

Innovation Network
FutureCar

»Foresight and strategies for a disrupted automotive future«

Network Phase VIII – 2025/2026



Two strong partners

Fraunhofer IAO and IAT of the University of Stuttgart



Founded: Fraunhofer IAO – 1981
IAT University of Stuttgart – 1991

Financial volume: € 50.3 million*

Personnel: 694 employees*

www.iao.fraunhofer.de/en.html
www.iat.uni-stuttgart.de/en/

* Data from March 2023

Institute management (from right to left):

Dr.-Ing. Steffen Braun
Univ.-Prof. Dr.-Ing. Oliver Riedel (executive)
Univ.-Prof. Dr. habil. Katharina Hölzle, MBA
Prof. Dr.-Ing. Wilhelm Bauer
Dr.-Ing Rainer Nägele



The Innovation Network FutureCar in a nutshell

A platform for joint and pre-competitive research on mobility related technologies and trends

- Support in understanding and solving the challenges of a **transforming mobility sector**
- Organisation and content by **Fraunhofer and external experts**
- **Three conferences** per year plus additional services

⚡ Industry pain points ⚡

Transformation of the mobility sector

New vehicle technologies

New market players

Increasing complexity

High uncertainty

Innovation in mobility pre-development

Need of innovative idea generation

Specific and unknown user needs

Need of open mindset and external input

Solutions and benefits through FutureCar

Future technology and trend scouting

☑ Identification of new technologies and trends

☑ Validation of newly arising technologies

☑ Providing a knowledge lead

Strength through collaboration

☑ Bring together different players for new links and contacts

☑ Identification of new partnerships

☑ Exchange of opinions and collaborative learning

Gateway to Fraunhofer-Gesellschaft

☑ Gateway to the research world and scientific insights

☑ Conjoint writing of funding applications

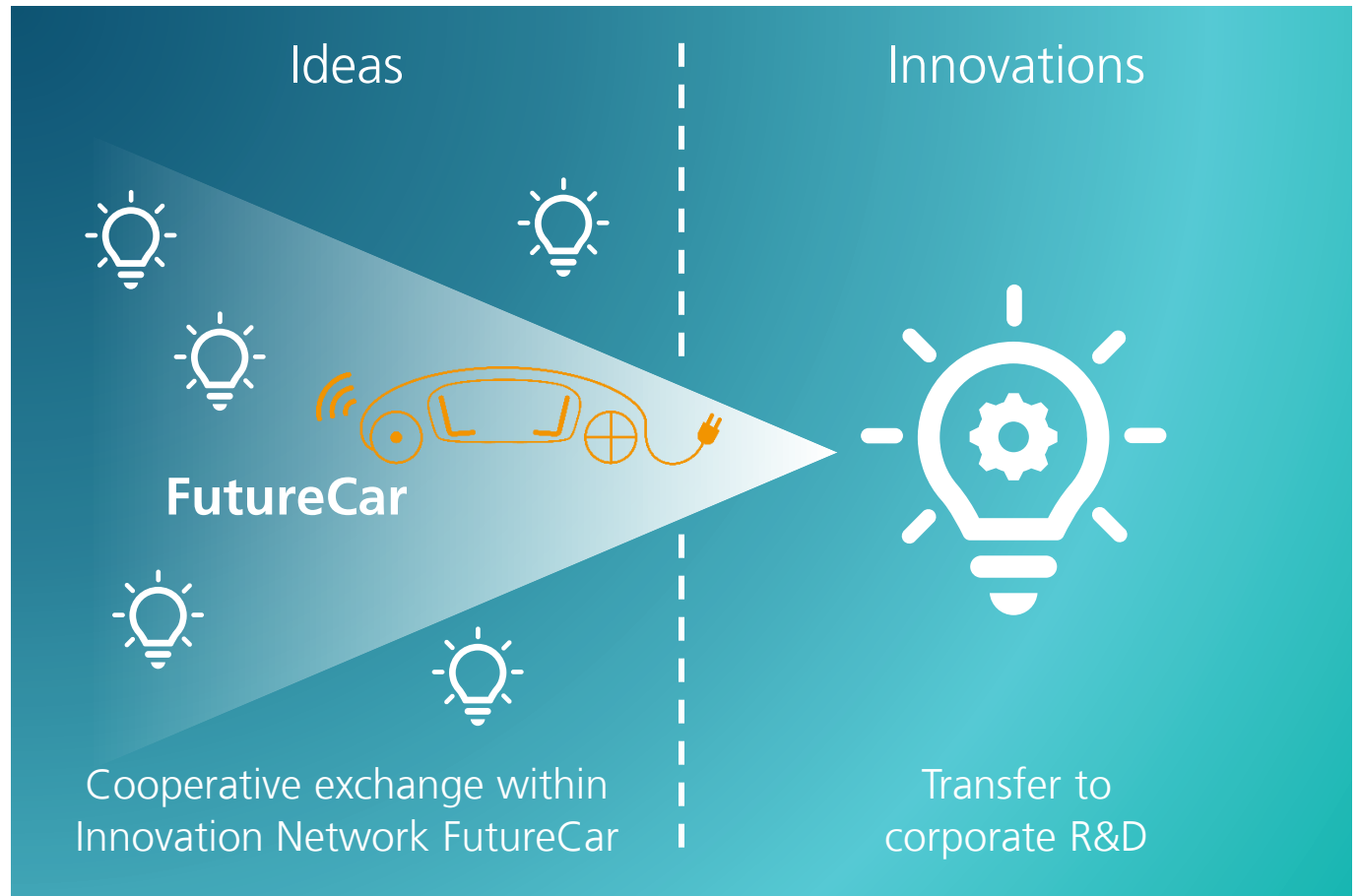
☑ Support in research and development



Innovation Network FutureCar

A platform for joint research and pre-competitive dialogue

- Discussion of topics and ideas which are **ahead of corporate R&D** programs
- Open exchange of opinions leading to a **common understanding of early stage technologies**
- Meeting platform for like-minded innovators on a **multidisciplinary and cross-company basis**

