover is nearly EUR 2 billion. The independent experts stand for quality and safety for people, technology and the environment in nearly all aspects of life. TÜV Rheinland inspects technical equipment, products and services, oversees projects, and helps to shape processes and information security for companies. Its experts train people in a wide range of careers and industries. To this end, TÜV Rheinland employs a global network of approved labs, testing and education centers. Since 2006, TÜV Rheinland has been a member of the United Nations Global Compact to promote sustainability and combat corruption. Website: www.tuv.com

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BP partners with mobility technology accelerator Startup Autobahn

BP has become the latest corporate partner to join Startup Autobahn, the global mobility technology accelerator founded by Daimler, Plug And Play, the University of Stuttgart and Arena2036.

Startup Autobahn identifies startup ventures from around the world that have innovative technologies and business models, with a particular focus on developments in mobility. It connects them with its corporate partners to facilitate collaboration and accelerate the development of products, services and ways of working that could advance mobility.

Roy Williamson, vice president, BP advanced mobility, said: "Working with startups and other industry-leading companies, BP is seeking to fuel cross-industry innovation and explore and accelerate the development of new advanced mobility technologies and business models. We're committed to helping provide the energy needed to keep the world moving and working together in partnerships brings valuable insights that can help us advance the future of transportation."

"To create an effective ecosystem centered on open innovation, we rely on strong and strategic partners. That's why we are very proud of having BP's advanced mobility unit join our STARTUP AUTOBAHN program," says David Neef, Partnership Director of Plug And Play.

Through its advanced mobility unit, BP is actively exploring how changes in fleets, last-mile logistics, electrification and on-demand mobility may shape future transportation. BP aims to be the energy provider of choice for transport. We provide our customers with advanced liquid fuels and plan to provide the UK's fastest and most convenient network of home, business and service station ultra-fast charging solutions for electric vehicles.

Notes to editors:

- BP Ventures, supporting the advanced mobility unit, has already made a series of investments in mobility technology startups. These include investments in:
 - Freewire Technologies, the manufacturer of mobile rapid-charging systems for electric vehicles enabling flexible deployment of charging facilities while building understanding of fast-evolving markets;
 - StoreDot, the developer of innovative battery technology aiming to enable ultra-fast battery charging;

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- China's NIO Capital US Dollar Fund, exploring investment opportunities in advanced mobility in China; and
 - Powershare, the provider of integrated hardware and software solutions in China that provides an online platform aimed at supporting streamlining of electric vehicle (EV) charging.
- In addition, in June 2018 announced BP purchased Chargemaster, the UK's largest EV charging company and plans to begin rolling out ultra-fast charging at UK forecourts during 2019 and opened its first electric charging station in China with 66iFuel.

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holoride on STARTUP AUTOBAHN

This year's participants of the renowned accelerator program "STARTUP AUTOBAHN" were announced on Thursday, 21 February. The technology start-up holoride, which was founded recently, was able to directly occupy one of these coveted places.

Silicon Valley meets the art of engineering

Of the more than 1,000 mobility start-ups in question worldwide, only 32 were selected this year. Entrepreneurs with a place on the STARTUP AUTOBAHN now have the opportunity within the framework of the programme to combine their specific know-how with the expertise of large enterprises. The aim is to find out within 100 days, whether they can come together for cooperation or even possible investments.

"We are delighted to be included in this programme so soon after our foundation and thus to have the opportunity to further develop our product in cooperation with top players from the international economy and demonstrate the possibilities of our technology" says Nils Wollny, CEO of holoride.

From Las Vegas to Stuttgart

The first showcase based on the holoride technology was developed in collaboration with Audi and Disney and was presented under the name "Marvels Avengers: Rocket's Rescue Run" at this year's CES in Las Vegas. There was already a lot of positive feedback from representatives from business to press: holoride was voted "Best of Show" a total of 4 times, among others by such renowned authorities as TechCrunch and CNET.

By participating in the program, holoride strengthens its open business approach: Although Audi Electronics Venture GmbH holds a minority interest in the start-up company, the business model is deliberately designed to involve all car-, content- and equipment manufacturers with the open platform.

About holoride

holoride is a tech start-up, founded in December 2018 in Munich. The team of experienced managers and developers works at the intersection of Mobility and Extended Reality (XR) and is dedicated to establish a new media category, especially developed for use on the road. The technology synchronizes the contents of VR/XR glasses with external influences such as acceleration, steering and navigation data. So, free time, which often cannot be used during trips, becomes a highly immersive experience with holoride. Audi Electronics

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Venture GmbH holds a minority stake in the start-up, the product is open to all car manufacturers and mobility service providers, as well as all content developers and VR/XR providers.

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