

Innovation Network  
**FutureCar**

# »Foresight and strategies for a disrupted automotive future«

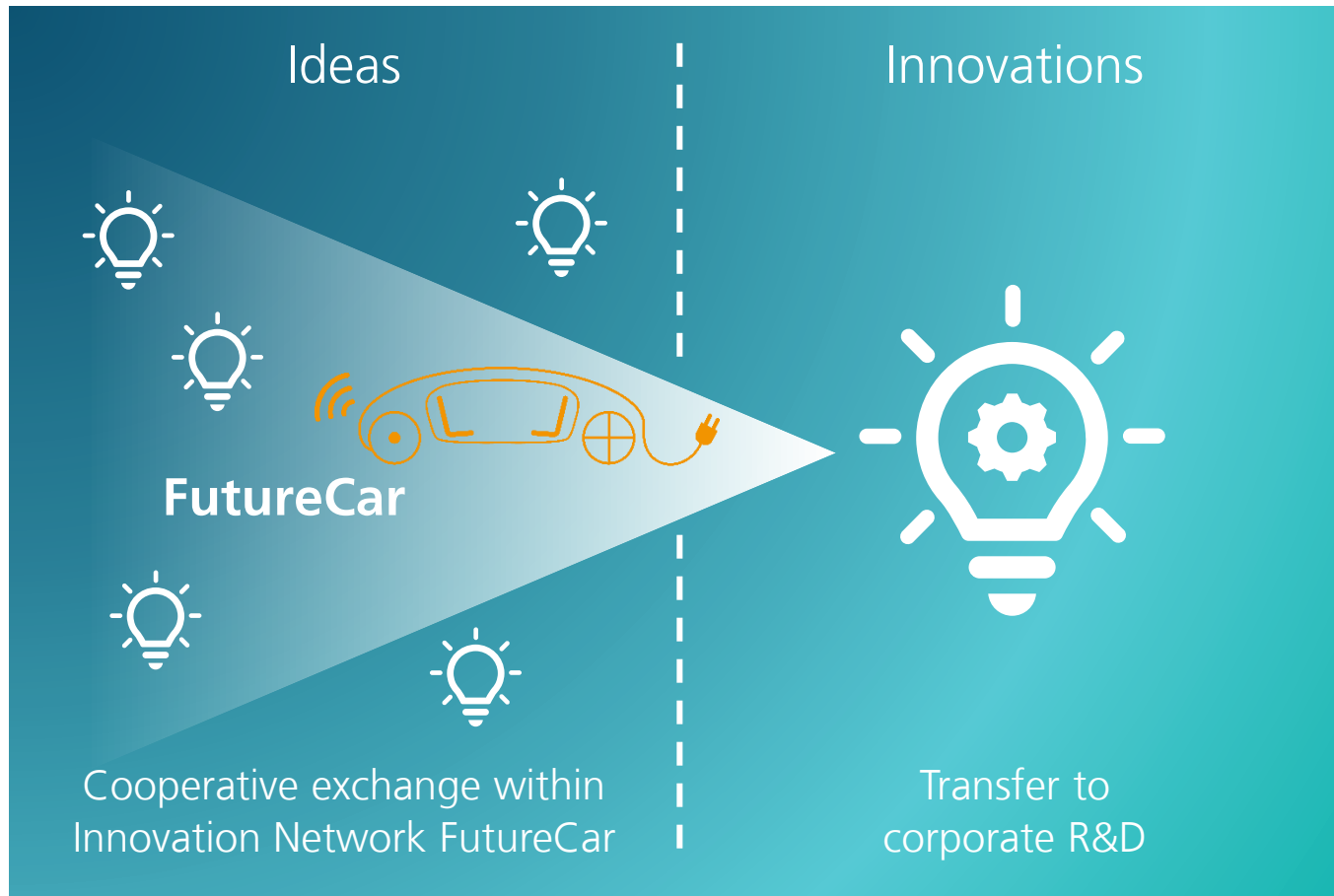
Network Phase VIII – 2025/2026





# Innovation Network FutureCar

A platform for joint research and pre-competitive dialogue

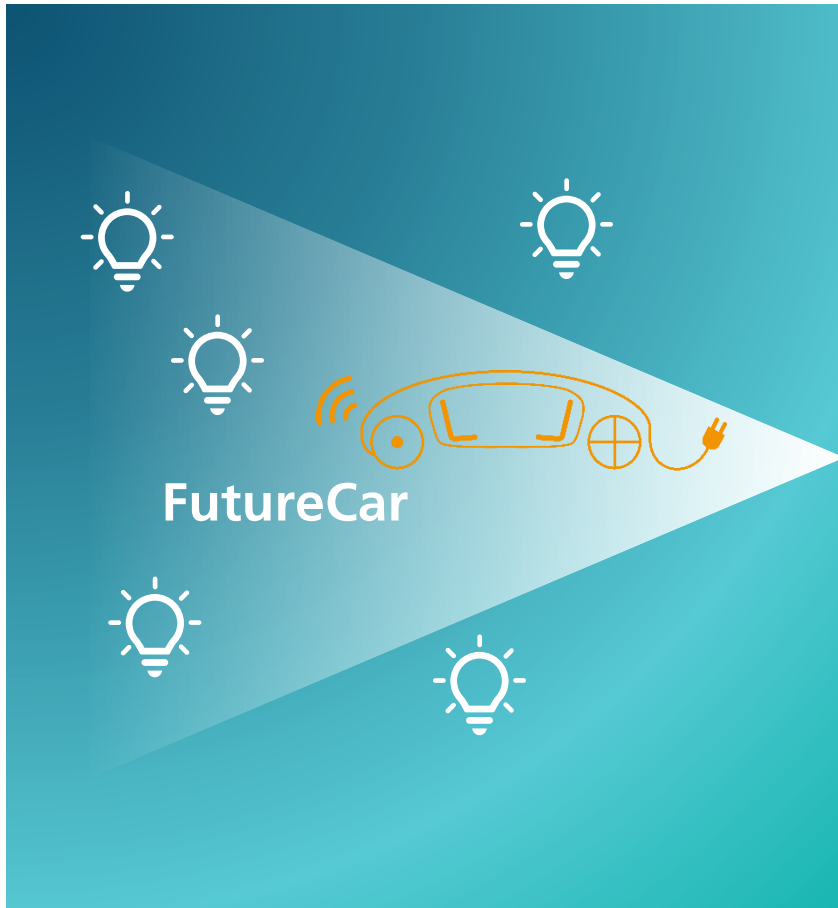


- Discussion of topics and ideas which are **ahead of corporate R&D** programs
- Open exchange of opinions leading to a **common understanding of early stage technologies**
- Meeting platform for like-minded innovators on a **multidisciplinary and cross-company basis**



# USPs of FutureCar

Addressing the individual needs of the network partners



## Stay at the forefront by discussing new technologies and trends!

- Strengthen your partner network by **meeting cross-industry innovation experts** in a trustful and **personal meeting atmosphere**
- Find new **valuable cooperation partners** from industry, science and the start-up community
- ...and get access to **automotive key players** via the extended FutureCar network, **leveraging 15 years of project history**
- Gain entrance to the **Fraunhofer Ecosystem** and other research institutes through a fast and direct contact
- Develop **new project ideas** jointly and elaborate **project proposals**
- Spread valuable information within your organization through the **monthly newsletter and company individual presentations**



# Core elements of the FutureCar Innovation Network

Shape the automotive future in a collaborative environment

- Three **2-day network meetings** per year at **various inspiring industry and research locations** with high-level speakers from science and industry
- **Guided Tours** through R&D centers, innovation labs and creative workspaces of companies and research institutions
- **Three trend studies** on individual topics agreed with the FutureCar members
- Monthly **FutureCar Newsletter** with dedicated news on all topics focused
- Annual conference **»Forum FutureCar«** at Fraunhofer IAO