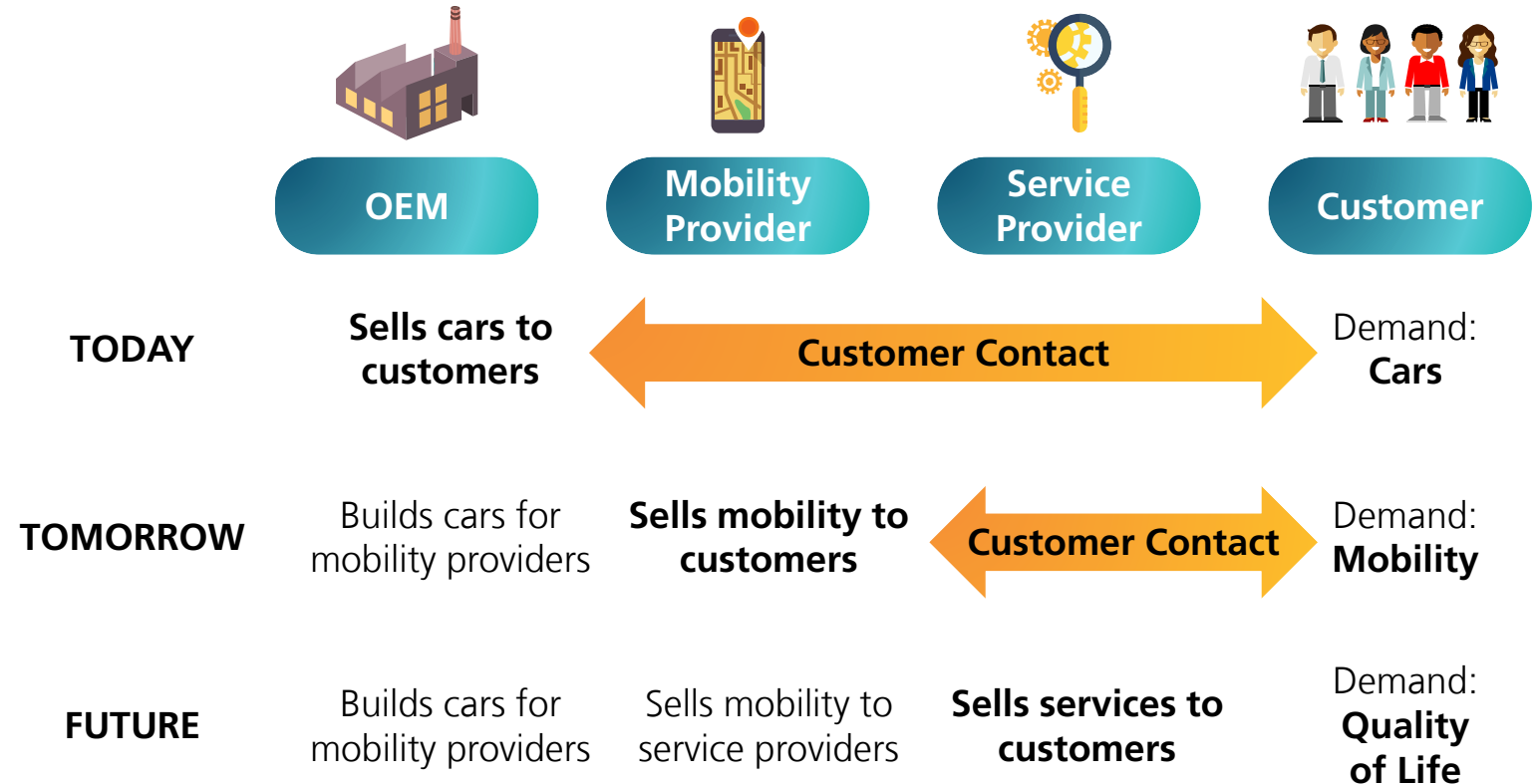




From selling cars to service subscription

Mobility transformation changes value proposition and demand

- An increasing number of users is asking for **highly flexible and personalized mobility solutions** that go beyond possessing a personal vehicle
- Traditional players in the market need to **adapt their offer** and **rethink their market positioning**
- New, **service-oriented platform solutions** can change current value chains and the point of direct customer contact

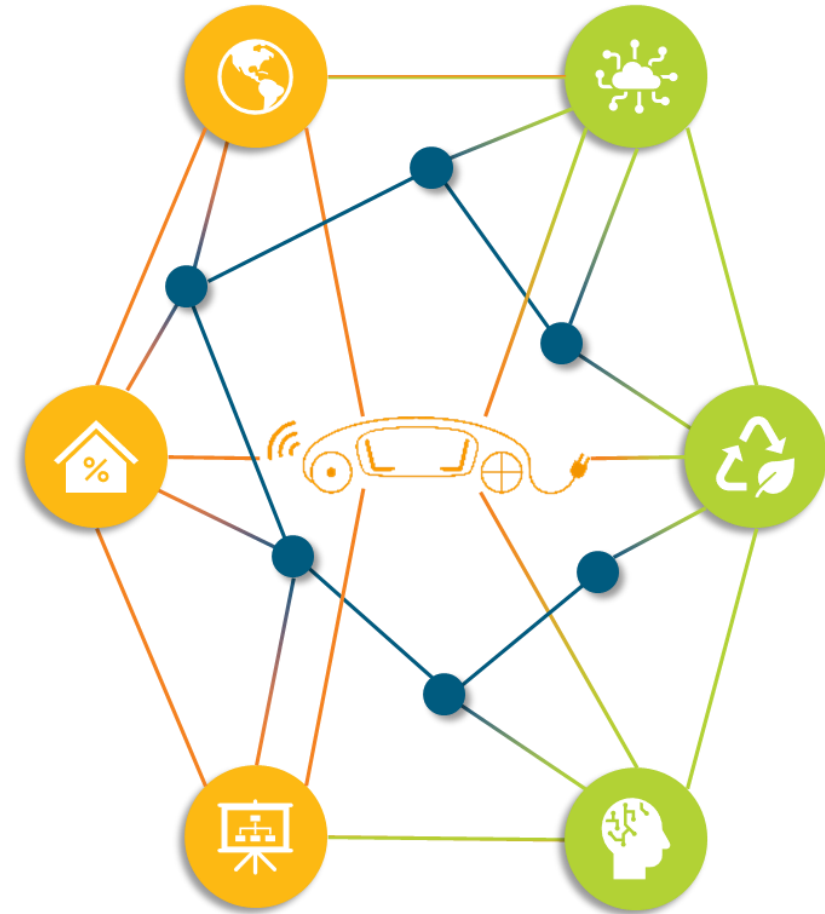




FutureCar VIII: Building a Resilient Automotive Industry for the Future

Understanding Market Trends and Regulations to Adapt Strategic Business Innovation

- Confronting the disruptive challenges posed by shifts in regulations, market dynamics, and technological advancements within the automotive industry
- Strategizing to anticipate and adapt to the uncertainties of a rapidly evolving landscape, where traditional products, services and business models as well as technologies may no longer suffice
- Embracing innovation and proactive planning to navigate the transition towards sustainable technologies, mobility solutions and digital transformation
- Cultivating resilience and agility across the automotive value chain, fostering collaboration and adaptability to thrive amidst disruption





Topics in FutureCar Phase VIII

»Foresight and strategies for a disrupted automotive future«

Including 3 exclusive trend studies about individual topics of interest

Technical Solutions for Geopolitical Frameworks

Presenting technical solutions for the intricate interplay of regulations, policies, and geopolitical factors shaping automotive products and services, alongside emerging infrastructure needs and environmental considerations.

