

A Decade of Driving Innovation: STARTUP AUTOBAHN powered by Plug and Play Celebrates 10th Anniversary at Expo 2026

Stuttgart, Germany, June 29, 2026 — *STARTUP AUTOBAHN powered by Plug and Play, founded in 2016, brings the automotive ecosystem together at Expo 2026 on July 2 in Stuttgart to showcase real startup–corporate collaboration projects and celebrate 10 years of accelerating mobility innovation. The event at the venue Im Wizemann will bring together over 1,500 guests—including board members and C-level executives from OEMs and suppliers, founders, investors, public officials, academia, media, and tech experts.*

Open innovation is driving the European technology landscape forward. As a leading accelerator and innovation hub, STARTUP AUTOBAHN powered by Plug and Play unites established corporate leaders with visionary startups to co-create cutting-edge solutions for the future. Expo 2026 will bring the tangible results of these collaborations to life through real-world use cases.

Founded in 2016 by Mercedes-Benz, Plug and Play, ARENA2036, and the University of Stuttgart, the STARTUP AUTOBAHN platform has become Europe's go-to ecosystem for turning bold ideas into commercial automotive success. Guided by this year's motto, "One Decade of Accelerating Mobility Innovation," the Expo event serves as a landmark gathering for the people who have shaped the platform's history, bringing together top voices in mobility, new and long-term partners, and inspiring cross-industry speakers to celebrate how far the community has come.

The agenda features keynote speeches from board members and industry leaders, panel discussions, expert roundtables, workshops, innovation walks, and startup pitches. Attendees can also experience pilot project presentations, showcar demos, and exclusive side events—all designed to address the most pressing challenges of the automotive industry, including the Circular Economy, Artificial Intelligence (AI), Automation & Industry 4.0, Software-Defined Vehicles, Sensor Intelligence, and Next-Gen Mobility Ecosystems.

The speaker lineup features the most influential voices of innovation in mobility and those at the forefront of the automotive industry: **Ida Wolf**, Vice President Innovations & Operations Development at **Mercedes-Benz AG**; **Joachim Scharnagl**, Member of the Executive Board, Procurement, at **Porsche AG**; **Dr. Frank Nopper**, Mayor of the City of Stuttgart; **Hildegard Müller**, President of the **German Association of the Automotive Industry (VDA)**; **Juan Parra**, President, Europe, **DXC Technology**; **Georg Stellmann**, VP, Chief Commercial Officer at **Bosch Business Innovations**; **M. Gürcan Karakaş**, CEO of **Togg**; **Barrie Painter**, Chief Sustainability Officer & Head of Global Marketing & Communications at **Motherson Group**; **Saeed Amidi**, CEO & Founder at **Plug and Play**; **Kristie D'Ambrosio-Correll**, CEO & Co-Founder of **Dacora Motors**; and many more.

The event will culminate on the main stage with the presentation of the *Plug and Play Global Innovation Award*, celebrating the year's most impactful collaborations across *Mobility, Manufacturing, Enterprise, and Sustainability*. Marking a landmark milestone this year, the platform will also debut the prestigious *STARTUP AUTOBAHN powered by Plug and Play Award*—a special honor dedicated to a pioneering legacy project that has driven transformative, long-term industry impact over the past decade.

Pilot Projects and Implementations

The showcased pilot projects focus on the following topics: Robotics & Automation, Smart Manufacturing & Engineering, AI for Business, Engineering & Simulation Platforms, Data & Analytics Infrastructure, Green Manufacturing & Materials, Clean Power & Heavy Transport, In-Car Intelligence & New Experiences, Autonomous & Assisted Driving.

Mercedes-Benz & Ramblr

Mercedes-Benz Tech Innovation GmbH and Ramblr GmbH jointly develop Contextual AI to power next-generation, XR-supported industrial workflows.

Mercedes-Benz & QpiAI

Mercedes-Benz and QpiAI accelerate vehicle development using Quantum-inspired optimization.

Porsche & cylib

Porsche AG and cylib are advancing circular lithium recovery for future EV battery production in Europe.

Porsche & ionRoad

Porsche AG and ionRoad are exploring ways to digitise and scale battery circularity across the value chain.