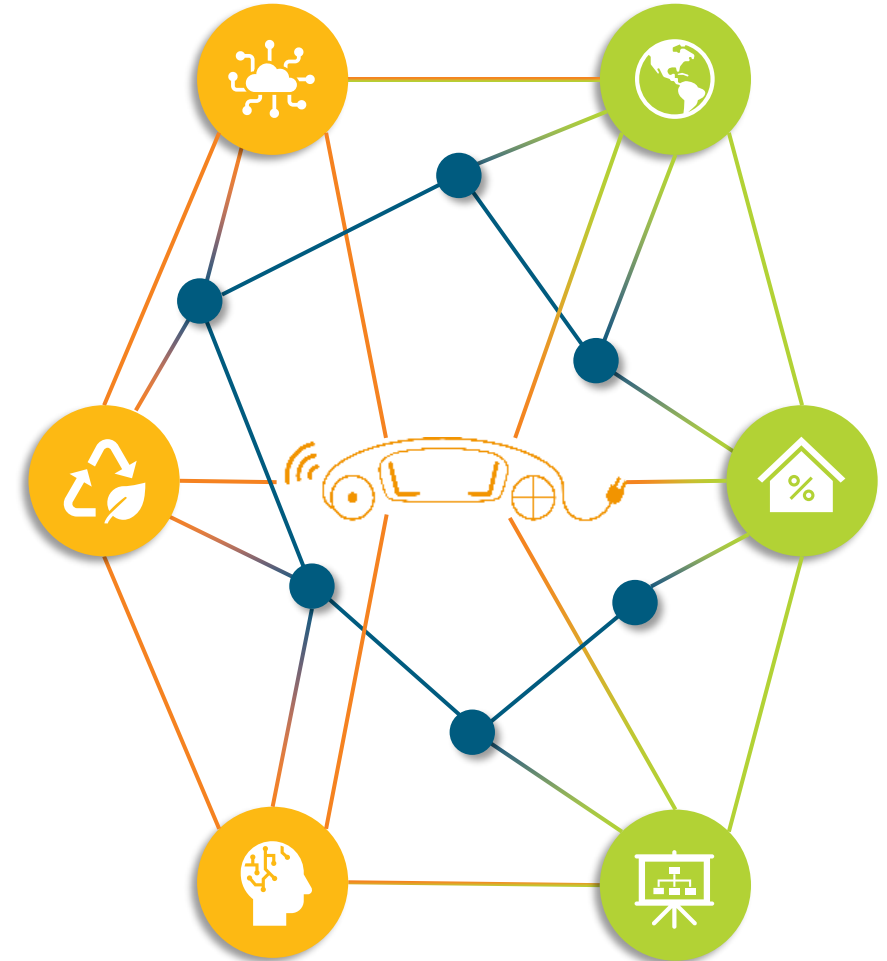




# FutureCar VIII: Building a Resilient Automotive Industry for the Future

## 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

## 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

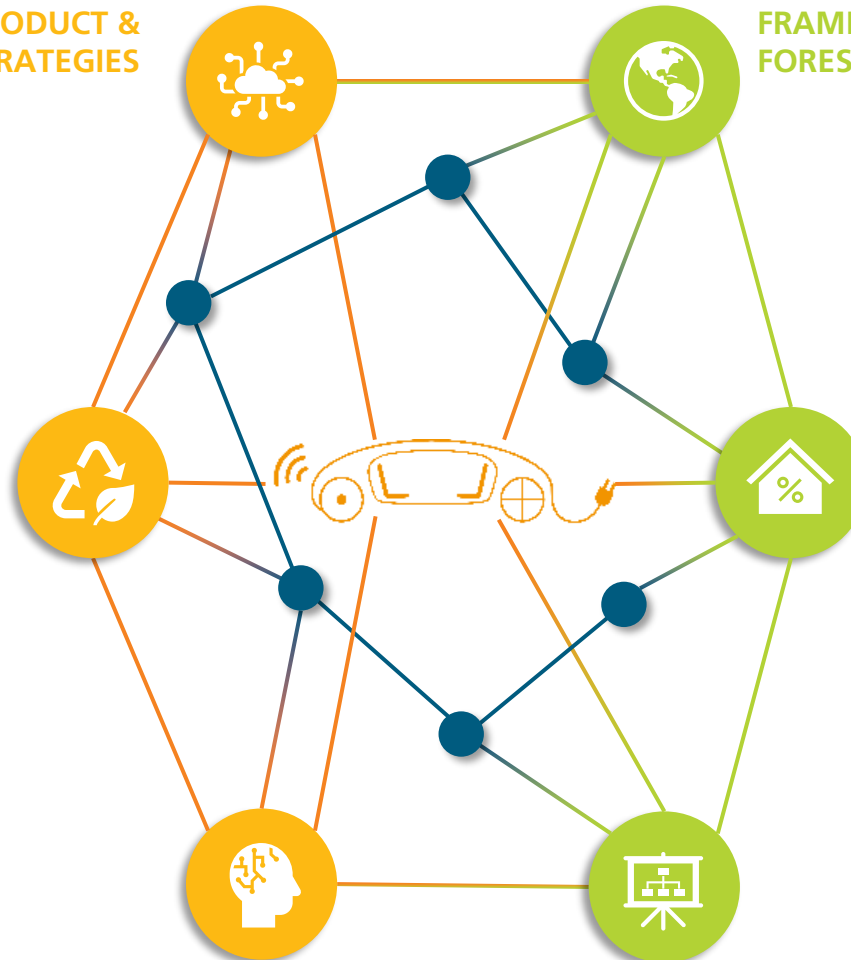
Exploring the intersection of social, economic, and ecological sustainability, from sustainable supply chains to resilient business models and sustainable product design, fostering a holistic approach to automotive sustainability.

