



T O M O R R O W I N M O T I O N

Jun/05 **2025**

in motion expo **2025** tom  
STARTUP AUTOBAHN  
powered by **PLUGANDPLAY**

expo2025 / About

# About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an international open innovation platform that connects industry-leading corporations such as Porsche, Mercedes-Benz, and Bosch with the most innovative startups from around the world to enable real collaboration projects.

The successful project results are showcased at the annual Expo demonstrating solutions in fields of mobility, production, enterprise, sustainability and beyond.

At expo2025, we will welcome over 1,500 invited high-ranking entrepreneurs, investors, and experts to discuss the relevance of open innovation and future technologies. Our aim is to accelerate transformation processes and make companies fit for the future in the face of global competition. We bring together the innovation world in Stuttgart – the cradle of the automobile.

## 400+

Program Startups Accelerated  
[since 2016]

## 25+

Corporate Partners

## 30%

Implementation Rate

## 120+

International Speakers  
at Expo

## 40

Pilot Projects Showcased  
at Expo

## 1500

Invite-Only Guests On-Site  
& Digital



## PLUGANDPLAY

As part of Plug and Play Tech Center, STARTUP AUTOBAHN belongs to a global innovation platform operating from 60+ locations worldwide. Plug and Play is known as the most active early-stage investor globally and invested in more than 200 future-thinking companies, such as PayPal, Dropbox, and N26, per year.

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# Corporate Partners

## Founding

Mercedes-Benz    **PLUGANDPLAY**

**ARENA2036**    Universität Stuttgart

## Anchor

**DXC** TECHNOLOGY    **ZF**    PORSCHE    **Webasto**    **motherson**

**BOSCH**    SCHAEFFLER    **ST**    **BRIDGESTONE**    **NXP**

*Solutions for your journey*

## Ecosystem

**AGC**    HYUNDAI    Eberspächer    FORVIA    HELLA    SEKISUI    mobility

Novelis    **Huf**    **+GF+**    Togg    **amber**    **Cummins**



# Our Leadership



## Saeed Amidi

Founder and CEO  
Plug and Play Tech Center

Saeed is a seasoned investor and executive with over 30 years of experience growing businesses in numerous industries, including real estate, bottled water, packaging, and technology investing.

Following the early success of his various businesses, The Amidi Group initially purchased a building in Palo Alto and decided to rent the extra office spaces to startups.

As the CEO and founder of Plug and Play, Saeed applies his passion for the tech industry daily by working with forward-thinking partners and the best global startups to facilitate positive change worldwide.

Similar to his unexpected success with the “Lucky Building,” Saeed considered himself lucky overall when he moved to Silicon Valley in the late 70s, where he was then unaware of the ecosystem it would become.



## Sascha Karimpour

Partner at Plug and Play Tech Center  
Co-Founder of STARTUP AUTOBAHN powered by Plug and Play

Sascha studied Management in Silicon Valley, where he gained experience working with three startups and the Amidi Group.

He later established the U.S. subsidiary of a German SME in Chicago, successfully transforming a traditional business into a North American market leader over 11 years.

Returning to the Amidi Group, Sascha co-founded the open innovation platform STARTUP AUTOBAHN powered by Plug and Play in collaboration with founding partners Mercedes-Benz AG, the University of Stuttgart, Plug and Play Tech Center, and ARENA2036.

With over 25 corporate partners and 400+ program startups, Plug and Play's Stuttgart Mobility location has grown to become the world's most active corporate-startup collaboration platform.

Sascha now also oversees Plug and Play operations in Germany, Austria, Uzbekistan, and India.





Panel with Winfried Hermann, Minister of Transport State of Baden-Württemberg; Jan-Maarten De Vries, President Fleet Management Solutions at Bridgestone Mobility Solutions; Barbara Wittenberg, CTO at 1KOMMA5°; Dr. Jan Krönig, Head of Strategy Daimler Truck & Buses at Daimler Truck AG



Mike Massimino, Astronaut, Professor and Actor, Columbia University



Ola Källenius, Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG



Cem Özdemir, Member of the German Parliament, Bündnis 90/Die Grünen, at EXPO Day 6



Barbara Frenkel, Member of the Executive Board, Procurement at Porsche AG



Marcus Schäfer, Member of the Board of Management & Chief Technology Officer, Development & Procurement at Mercedes-Benz





Listed titles represent speakers' positions at the time of their participation at EXPO; current titles may vary.



◀ **Guy Kawasaki**, Marketing Legend, Tech Evangelist, Podcaster, Author



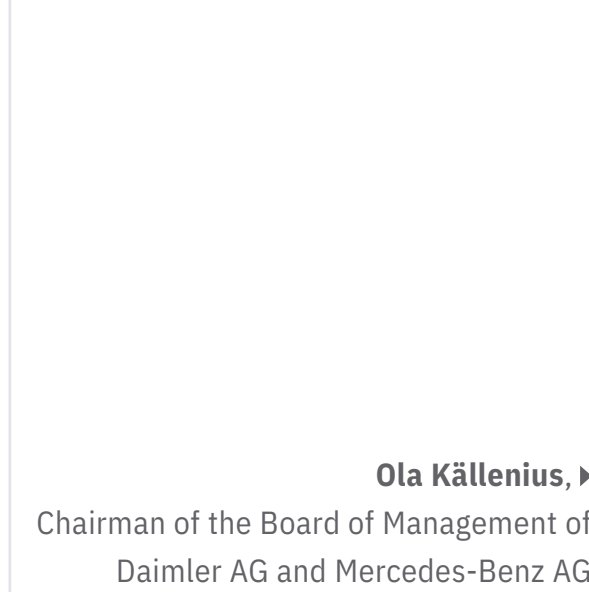
◀ **Bastian Nominacher**, Co-Founder and Co-CEO of Celonis SE