International Automotive Markets

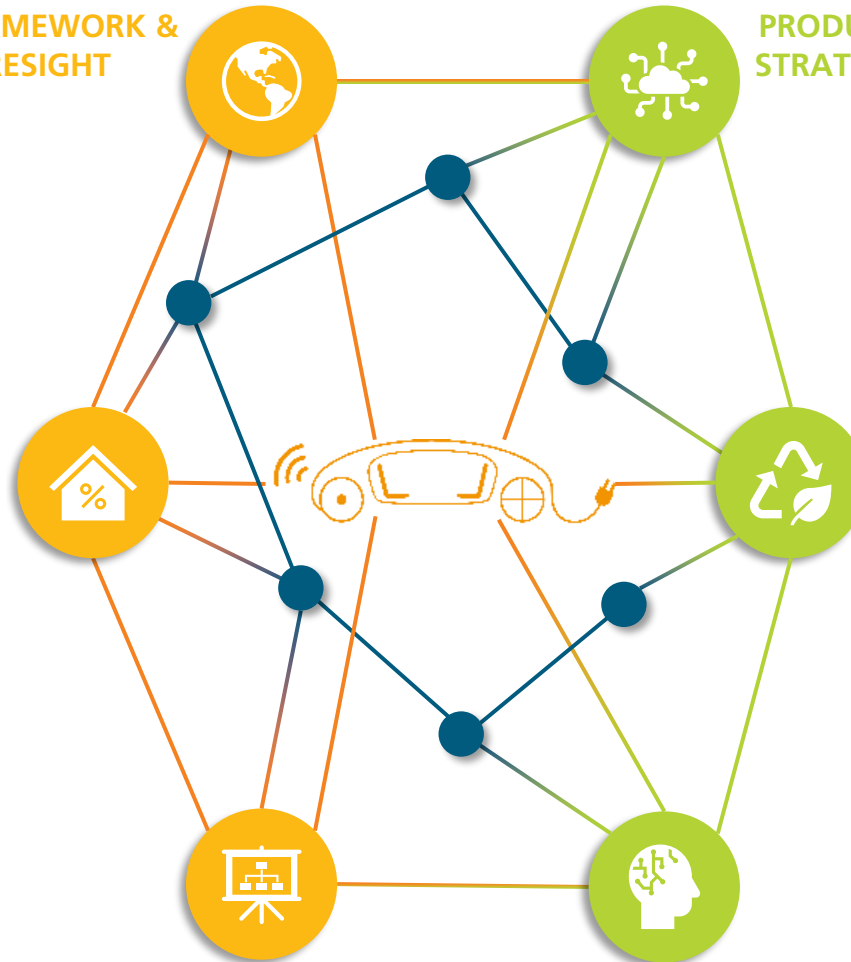
Providing user-centric insights into regional sales patterns, procurement strategies, and market dynamics, highlighting socio-cultural shifts and collaborative ventures influencing brand strategies and retail experiences.

Technology & Organizational Drivers

Exploring advancements such as generative AI and digital twins that are revolutionizing the automotive industry, e.g. for production methods and product development approaches.

FRAMEWORK & FORESIGHT

PRODUCT & STRATEGIES



Vehicle Digitalization

Recognizing vehicles as intricate systems integrating hardware, software, and services, transforming the driving experience through autonomous features and heightened security measures.

Sustainable Automotive Design & Production

Exploring the intersection of social, economic, and ecological sustainability, from sustainable supply chains to resilient business models and sustainable product design, fostering a holistic approach to automotive sustainability.

Value Creation in Mobility

Exploring strategies to optimize value networks, sourcing approaches, and post-sales services, while leveraging data insights and personalization efforts to enhance customer satisfaction.



FRAMEWORK & FORESIGHT

Navigating the disrupted automotive environment

- Exploring regulatory shifts and geopolitical dynamics to anticipate future challenges and opportunities in the automotive industry.
- Assessing market trends and emerging technologies to inform strategic decision-making and proactive planning.
- Embracing foresight-driven approaches to adapt organizational structures and processes for resilience in a rapidly evolving automotive landscape.