## 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.

PRODUCT & STRATEGIES

FRAMEWORK & FORESIGHT



## 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.



# PRODUCT & STRATEGIES

Driving innovation across automotive ecosystems

- 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

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

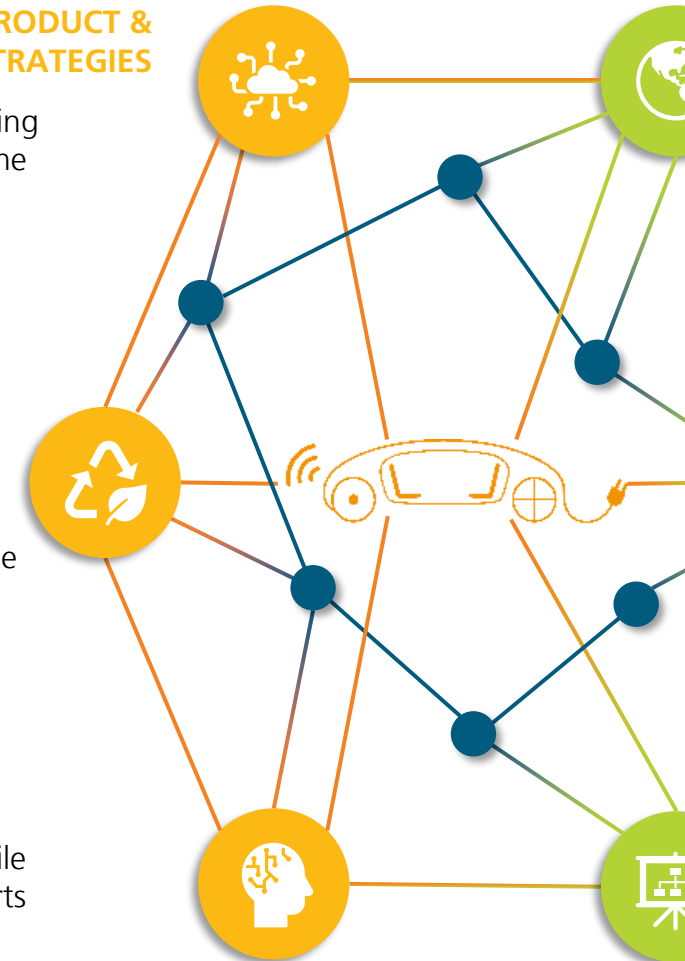
## Sustainable Automotive Design & Production