◀ **Winfried Hermann**, Minister of Transport of the State of Baden-Württemberg



**Stefan Hartung**, ▶ CEO of Robert Bosch



**Ola Källenius**, ▶ Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG



**Oliver Blume**, ▶ Chairman of the Executive Board of Porsche AG



**Daniel Krauss**, ▶ Founder and CIO of FlixBus



◀ **Uwe Wagner**, Chief Technology Officer of Schaeffler



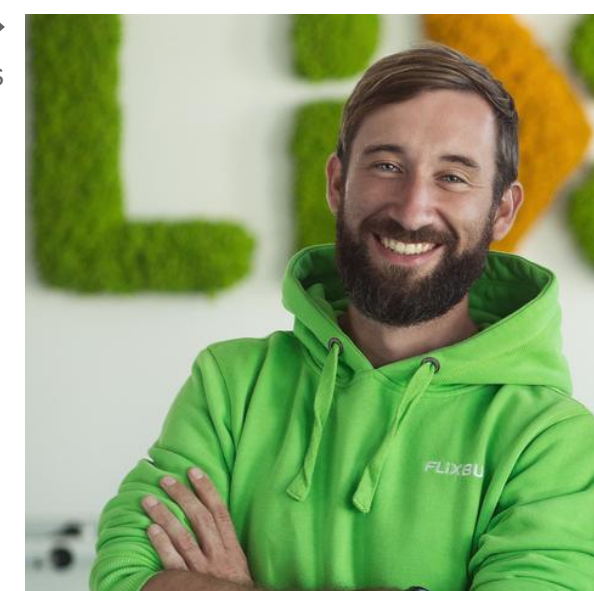
**Winfried Kretschmann**, ▶ Minister President of the State of Baden-Württemberg



◀ **Barbara Frenkel**, Member of the Executive Board, procurement at Porsche AG



**Hildegard Müller**, ▶ German Association of the Automotive Industry (VDA)



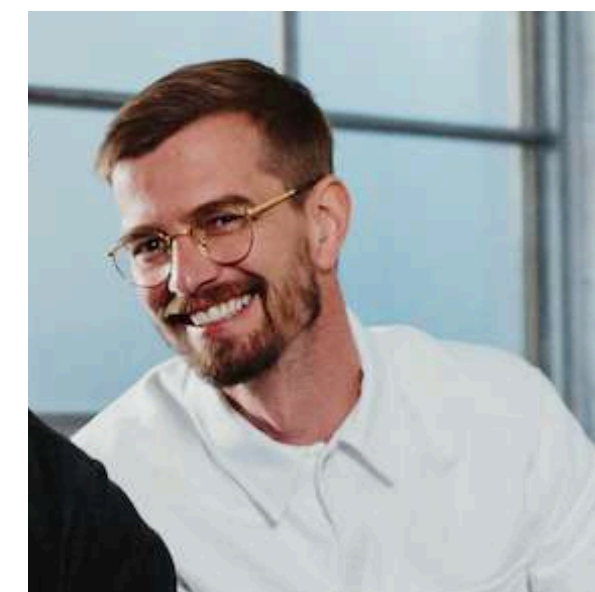
**Tanja Rückert**, ▶ Group Chief Digital Officer of Bosch



**Cem Özdemir**, ▶ Minister of Food and Agriculture and Member of the German Bundestag



**Joko Winterscheidt**, ▶ Entertainer & Entrepreneur



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# Past Expo Speakers



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# Sample of companies represented among our Expo guests