Technical Solutions for Geopolitical Frameworks

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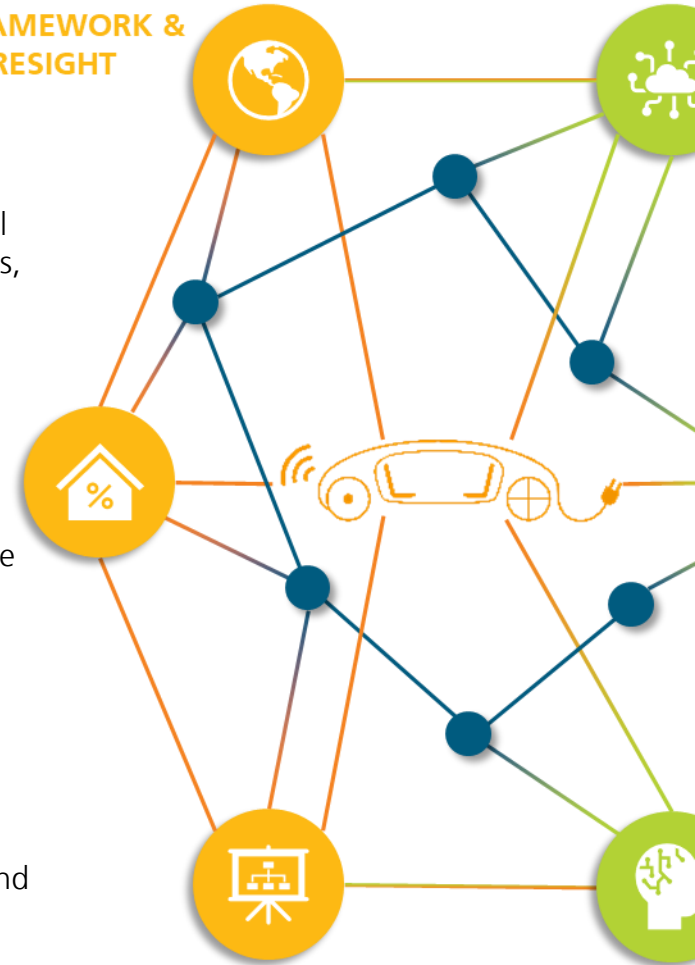
International Automotive Markets

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FRAMEWORK & FORESIGHT





Geopolitical Framework

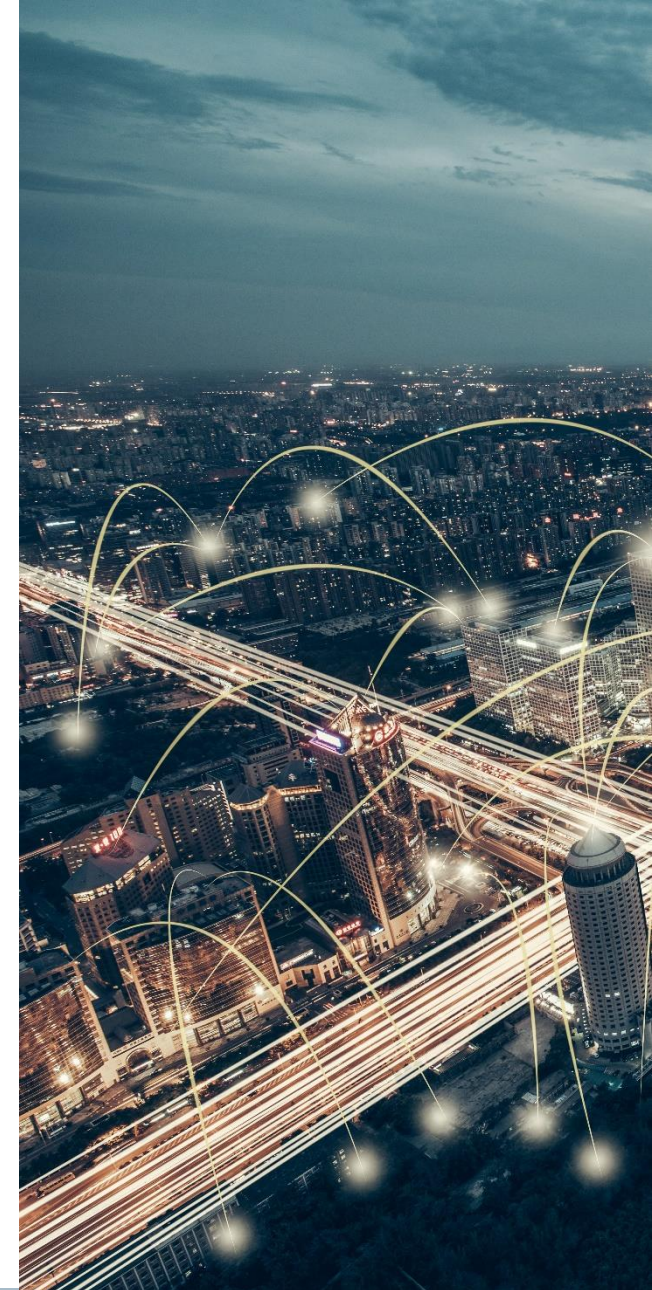
Technical solutions for regulations, policies, and geopolitical factors