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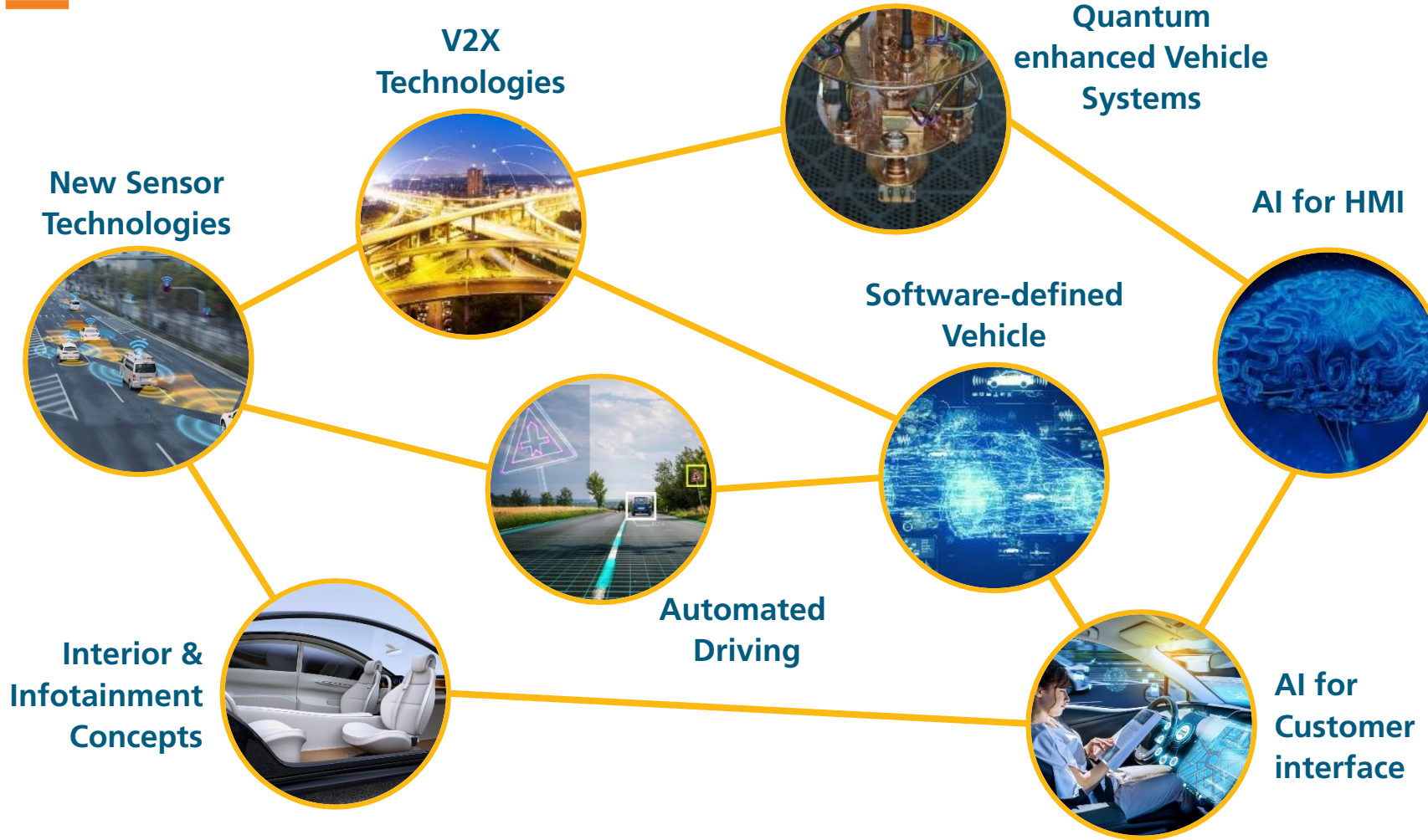
### PRODUCT & STRATEGIES





