

TRÄNSFORMATION is our DNA

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TransformotiveDIALOG

Let's go back in time...

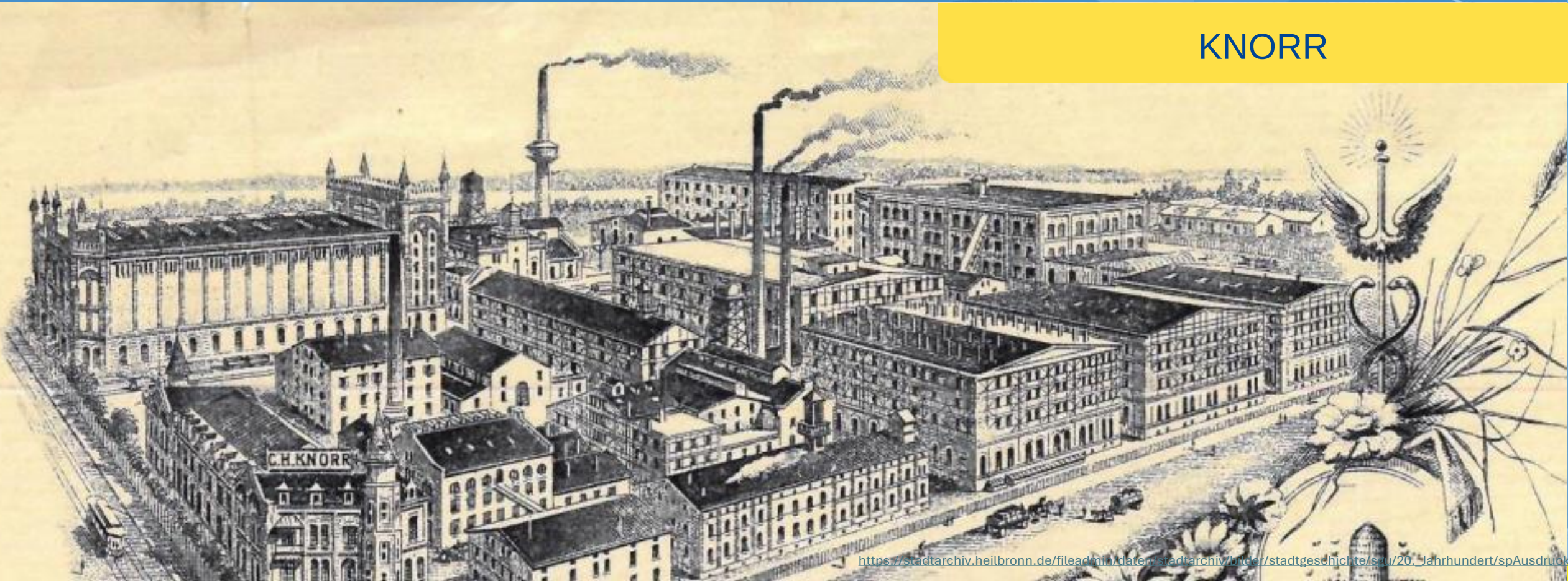


For nearly 2000 years we were an agricultural society



In 1838 start of food industrialization

KNORR



https://stadtarchiv.heilbronn.de/fileadmin/daten/stadtarchiv/bilder/stadtgeschichte/20._Jahrhundert/spAusdruck

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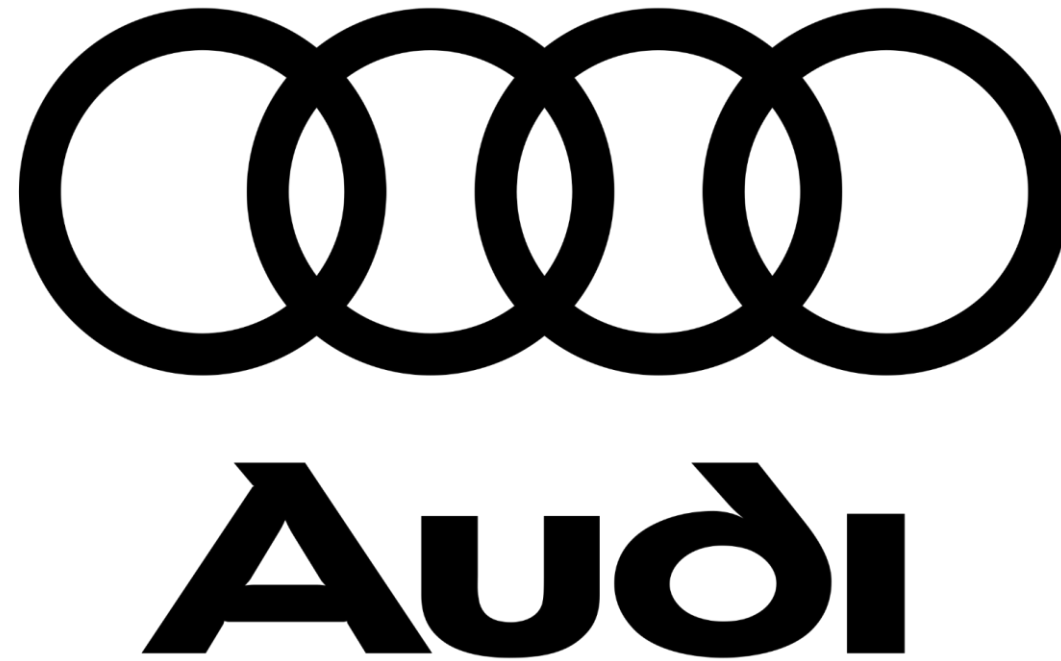