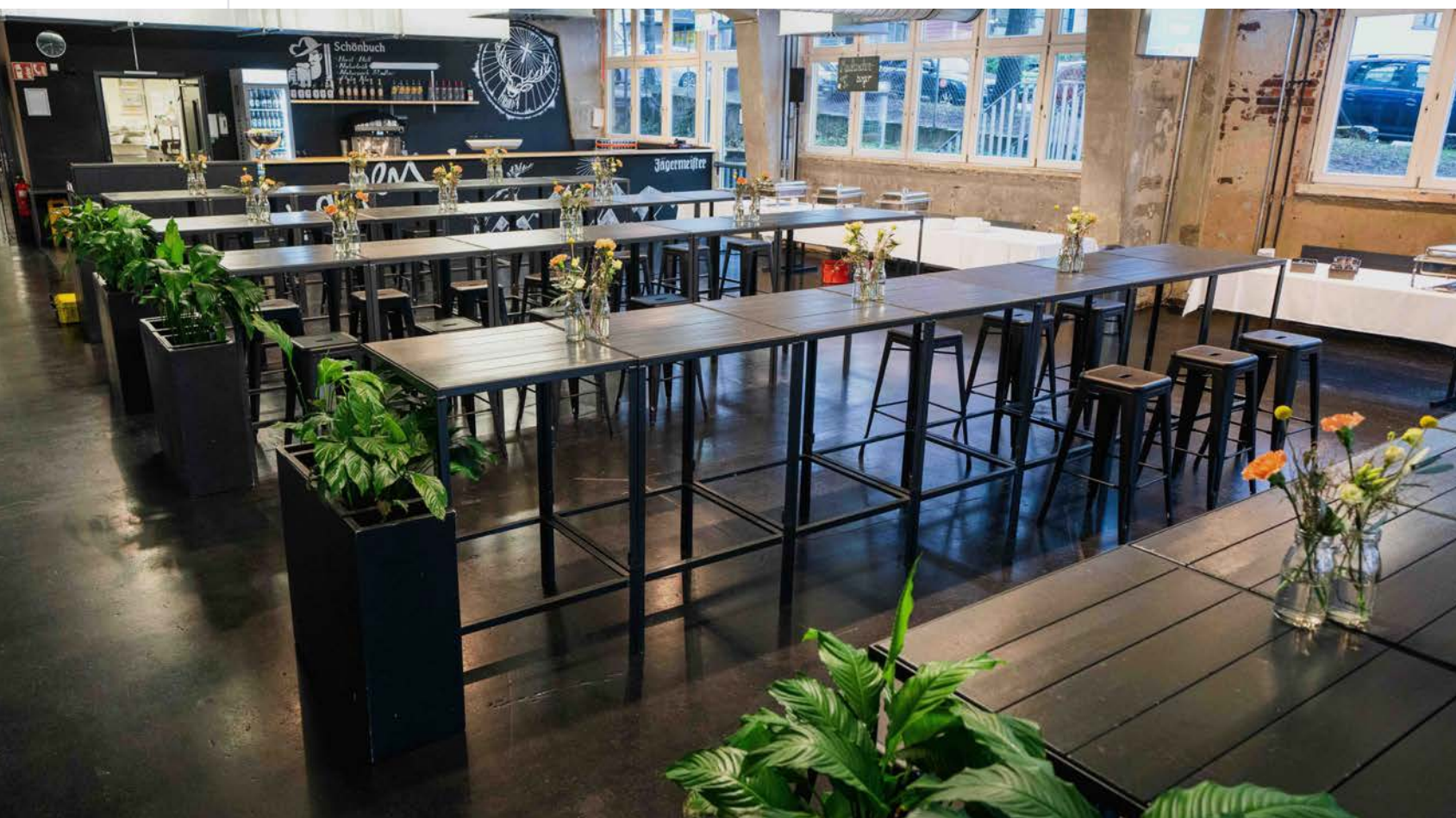
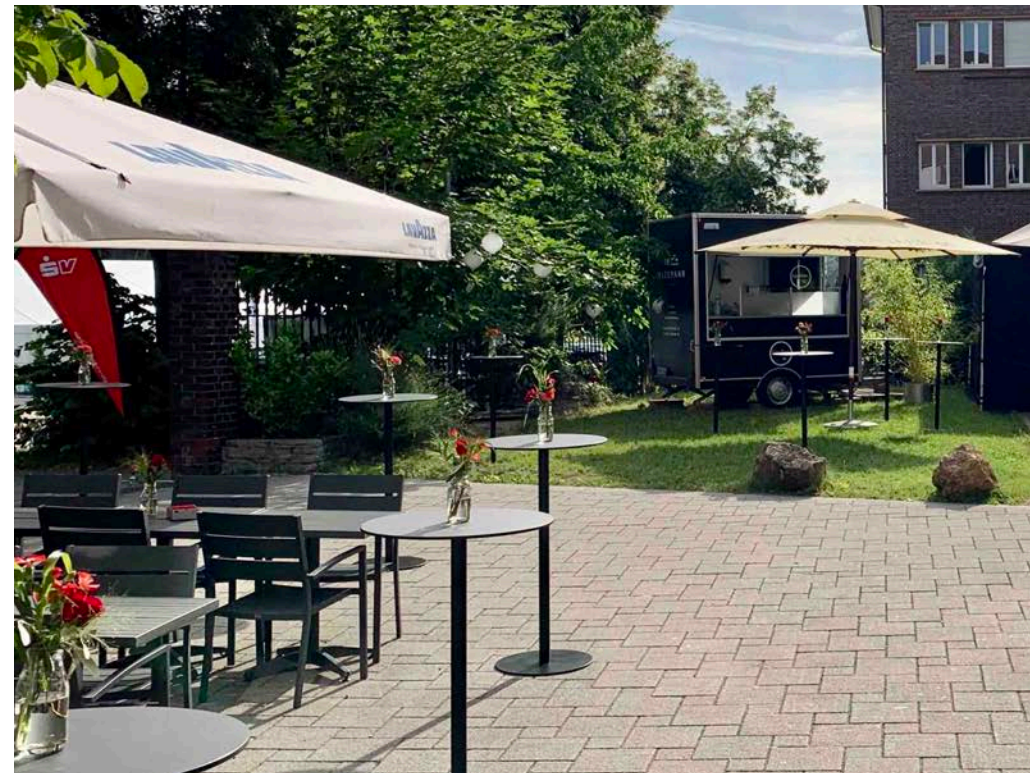
- |                                |                     |                            |                                |                      |                      |
|--------------------------------|---------------------|----------------------------|--------------------------------|----------------------|----------------------|
| 1KOMMA5°                       | Coca-Cola           | Georg Fischer              | Liebherr                       | NXP Semiconductors   | Tesla                |
| ADAC                           | Continental         | GF Casting Solutions       | Lincoln International          | Pirelli              | thyssenkrupp         |
| AGC                            | Cox Automotive      | Global Industry Club       | Linde                          | Plastic Omnium       | Togg                 |
| Airbus Ventures                | Daimler Trucks      | Global Alliance Automotive | Logitech                       | Porsche              | TOYOTA               |
| Aston Martin                   | Deutsche Lufthansa  | Google                     | Luxoft                         | Rackspace Technology | TRUMPF               |
| AUDI                           | DPDHL               | Group Börse Stuttgart      | MAHLE                          | REIFF                | Varta                |
| Austrian Airlines              | DSV                 | Grupo Antolin              | MANN+HUMMEL                    | SABIC                | Volkswagen           |
| Balluff                        | Ducati              | Hero MotoCorp              | Maxion                         | SAP                  | Volvo Group          |
| BASF                           | DXC Technologies    | Honeywell Aerospace        | Mercedes-Benz AG               | Schaeffler           | Webasto              |
| Bentley                        | Eberspächer         | HPE                        | Michelin                       | Sekisui              | Wieland Group        |
| BMW Group                      | EmbraerX            | Huawei                     | Microsoft                      | Shell                | Zenzic               |
| BorgWarner                     | ETO Group           | HUF Group                  | Motherson                      | SICK AG              | ZF                   |
| Bosch                          | Ferrari             | Hutchinson                 | MSX International              | Siemens              | <b>and many more</b> |
| BP                             | Flex                | Hyundai Motor Group        | Murata                         | Škoda Auto           |                      |
| Bridgestone Mobility Solutions | Formula 1           | IBM                        | Nemak                          | Sparker              |                      |
| Bugatti Rimac                  | French Trade Agency | Jaguar Land Rover          | Next Group                     | Sony                 |                      |
| Carl Zeiss                     | Fraunhofer          | JG Automotive              | NEXUS Automotive International | Stellantis           |                      |
| CEAT                           | Fujitsu             | KIA Europe                 | NIO                            | Sulzer               |                      |
| Cellforce                      | GEA Group           | Lamborghini                | Nokia                          | Suzuki               |                      |
| Celonis                        | Gentex              | Le Mans Tech               | Novelis                        | T-Systems            |                      |



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# Im Wizemann

A unique mix of industrial architecture and creative atmosphere, where industry meets the future of artistic creativity.