# Vehicle Digitalization

Pioneering the digital strategy







# Sustainable Automotive Design & Production

Building resilient and sustainable automotive ecosystems





# Value Creation in Mobility

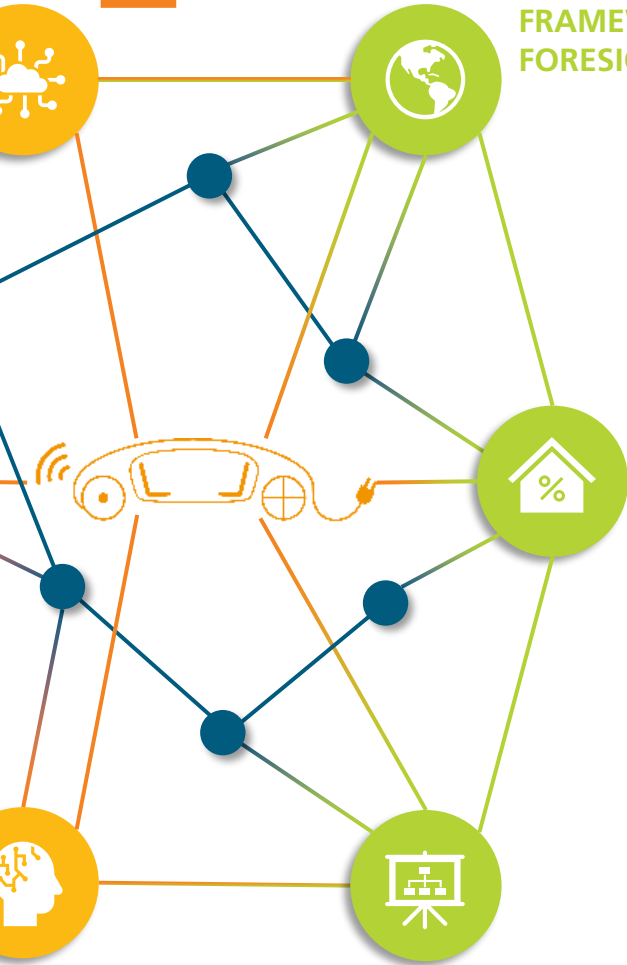
Redefining value in the automotive ecosystem





# FRAMEWORK & FORESIGHT

Navigating the disrupted automotive environment



## FRAMEWORK & FORESIGHT

### 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

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### Technology & Organizational Drivers

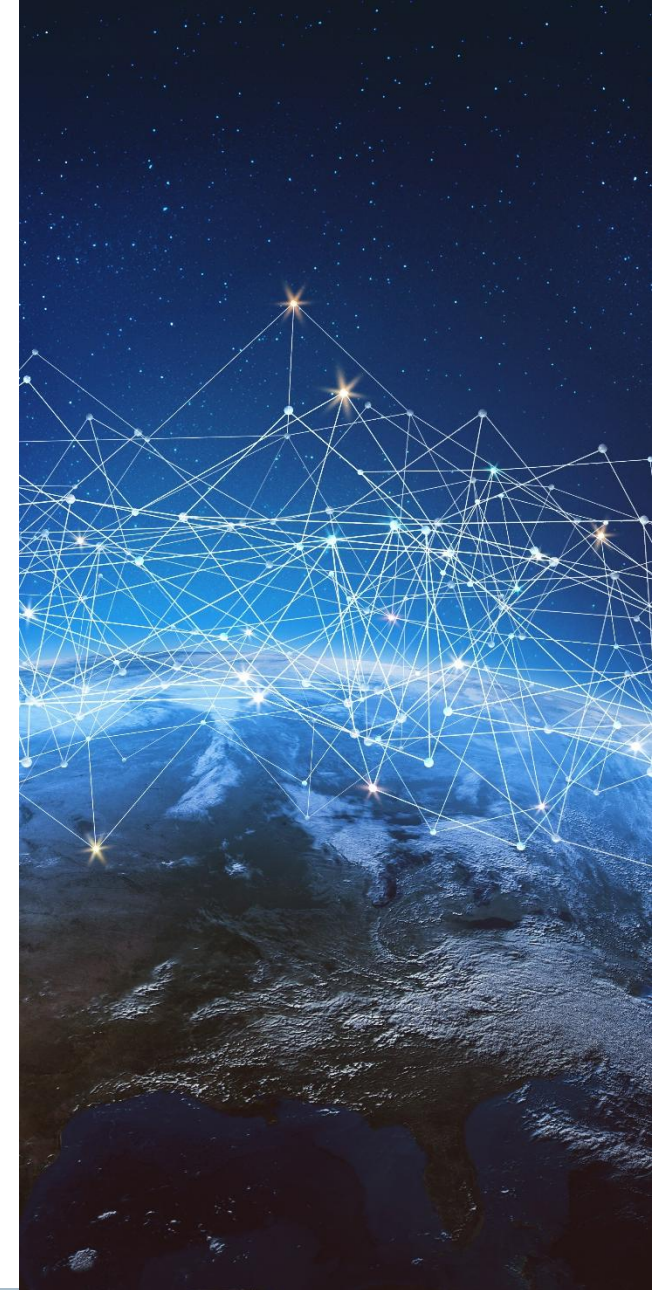
Exploring advancements such as generative AI and digital twins that are revolutionizing production methods and product development approaches.