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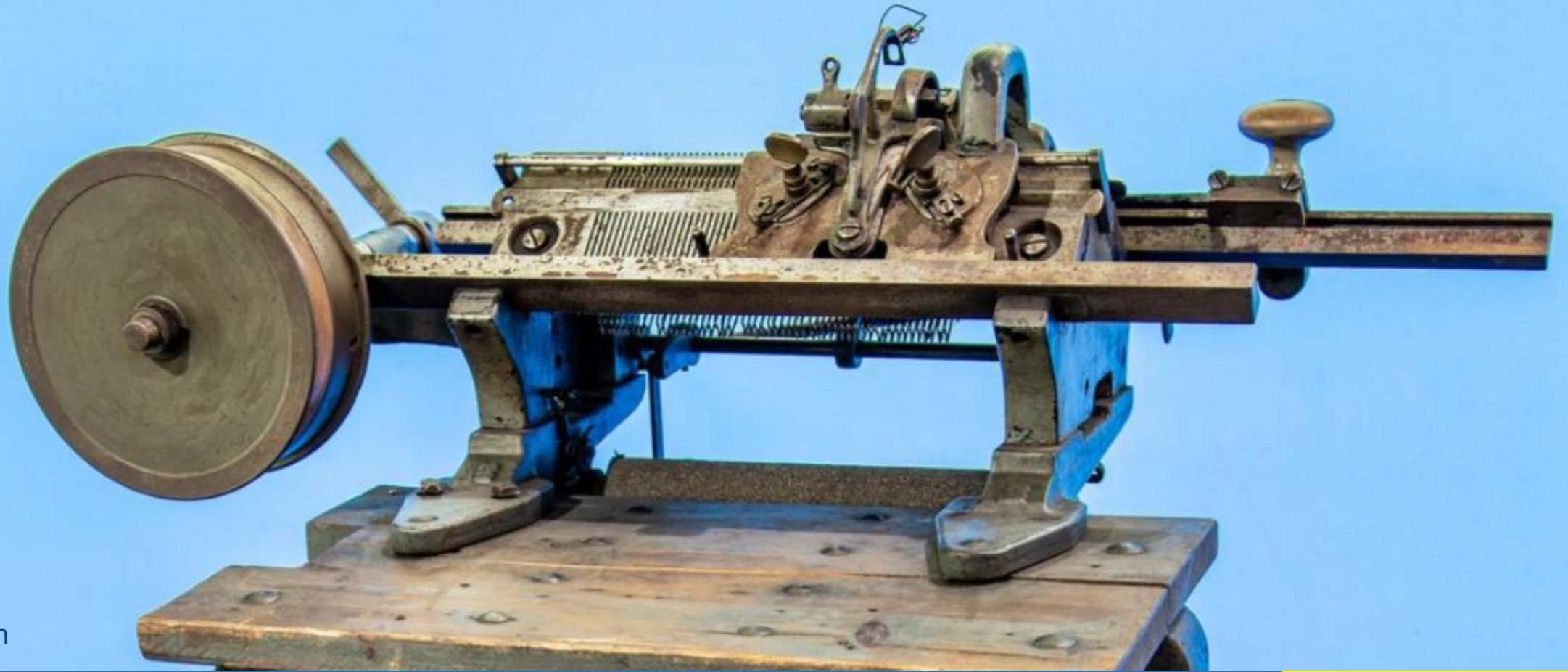
During Industrialization and esp. after WW2
farmers started to repair tractors
and land machinery of their
neighbours and slowly but
steadily turned into mechanical
engineering companies
and / or automotive
suppliers



The case of the Automotive Industry



1880: Knitting machines



© Audi Tradition

1888: bicycles

NSU



1901: motorcycles

NSU (Audi)



1906: cars



NSU (Audi)

1958: NSU Prinz

NSU (Audi)