International Automotive Markets

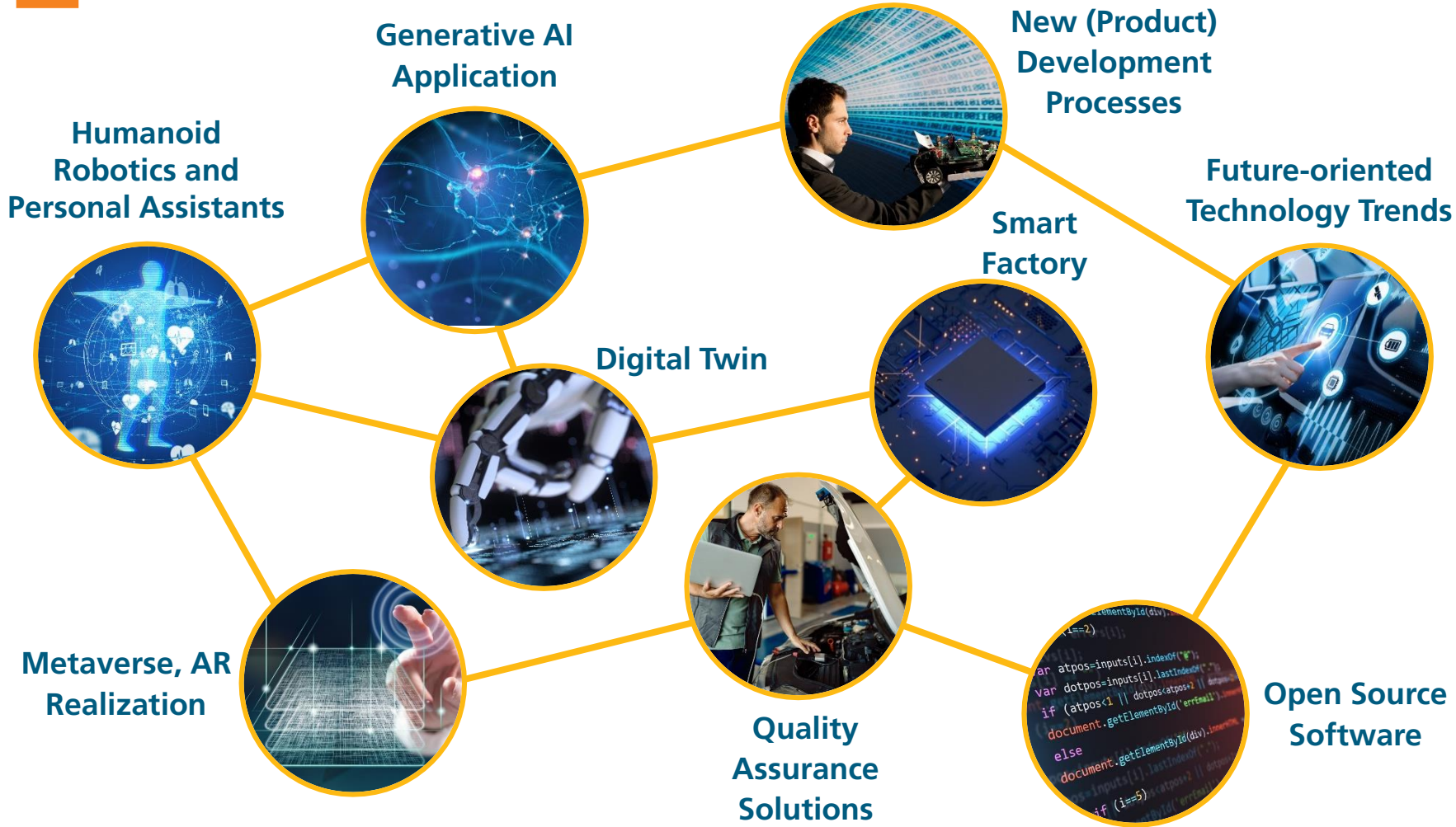
Market insights: trends and transformations