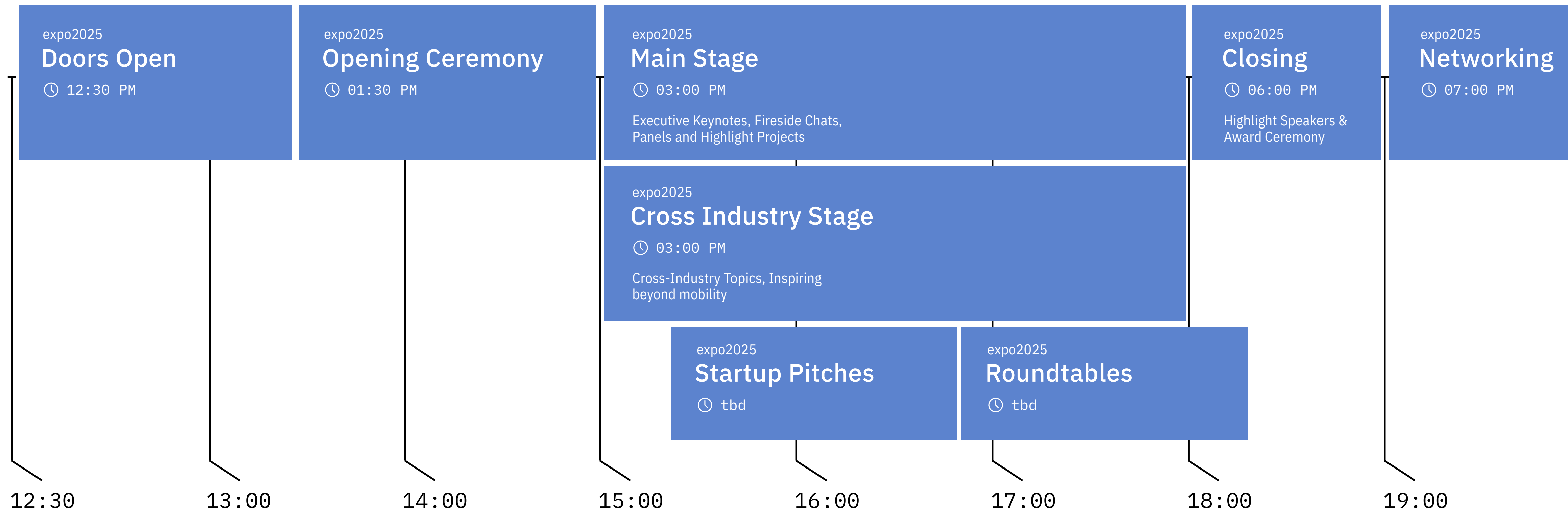






expo2025 / Agenda

# Tentative Agenda





expo2025 / Media

Each year, media highlights cutting-edge trends and breakthrough mobility solutions showcased at STARTUP AUTOBAHN Expo.

For journalists, editors, and other media representatives, this event is the perfect opportunity to cover the latest innovations, tech trends, and startup success stories.

# Media



expo2025 / Media

# Target Audience

expo2025 will bring together OEMs, Tier 1 suppliers, startups, investors, and public officials—the key players who shape the future of mobility and develop practical strategies.



Universities & Research Institutes



Investors



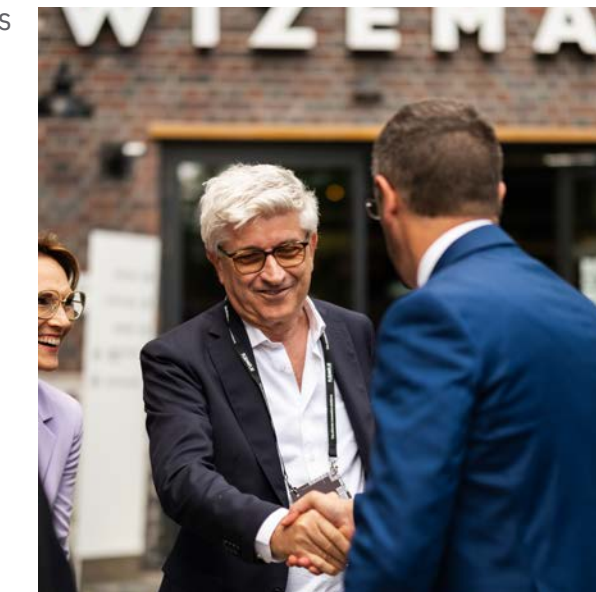
Politicians & Public Offices



Senior OEM Leaders



Tier 1 & Tech Executives



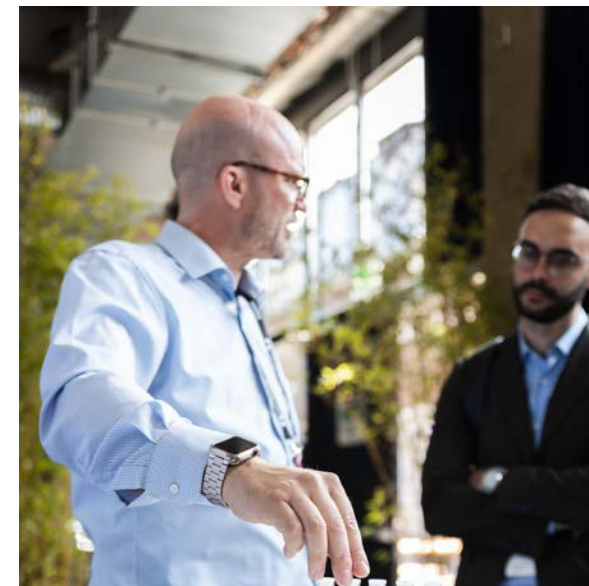
Entrepreneurs



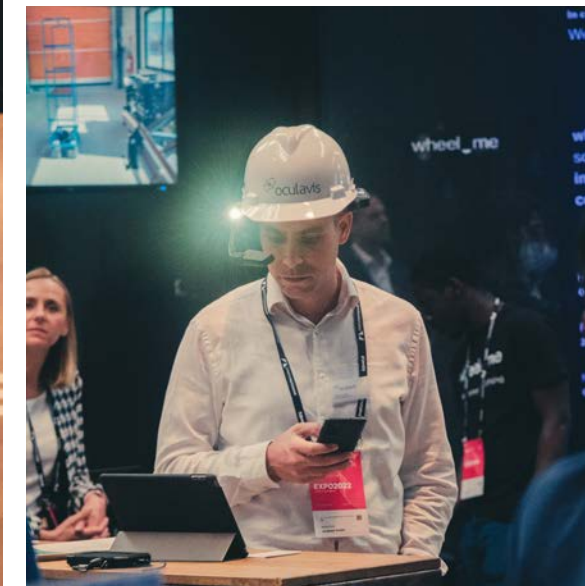
Press



Startup Founders



Tech Experts





expo2025 / Media

# Media KPI

Through our events and social media, we connect with mobility and innovation experts worldwide.



expo2025  
STARTUP AUTOBAHN  
powered by PLUGANDPLAY



### STARTUP AUTOBAHN powered by Plug and Play

20k followers on LinkedIn, Instagram, Twitter  
130k post impressions  
3k reactions  
95% engagement rate