1969: Merger of NSU and Audi



Audi NSU Auto Union AG





**Today, Audi is at the
forefront of modern mobility**

Creating TransformativeDIALOG



TransformativeDIALOG

128 members, thereof
108 SME
11 Non-SME

4 R&D institutions
4 Universities
audited

x green
1 other



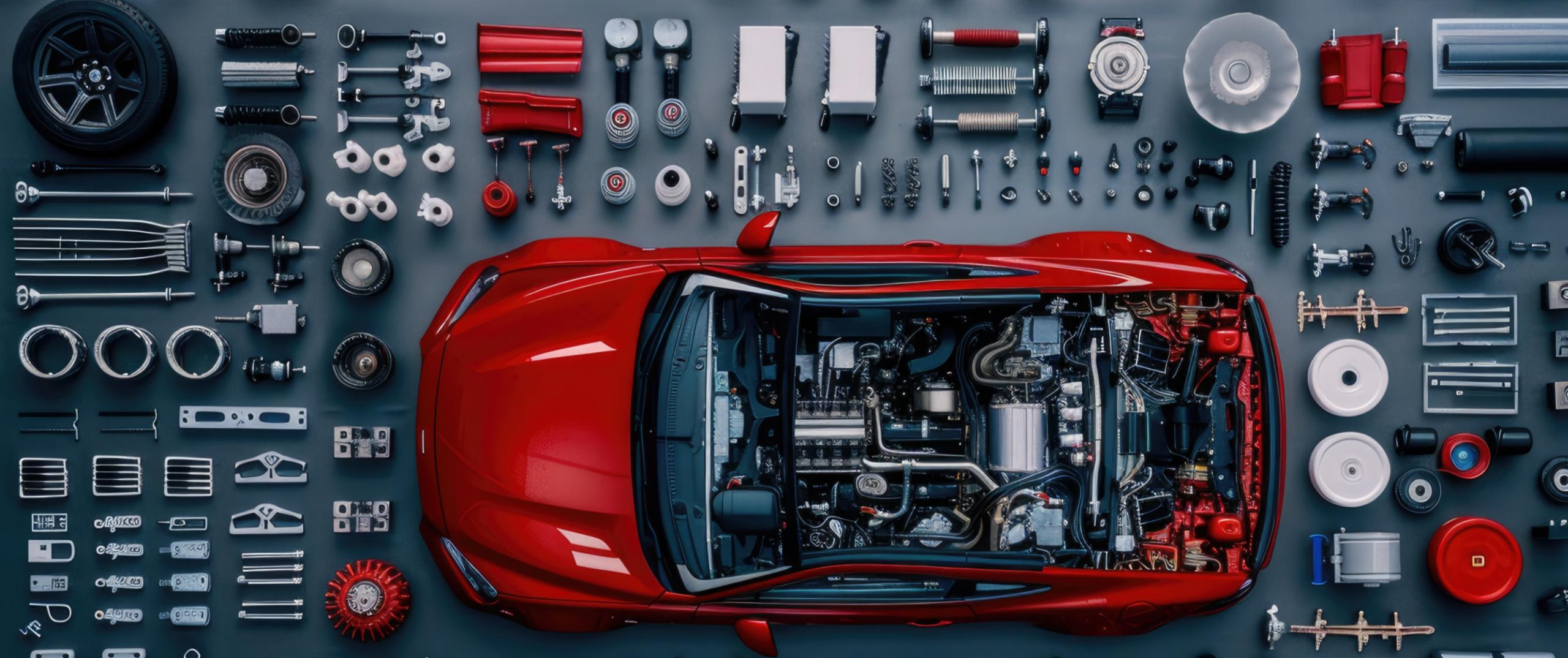
18 categories

2 x yellow 16

**Focus of our work are
Tier 2 – 4.**







Electric vehicles need less parts



Electric vehicles need other parts



We need less and/or other suppliers?!?



**Some suppliers
have invested
heavily in electric
mobility and
receive less
orders than
expected**

Future of the Automotive Industry: EACSY

Electric **A**utonomous **C**onnected
Shared **Y**early updated



A high-angle, wide shot of a modern automotive assembly line. Several yellow robotic arms are positioned around car chassis, performing welding tasks. The environment is industrial, with metal structures, overhead lighting, and various components visible. The text is overlaid on the left side of the image.