- 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.



# Geopolitical Framework

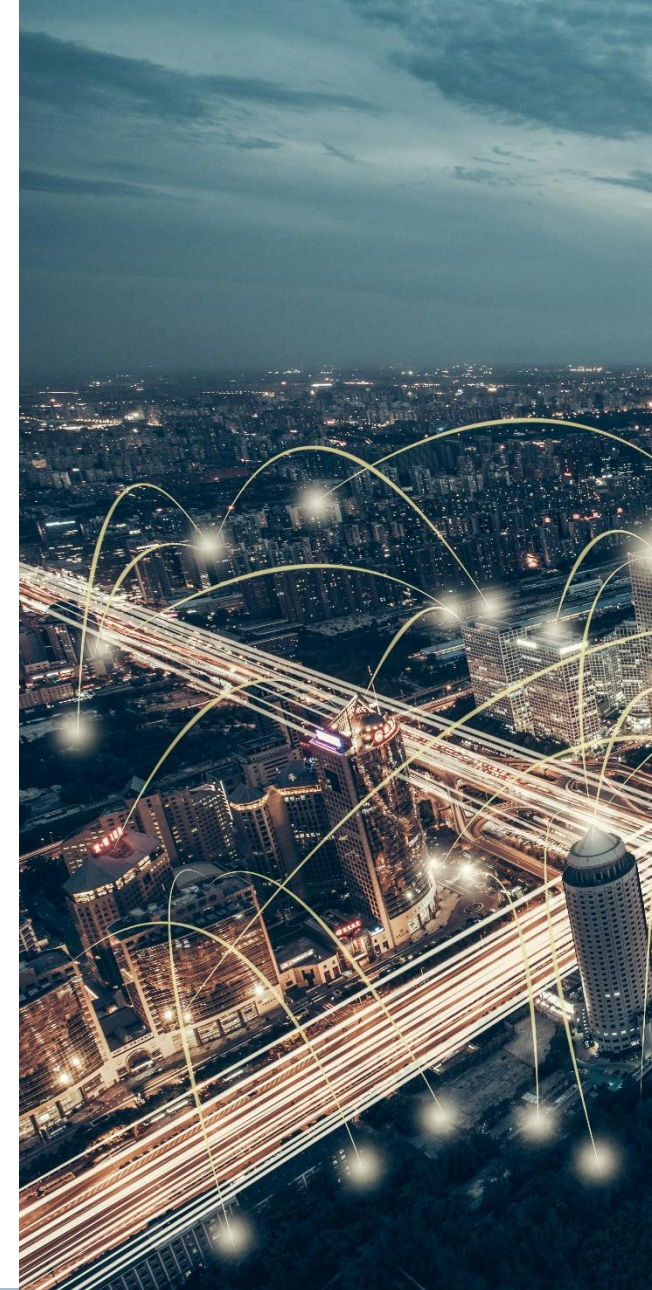
Technical solutions for regulations, policies, and geopolitical factors