Technology & Organizational Drivers

Driving innovation through technology





PRODUCT & STRATEGIES

Driving innovation across automotive ecosystems



PRODUCT & STRATEGIES

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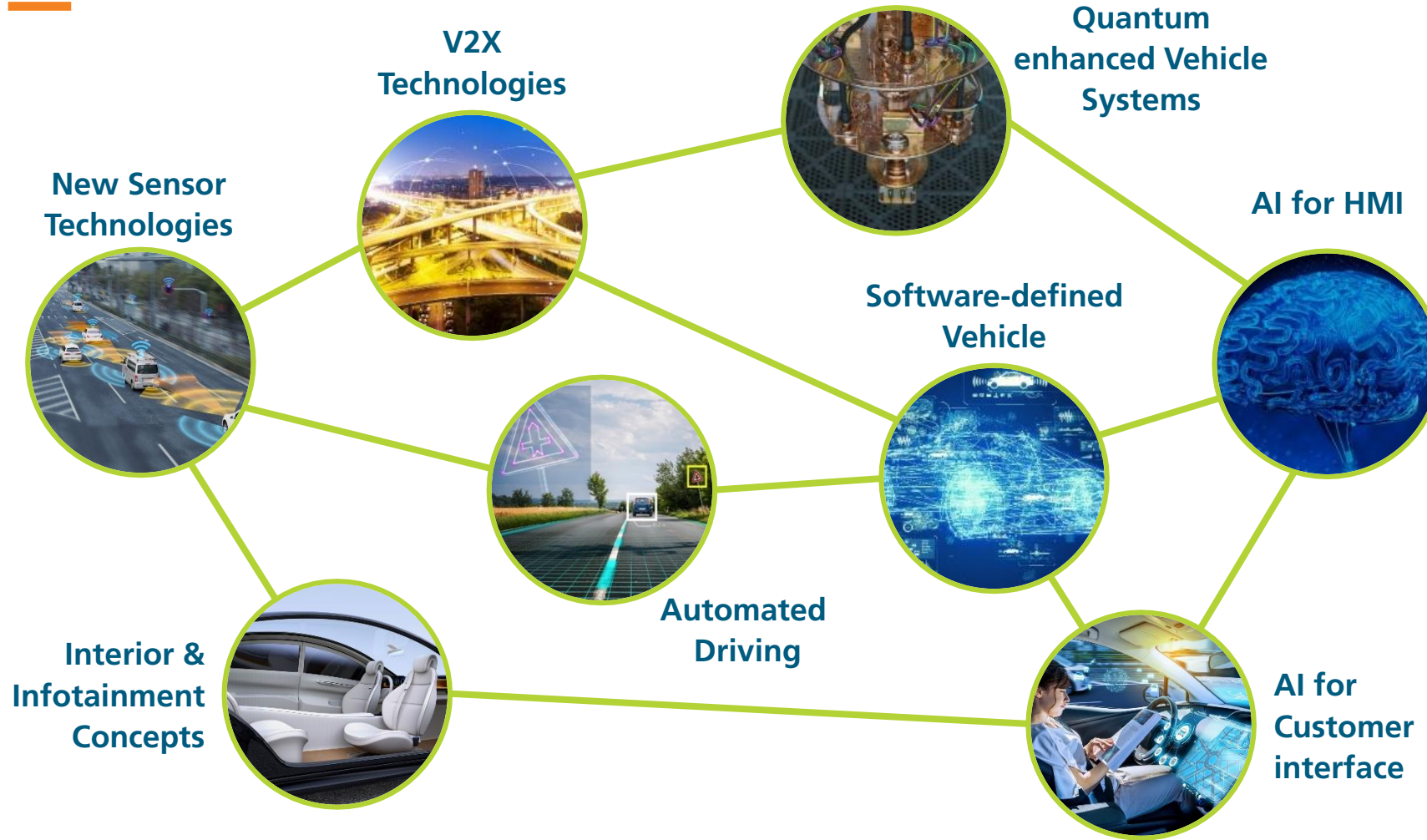
Exploring strategies to optimize value networks, sourcing approaches, and post-sales services, while leveraging data insights and personalization efforts to enhance customer satisfaction.

- Developing future-proven automotive products by integrating innovative technologies and sustainable materials to address evolving consumer needs.
- Implementing system-oriented approaches in product development, aligning hardware, software, and services to create seamless and holistic solutions.
- Cultivating an ecosystem perspective within R&D teams to foster collaboration and innovation across the automotive value chain, ensuring adaptability in a disrupted market.