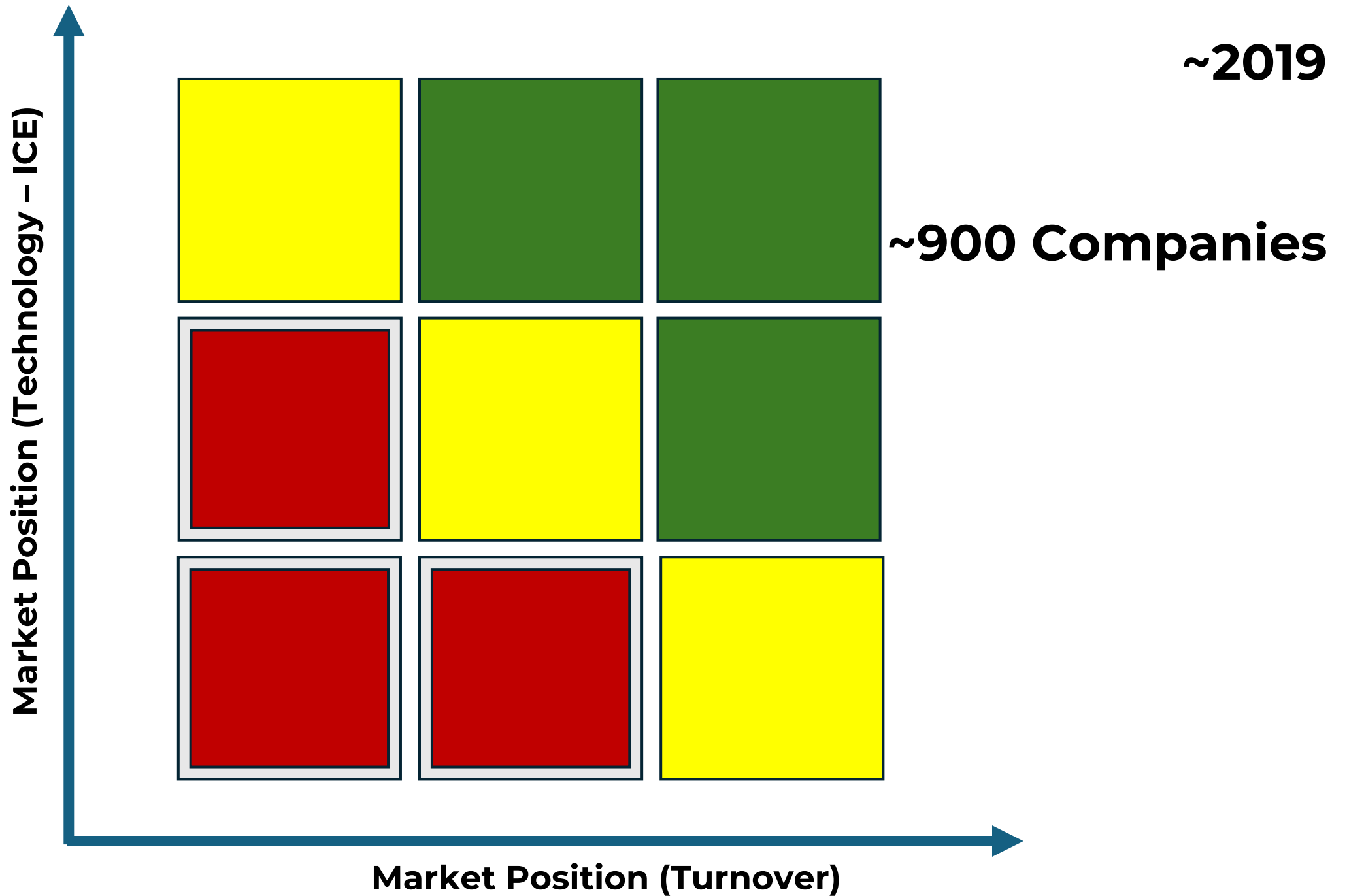
Regional Automotive Industry Strengths:

Car Assembly

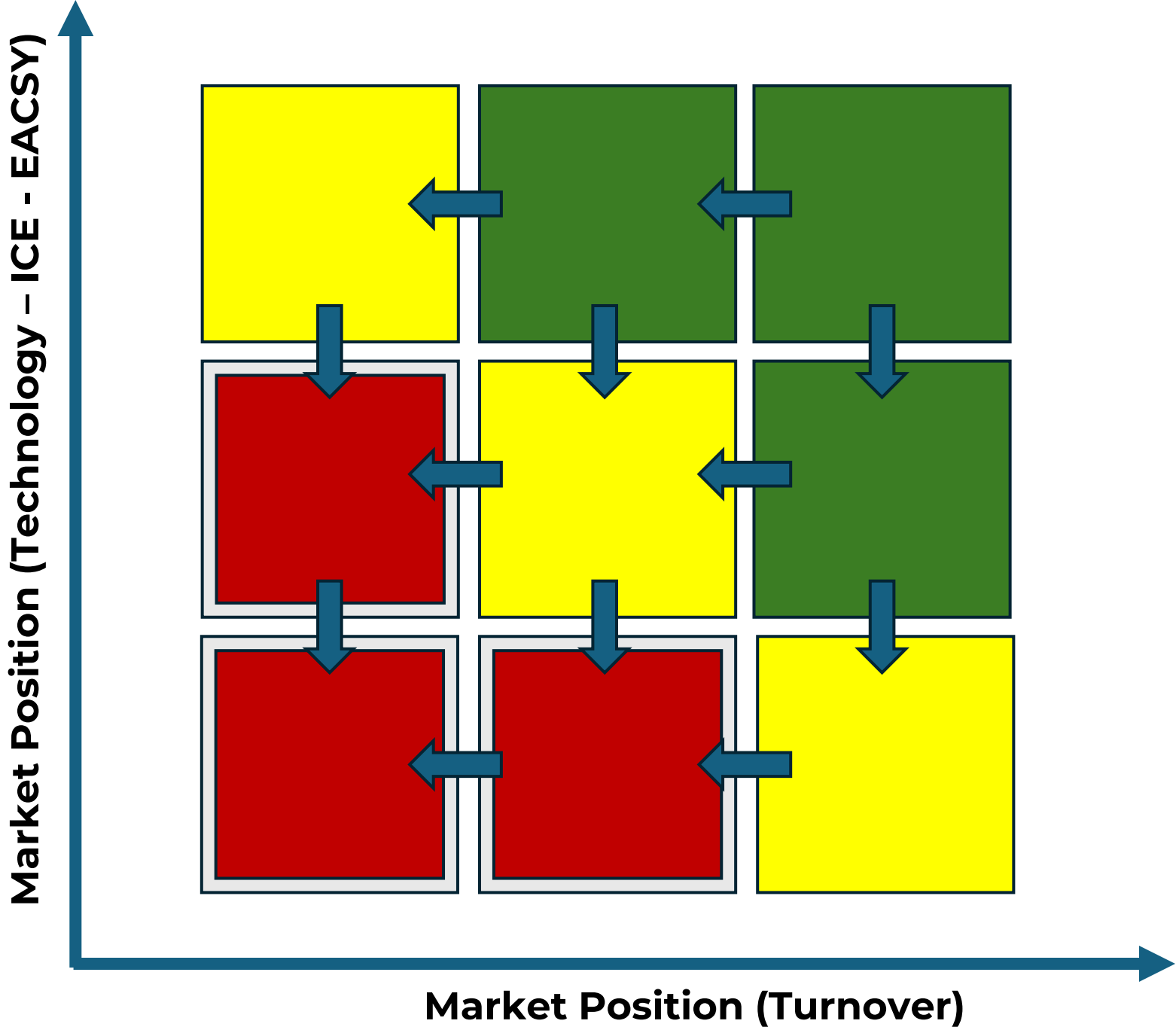
- Internal and external logistics
- Process Efficiency
- Quality of Production