# International Automotive Markets

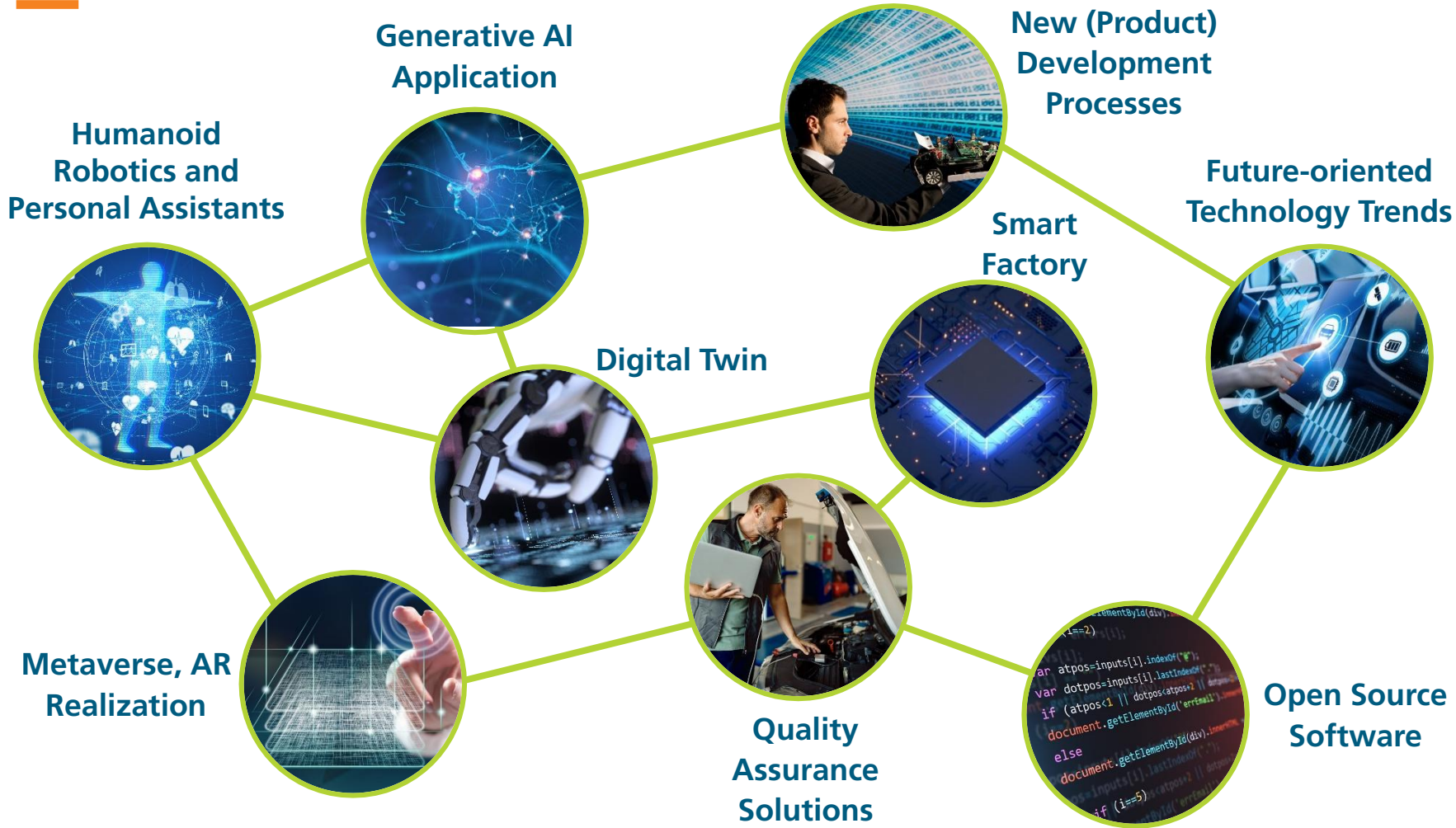
Market insights: trends and transformations





# Technology & Organizational Drivers

Driving innovation through technology





# 3 Trend Studies

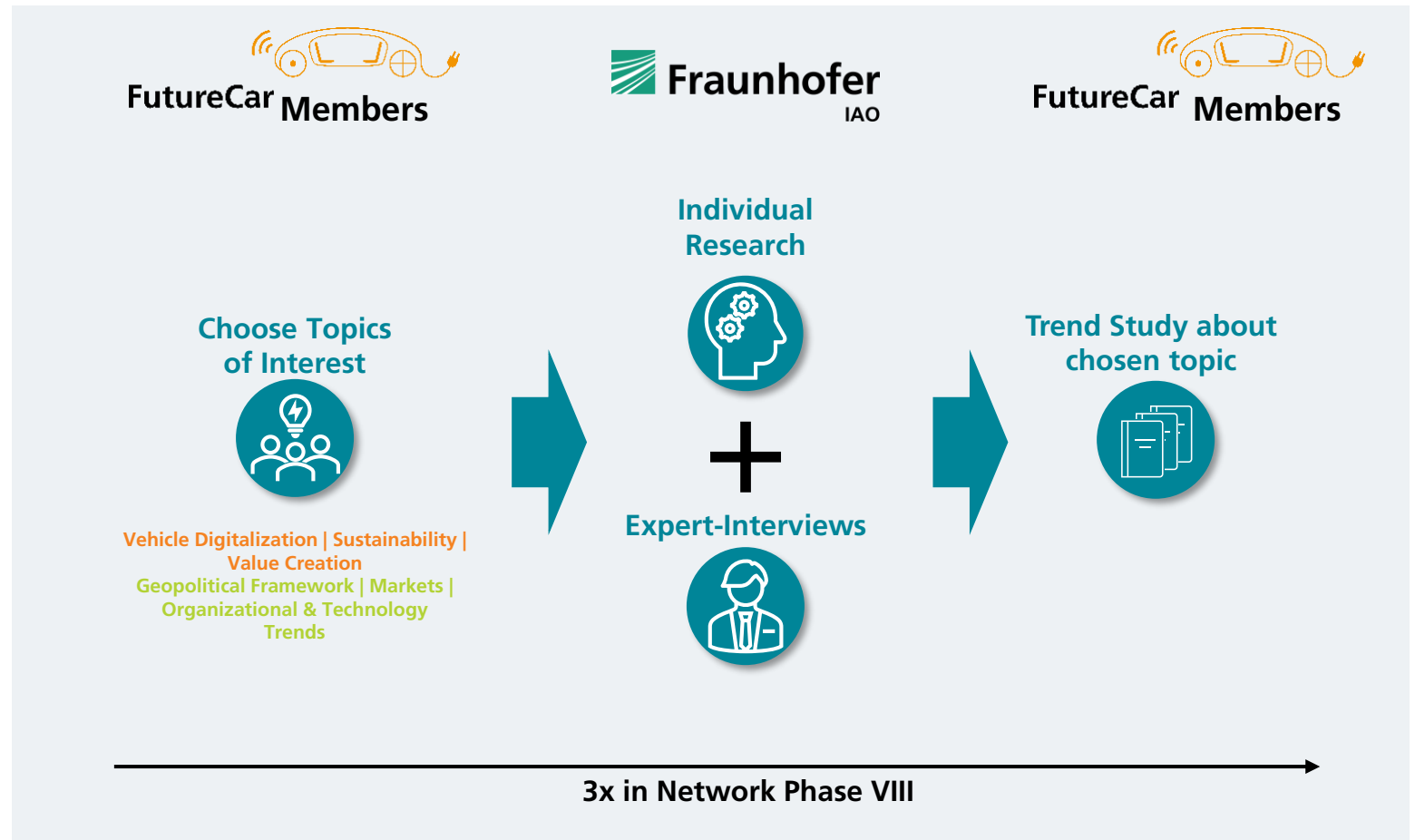
Structured and customized preparation of the latest automotive trends and topics