### Plug and Play Tech Center

130k followers on LinkedIn, Instagram, Twitter

### EXPO Website

25k Website Views  
7,8k Unique Visitors

**7.8k**  
Unique Website Visitors

**25k**  
Website Views

**130k**  
Social Impressions

**7**  
Network Partners

**20**  
Media Coverage

**9k**  
Newsletter Contacts





expo2025 / Media

# What Media Say about STARTUP AUTOBAHN

“Innovation is the future. And the future is written by STARTUP AUTOBAHN, the innovation platform for mobility startups.“

**Automotive World** – Automotive World

“The program has already successfully connected startups with established brands to activate powerful new concepts in areas such as battery charging, supply-chain and materials management, smart mobility, efficient manufacturing, recycling, and enterprise CO2 reduction.“

**Bloomberg** – Bloomberg

„Das Ziel von Startup Autobahn: Nationale wie internationale Jungunternehmer für den Technologie-Standort Stuttgart gewinnen.“

**BUSINESS INSIDER** – Business Insider

“ Die **STARTUP AUTOBAHN** ist eine typisch schwäbische Idee. Mate-Tee und Fritz-Kola gibt es nur, wenn auch etwas dabei herauskommt. Hier wird nicht nur gequatscht, hier kommen die Konzernvertreter mit Budgets.

”

**Handelsblatt** – Handelsblatt

„Vor sieben Jahren etablierte der ehemalige Daimler-Chef Dieter Zetsche in Stuttgart die Innovationsplattform STARTUP AUTOBAHN. Mit 29 Partnern aus der Autobranche und knapp 300 gerasteten Start-ups ist die Plattform die bekannteste ihrer Art in Europa.“

**Automobilwoche** – Automobilwoche  
DIE BRANCHEN- UND WIRTSCHAFTSZEITUNG



expo2025 / Media

# Expo Coverage

Discover key media highlights from the DACH region and beyond, featuring STARTUP AUTOBAHN and Plug and Play executives, partners, and startups.

Browse our selection of press releases, interviews, podcasts, and reportages.

**Saeed Amidi**  
Gründer und CEO  
Plug and Play Tech Center

**MC/OVE**  
DER NEW MOBILITY PODCAST

**Wann platzt die KI-Blase?**

Click the logos for more information



ISSUE 04/2024

**„KI wird die Mobilität revolutionieren“**  
Saeed Amidi, CEO und Gründer des Netzwerks Plug and Play, spricht über das Potenzial von künstlicher Intelligenz, die Entwicklung der Elektromobilität und die Zukunft des autonomen Fahrens.

**Weil Erfolg nicht ist, was du denkst, ist, was du denkst**  
**Der Tod der Schiene wie wir sie kennen**  
**So erstellt ihr euren Businessplan für die Gründung**

**Wie KI die Zukunft von Start-ups neu definiert!**  
**Wie KI die Zukunft der Elektromobilität definiert es sich nur um einen**  
**Nur wer fleißig ist, ist beruflich erfolgreich? Blödsinn!**

**Gunther T. Verleger**  
Mit KI die Verwaltungswelt revolutionieren

**Sascha Karimpour**  
Partner bei Plug and Play

**„KI wird die Mobilität revolutionieren“**  
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**Interview: Birgit Pfriemer, Patrick Lang, Andrea Weiler / Foto: Plug and Play**

**CEO von Plug and Play**  
Saeed Amidi ist CEO und Founder von Plug and Play, einer internationalen Plattform für Start-ups und Investoren. Der Multiunternehmer mit Lebensmittelpunkt im Silicon Valley hat rund 30 Jahre Erfahrung in Branchen wie Immobilien, Verpackung oder Technologie-Verpackung. Plug and Play hat erfolgreich mehr als 1500 Start-ups unterstützt, davon ca. 30 „Unicorns“ (von Investoren mit mindestens einer Milliarde US-Dollar bewertet) wie Dropbox oder PayPal.

**Wie KI die Zukunft der Elektromobilität definiert es sich nur um einen**  
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**Welche Eiger erfolgreich Gründer sind**

**Lernen von den Juni**  
Startup Autobahn hat sich als Innovationsplattform

**STUTTGART.** Vor nunmehr sieben Jahren etablierte der damalige Daimler-Chef Dieter Zetsche die Innovationsplattform Startup Autobahn, um eine Art Ideen-Scouting für das Unternehmen zu verankern und sich Zugriff auf neue Technologien zu sichern. Mit 29 Partnern aus der Automobilbranche, von ADAC über Bosch, Hyundai und Porsche bis ZF, sowie knapp 300 gecasteten Start-ups ist diese Plattform die bekannteste ihrer Art in Europa. „Kein Unternehmen will heute wichtige Technologieentwicklungen verpassen, letztlich sind wir ein Integrator von Innovationen“, beschreibt Sascha Karimpour die Aufgabe von Startup Autobahn. Er selbst ist Mitbegründer und Partner des Plug and Play Tech Center, das eine Art Beraterfunktion für die Hersteller hat.

**Breites Spektrum**  
Dabei gehen die Unternehmen heute gezielter vor als zu Beginn des Start-up-Hypes. „Heute werden die Anfragen durch Use Cases getrieben“, sagt Karimpour. Dies bedeutet, dass erst eine konkrete Fragestellung formuliert wird, für die dann auf dem Markt nach einer Lösung gesucht wird. Das Spektrum ist dabei denkbar breit. Es reicht von Verbesserungen der Batterie, zeugten den die Das P Phasen. Partner f ups aus. Berater vor dann kon beitet. Am Start-ups Expo Day präsentieren. Dort wird über die nächsten Schritte entschieden, beispielsweise, ob das Projekt mit dem Partner in die Serie gehen soll.

Ein Beispiel, wie neue Ideen ins Auto kommen, ist das Start-up Whatzwords. Das britische Unternehmen hat ein Navigationssystem anhand von Quadraten mit Drei-Wort-Kombinationen entwickelt, das unabhängig von Straßenamen funktioniert. Nach dem Auftritt bei Startup Autobahn im Jahr 2017 entschied der damalige Daimler-Konzern, die Anwendung in seine Fahrzeuge mit dem Stern zu integrieren.