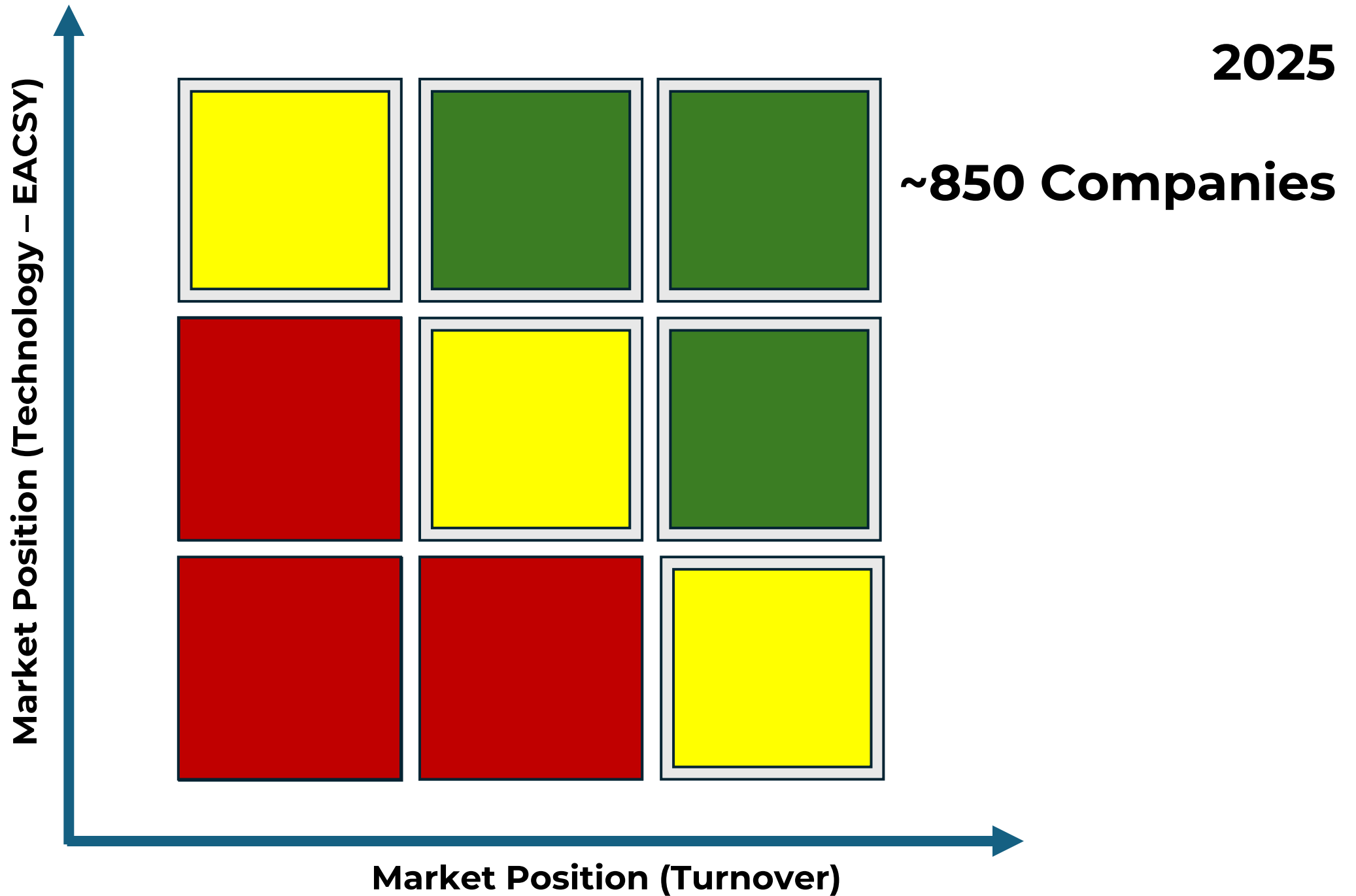
Special Fields of Expertise

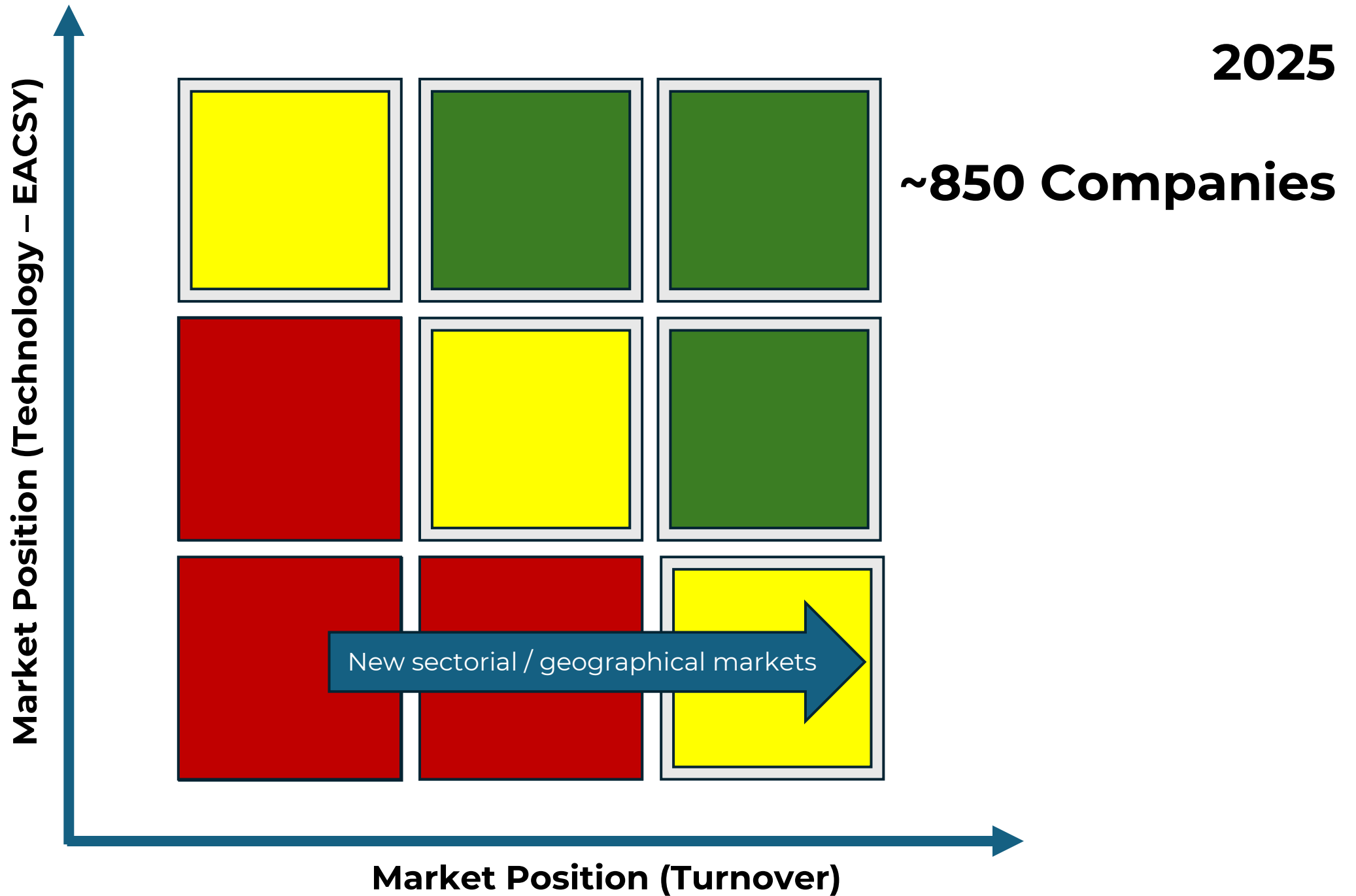
- Internal Combustion Engines
- Hydrogen Engines
- All mechanical parts
- All polymer parts
- Autonomous Driving