## 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

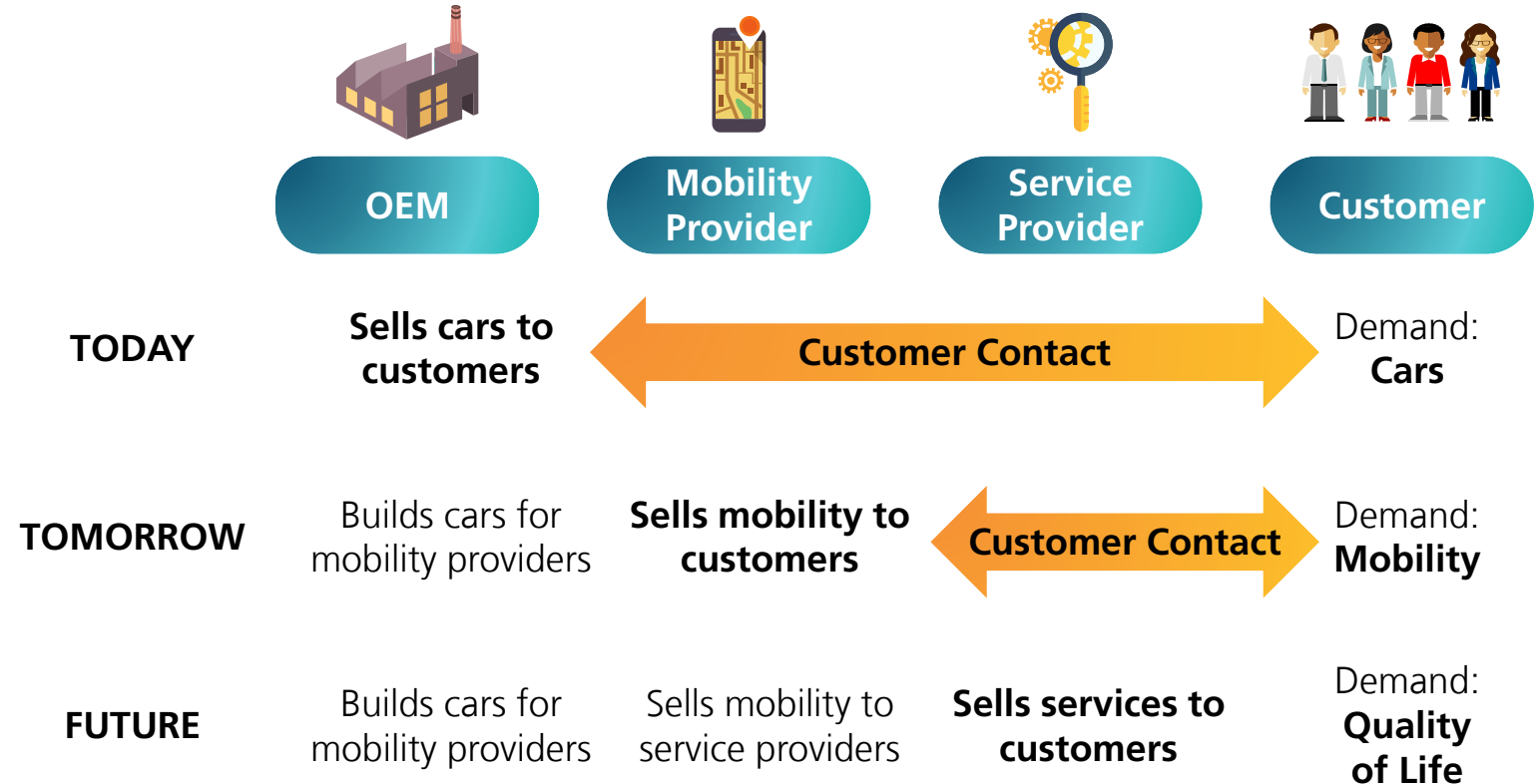




# Outlook into a disrupted future: From selling cars to service subscription

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





# Contact us!

We look forward to exchanging

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