Auch viele andere Gründerfirmen wie Holoride, Circulor, Luminar Technologies oder UQB Materials haben sich einen Namen gemacht. Gelohnt hat sich die Zusammenarbeit für beide Seiten. Karimpour: „Die Erfolgsrate war immer über unseren Erwartungen.“ Michael Gerster

**Impulsgeber für neue Ideen:** Sascha Karimpour moderiert beim Expo Day von Startup Autobahn.

**Wie KI die Zukunft von Start-ups neu definiert!**  
**Wie KI die Zukunft der Elektromobilität definiert es sich nur um einen**  
**Nur wer fleißig ist, ist beruflich erfolgreich? Blödsinn!**

**Sascha Karimpour**  
Partner bei Plug and Play

**Automobilwoche**

HERSTELLER HANDEL ZULIEFERER SOFTWARE MEDIADATEN MEHR

Newsletter | Datencenter | E-Paper | Jobs | Events

**Startup Autobahn**  
**Start-ups: Innovation in der Autoindustrie geht nur mit Partnern**  
Vor acht Jahren wurde in Stuttgart die Innovationsplattform Startup Autobahn ins Leben gerufen. Inzwischen zählt sie zu den größten ihrer Art in Europa. Hersteller wie Mercedes oder Porsche nutzen sie, um neue Technologien schneller in die Serie zu bringen.

Freitag, 7. Juni 2024, 06.00 Uhr

**EXPO 2024**

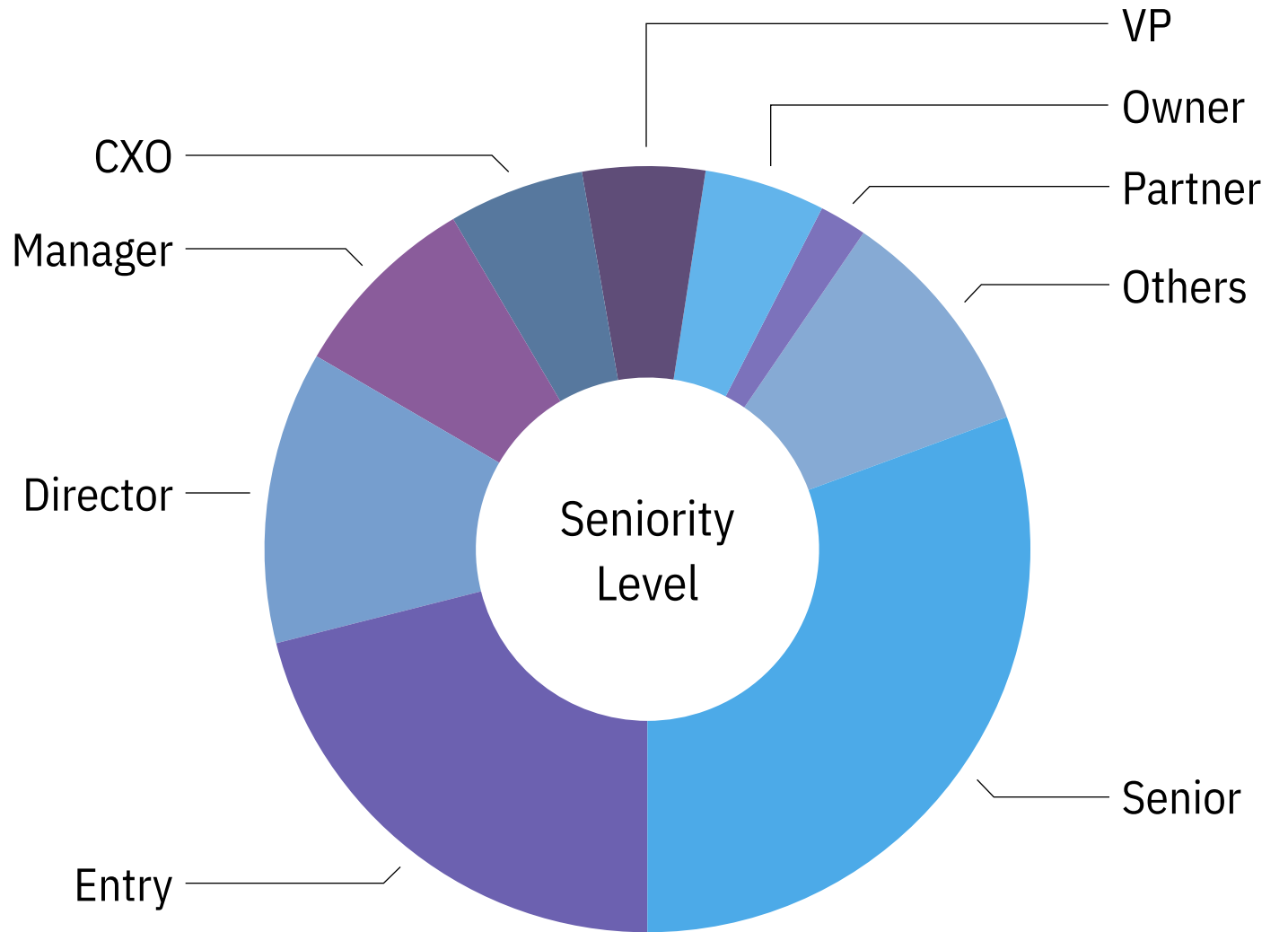
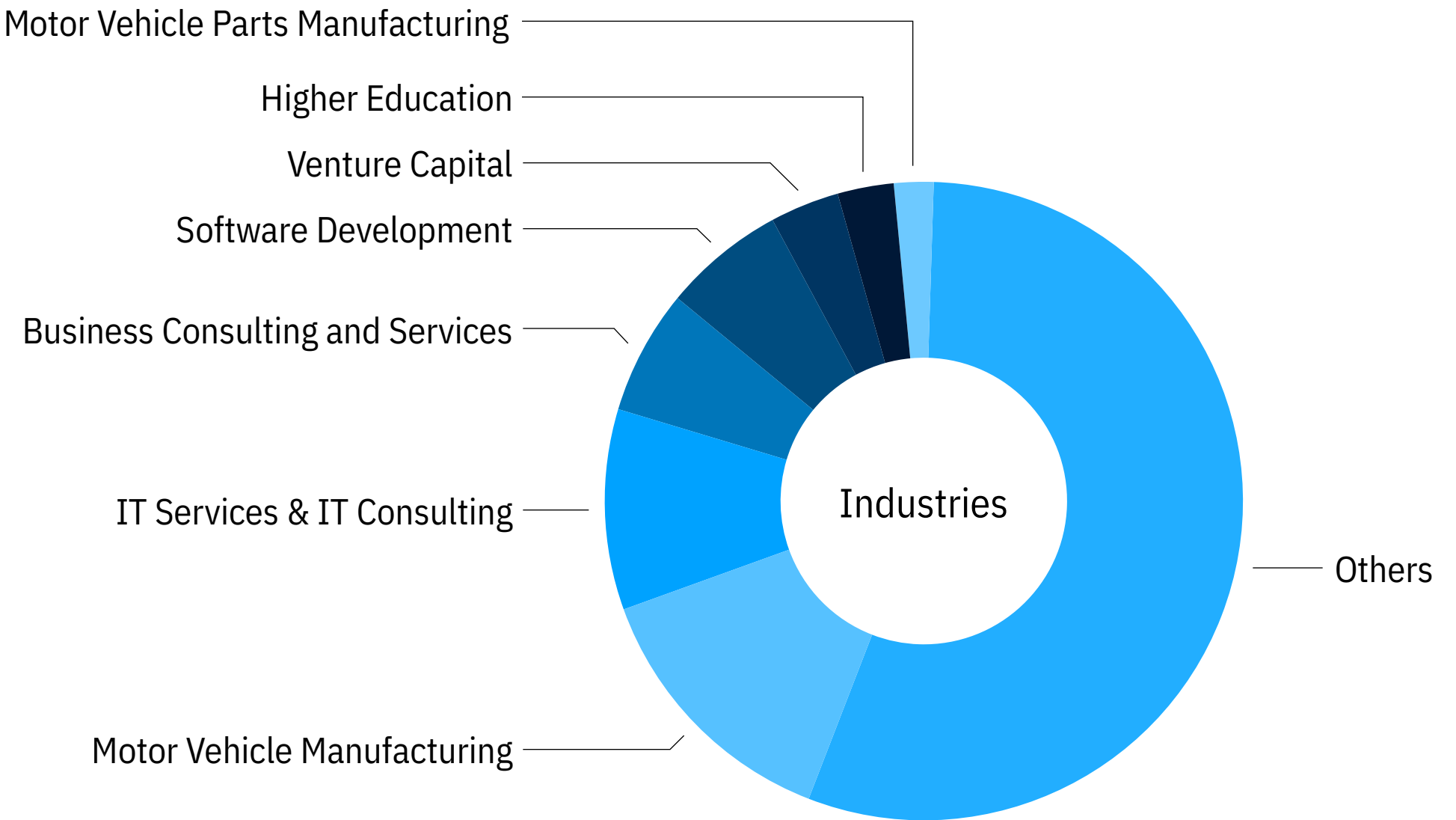
**The Ultimate Innovation Platform**