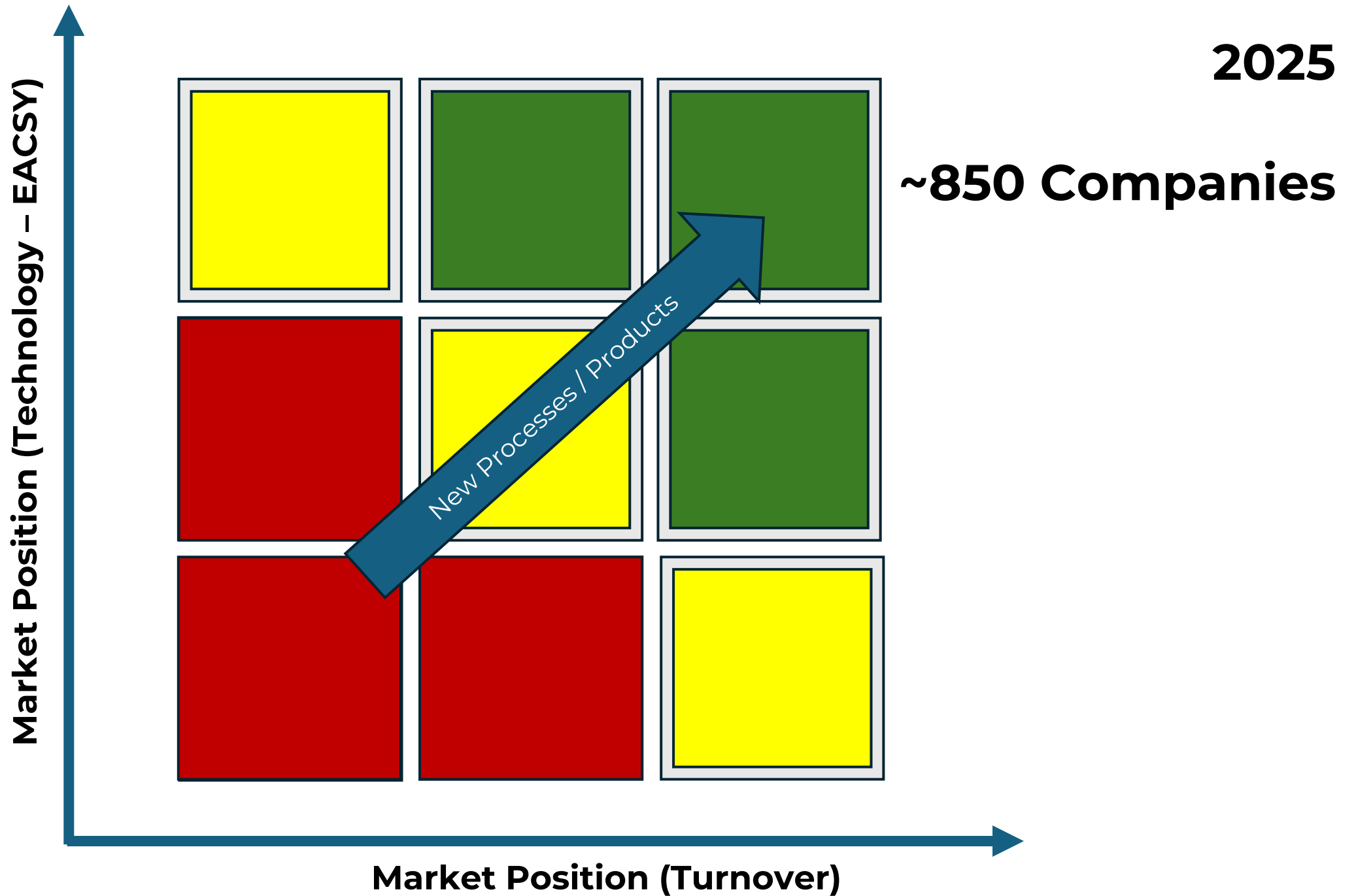


2019-2025



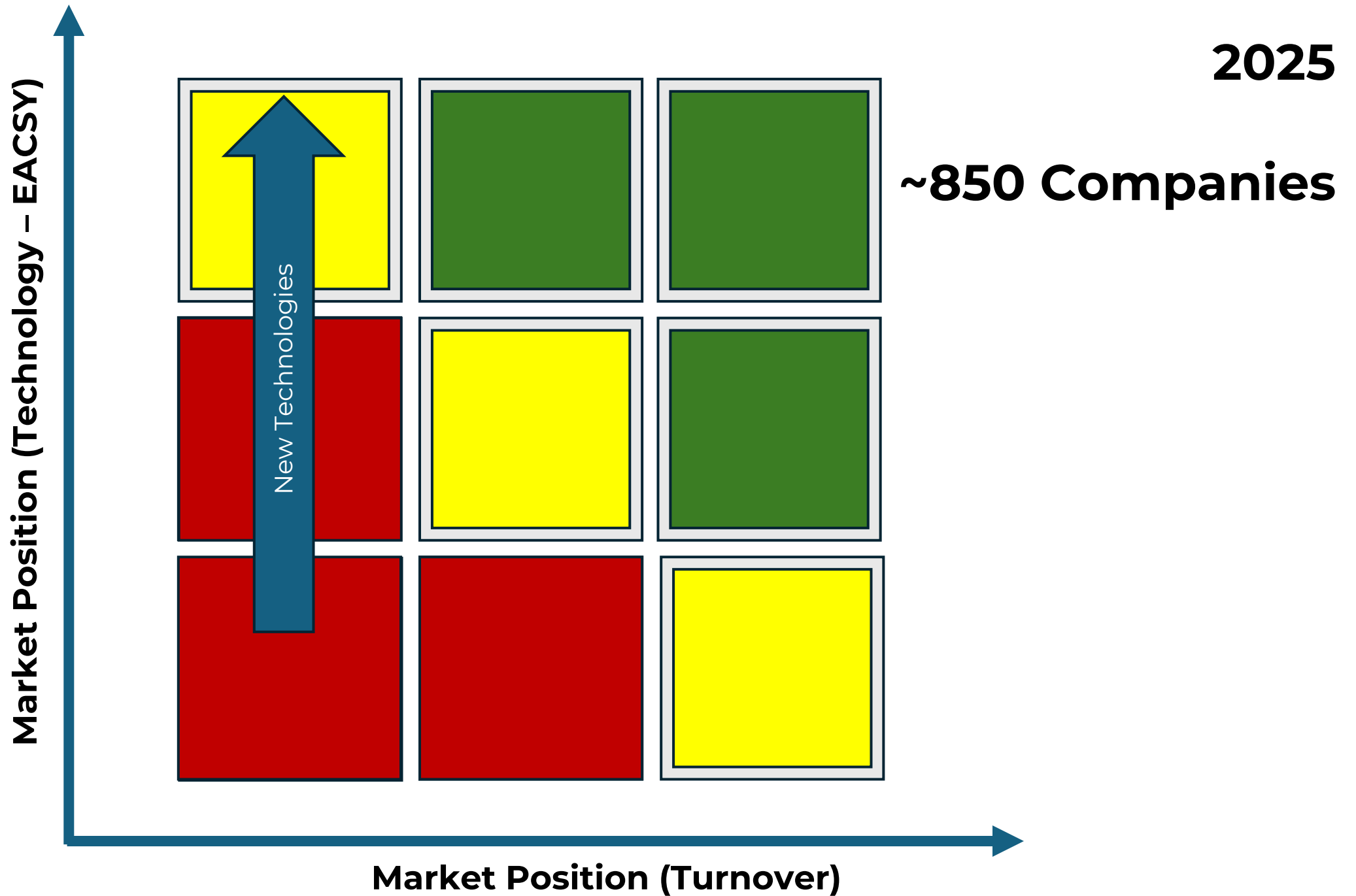






Übersicht Workshopflyer





1. Universities:

Hochschule Heilbronn + DHBW + TUM + ETH + HN42

2. Research & Technology Organisations:

DLR + Fraunhofer IAO/ISI + FSTI + Max-Planck-Institut



Hydrogenium: Industrial Hydrogen Appliances Test Field