Vehicle Digitalization

Pioneering the digital strategy





Sustainable Automotive Design & Production

Building resilient and sustainable automotive ecosystems





Value Creation in Mobility

Redefining value in the automotive ecosystem





3 Trend Studies

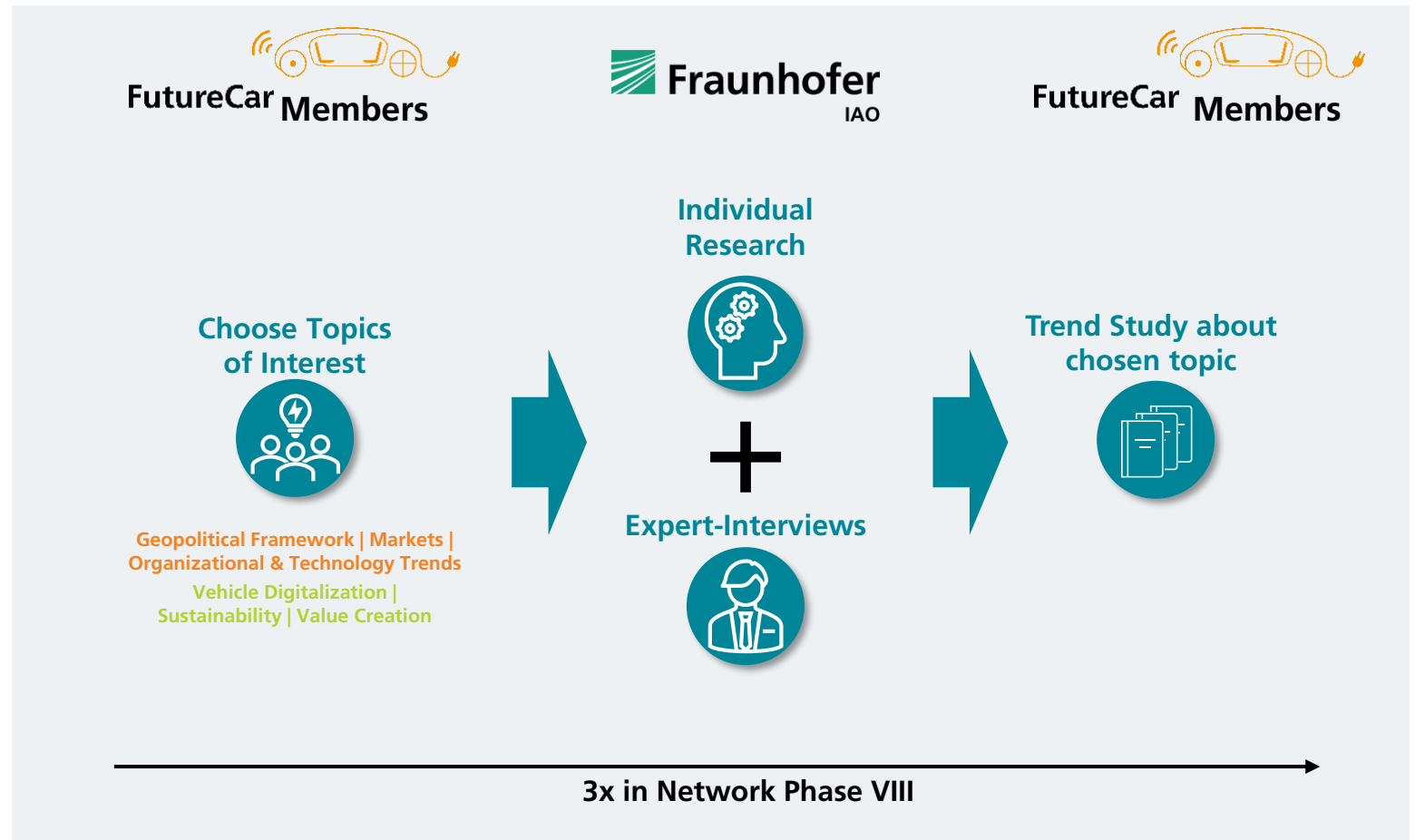
Structured and customized preparation of the latest automotive trends and topics

Objectives:

- Capture current and future-relevant trends and topics from an individual perspective
- Evaluate potentials and probabilities

Outcome:

- Three custom trend studies on current developments and innovative technologies, exclusive for the Future Car members



Contact us!

We look forward to exchanging

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