expo2025 / Media

# Social Media Audience

Insights into the demographics of STARTUP AUTOBAHN's followers (20K+).





expo2025 / Media

# What Industry Leaders Say about Expo

Social media highlights from industry leaders, C-level executives, and board members in the automotive sector.

**Mathias Pillin** · 2nd  
CTO, Bosch Mobility, Member of the Board  
1mo · 🌐

+ Follow ...

I'm excited to announce that I'll be delivering a keynote at the @STARTUP AUTOBAHN powered by Plug and Play's #EXPO2023 conference in Stuttgart on June 22. I can't wait to discuss new collaboration approaches in ...see more

Meet me at

June 22, 2023  
Stuttgart, DE

**Barbara Frenkel** · 2nd  
Member of the Executive Board, Procurement at Porsche AG  
1yr · 🌐

+ Follow

Excited to be a part of **STARTUP AUTOBAHN powered by Plug and Play** attract innovations and talent to **Porsche AG**. 🌟

As the brand for those who follow their dreams, we leverage our expertise and embrace partnerships that fuel our success. Through our partners, we bring innovation into the company, expanding our product and service portfolio. Some partners have been with us for decades, while others are start-ups that emerged in recent years.

Together, we achieve great things. ✨

Our partnership with Startup Autobahn, established in 2017, has been a game-changer in scouting the global start-up scene for promising ideas. I think it is remarkable that we've initiated over 80 projects so far. 🙌

Our focus: Electrification, digitalization and sustainability.

Startup Autobahn not only brings valuable projects but also fosters a cultural exchange. We can engage with innovators worldwide. 🌐

I had the honour of delivering the inaugural keynote at the 11th edition of Startup Autobahn in Stuttgart last week. It was a fantastic opportunity to connect with inspirational startup entrepreneurs and engage in insightful conversations. 🙌

In addition to showcasing our remarkable Vision 357, we presented three innovative projects involving Porsche. Special thanks to **Circuit Business**, **Pull Systems**, and **About:Energy** for their contributions.

We will be back next year. 🇩🇪

#Porsche #DrivenByDreams #StartupAutobahn #Expo2023

**Markus Schäfer** · 2nd  
Member of the Board of Management of Mercedes-Benz Gr...  
5mo · 🌐

+ Follow ...

The **STARTUP AUTOBAHN powered by Plug and Play** EXPO Day always fills me with a sense of eager anticipation. As partners of this annual innovation showcase, we value the chance to meet with a range of startups exhibiting exciting new ideas and joint projects on future technologies for the transportation sector.

Here are three great examples from this year's show:

**Hedro Smart Sensors** developed wireless sensors for retroactive networking of machinery to integrate it into the Internet of Things. We investigated this to help make our processes faster and less complex.

**Phononic Vibes** has developed an advanced lightweight sound insulation material that is 30% lighter than conventional materials with equivalent acoustic properties. This leads to a significant weight reduction in the vehicle and thus can help improve vehicle efficiency.

**Ventus Technologies** creates weather models that precisely factor in the influence of ground-level wind. This can improve the accuracy of EV range calculation.

Since **STARTUP AUTOBAHN** first started in 2016, we have taken an in-depth look at more than 6,800 startups, running almost 200 pilot projects as a result. And more than 80 of those proved so promising that we decided to investigate further.

Our partnership with **STARTUP AUTOBAHN** is just one facet of our "innovation machine" that helps ensure our access to the latest tech trends from all over the world.