Artificial Intelligence Training & Qualification Campus (HHN)



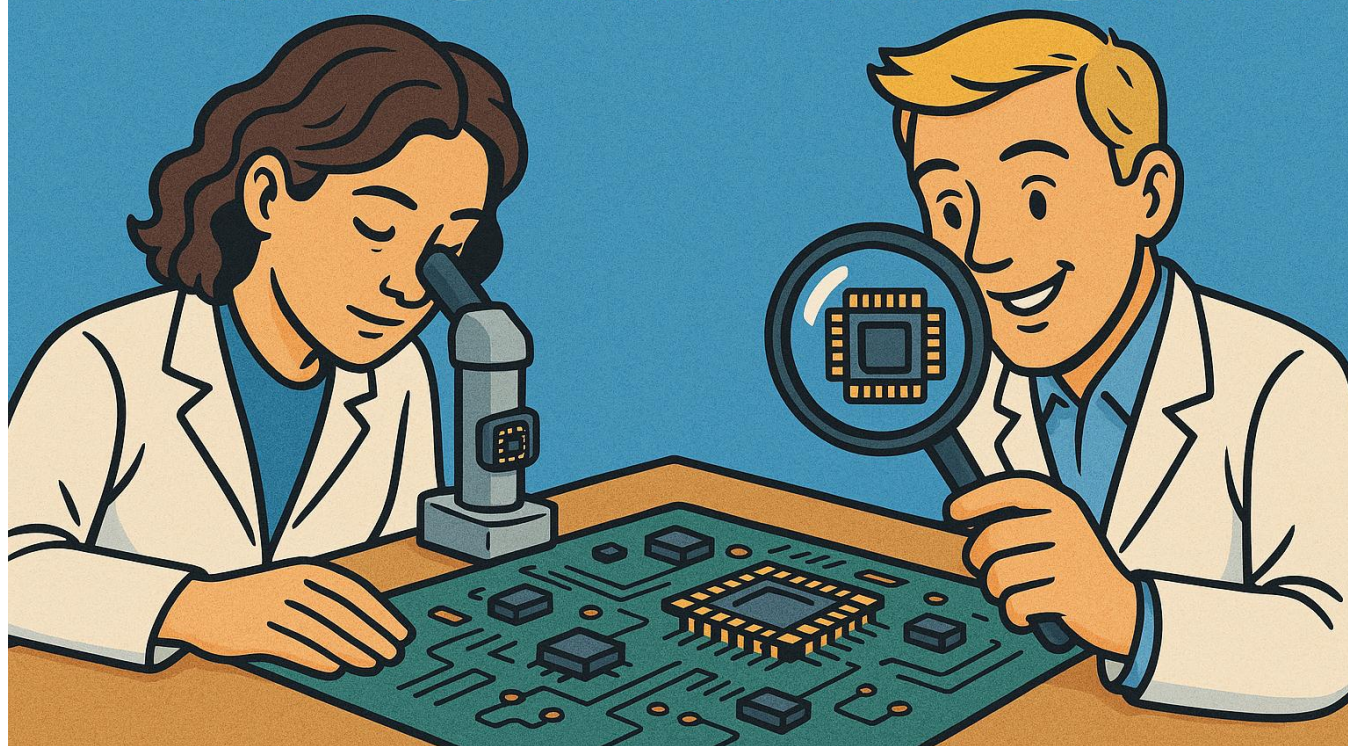
Getting **people** ready for **AI** –
in **business** and **society**

Innovation Park Artificial Intelligence



April 2025

IMEC HEILBRONN



IMEC expansion to Heilbronn

Announcement

Enlarging TransformotiveDIALOG

Spectral Analysis