Porsche & Security Robotics

Porsche AG and Security Robotics leverage autonomous robots and Generative AI to enhance site security, inspections, and predictive maintenance.

Porsche & rhome

rhome's Long-Term Assignments module turns Porsche's paper-based manual expat administration into a guided, fully compliant digital workflow.

DXC Technology & context/fab

DXC Technology and context/fab teamed up to deliver measurable plant performance gains within weeks, bypassing lengthy standardization cycles and costly traditional integrations.

DXC Technology & Sentic

DXC Technology and Sentic deploy infrastructure-based computer vision and Physical AI on the edge to make AGV traffic safer, faster, and autonomous.

DXC Technology & Acumino

DXC Technology and Acumino are piloting Physical AI systems to introduce autonomous, flexible robot workers to the factory floor.

DXC Technology & asvin

DXC Technology and asvin equip vehicles to generate risk-qualified security intelligence from raw telemetry — by integrating in-vehicle detection with asvin's AI-first threat intelligence platform.

Motherson & PureCycle

Motherson's business division "Modules & Polymer Products" (MPP) and PureCycle combine processing expertise and physical recycling innovation to enable the use of post-consumer recycle in painted automotive bumpers.

Motherson & Mercanis

Mercanis and SMP Botzingen (part of the Motherson group) pioneer an Agentic AI-based RFQ solution that transforms complex supplier offers into structured, comparable, and decision-ready insights.

Motherson & Certivity

Motherson's business division "Modules & Polymer Products" (MPP) uses the smart Certivity Regulatory Management Platform to manage product compliance via tailored regulatory projects and automated monitoring of legal updates.

Bosch & Rainbox Media

Bosch's Gaming of Wheels platform enables immersive in-car gaming by integrating cloud capabilities with ecosystem partner Rainbox Media, delivering seamless experiences across devices and vehicles.

Bosch & SAP & Aimbo

The initiative connected SAP S/4HANA-driven workflows directly with Anigon, a humanoid robot by AIMBO AG, for the autonomous robotic execution at a European Bosch facility.

Eberspächer & Blockbrain

Eberspächer and Blockbrain built a company-wide AI platform that scaled to over 1,800 active users in just six months, embedding intelligent workflows across every single department.

Togg & DiagVoice

Togg and DiagVoice are providing AI voice analysis technology to understand the emotional well-being of users inside the smart device, aligned with Togg's Experience-Defined Vehicle vision.

Togg & Divit

Divit integrates AI-powered facial scanning into Togg's in-cabin camera for contactless heart rate, HRV, and stress monitoring.

STMicroelectronics & AutoCore

AutoCore and STMicroelectronics co-developed a next-gen TSN-based distributed audio system solution enabling low-latency, reliable, synchronised in-vehicle audio.

STMicroelectronics & VeeCle

STMicroelectronics and VeeCle give AI agents chip-level visibility into STM32 Execution. Watch AI understand embedded code and iterate in real time.

Huf Group & E Ink

Huf and E Ink co-created an advanced door handle system by enhancing human-machine interaction through incorporating intuitive visual effects.

Other Showcasing Companies and Initiatives:

Duatic, Flexion Robotics, Waveye, Boston Dynamics, COMPREDICT, Alpas, Distance, SPARETECH, mimic robotics, CELUS, High Temperature Material Systems (HTMS), SiC Systems, NXRT.

About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Since its founding in 2016, the platform has successfully cultivated over 500 projects with more than 350 startups.

Founding Partners: Mercedes-Benz AG, Plug and Play Tech Center, University of Stuttgart, ARENA2036.

Anchor Partners: Porsche AG, DXC Technology, Motherson, Schaeffler, Bosch, NXP Semiconductors.

Ecosystem Partners: Eberspächer, Novelis, Sekisui, OPmobility, Togg, Huf Group, ZF Group, STMicroelectronics.

About Plug and Play

Plug and Play is the leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, we're in 60+ locations across five continents. We offer corporate innovation programs and help our corporate partners in every stage of their innovation journey, from education to execution. We also organize startup acceleration programs and have built an in-house VC to drive innovation across multiple industries where we've invested in hundreds of successful companies, including Dropbox, Guardant Health, Honey, Lending Club, N26, PayPal, and Rappi.

Website:

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www.startup-autobahn.com

<https://expo2026.pnptc.events>

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