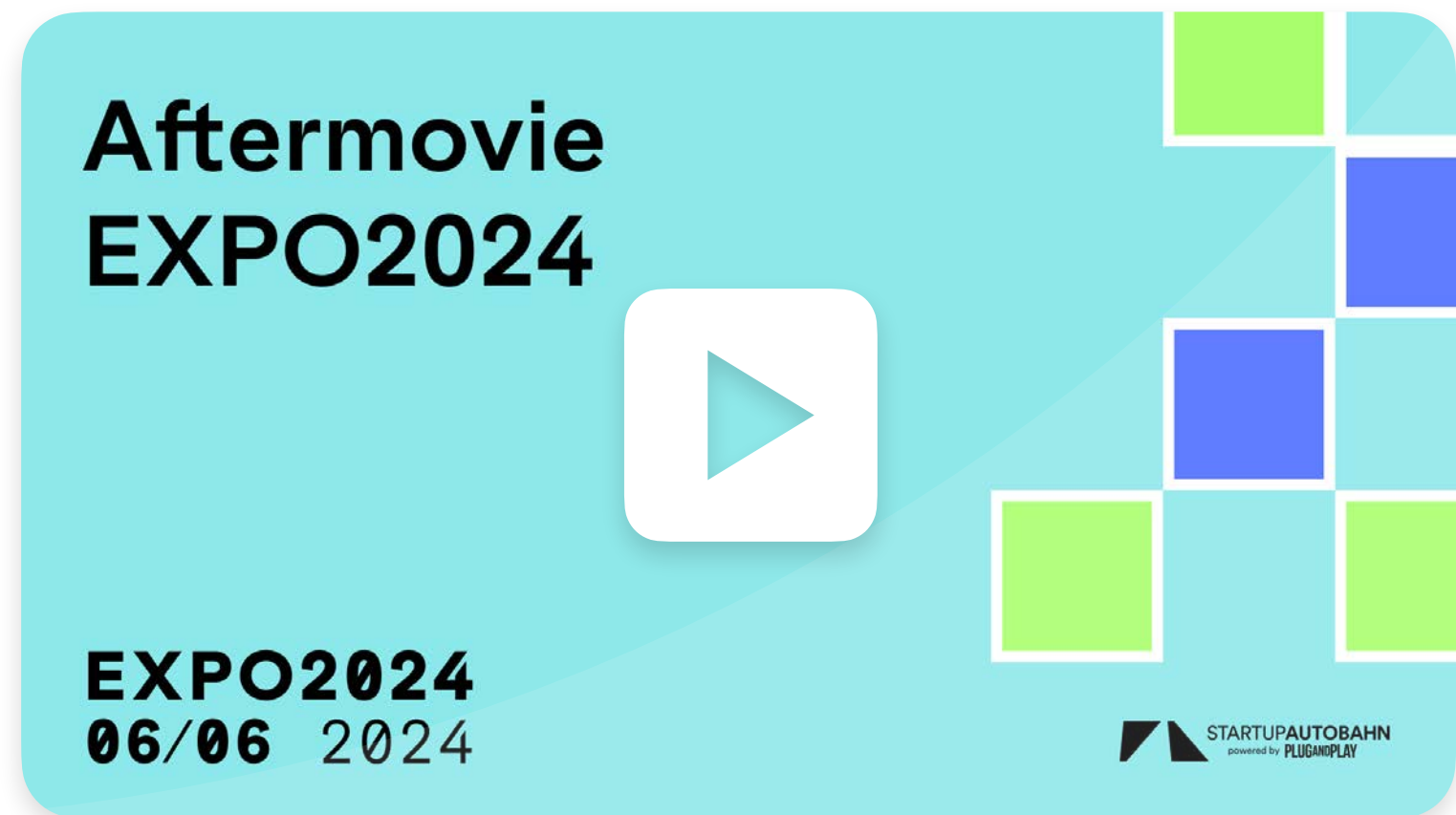
#MercedesBenz #EXPO2024 #Innovation



expo2025 / Media

# Photo & Video Coverage

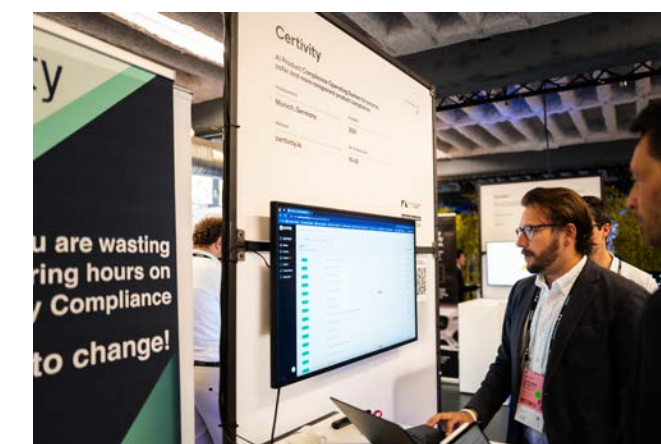
High-quality, professional visual content for media features, social media engagement, and post-event promotion.



**Official Aftermovie** 4'00

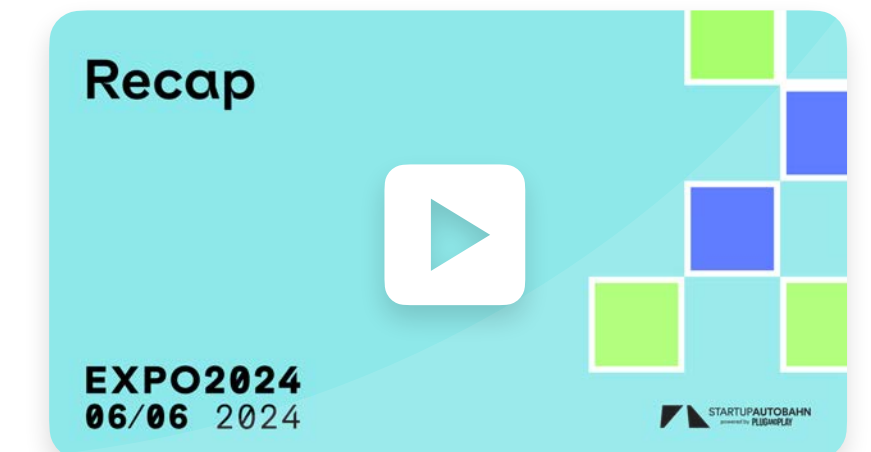
Featuring insights and statements from C-Level executives, board members of leading automotive companies, startup founders, and Plug and Play leaders.

[expo2024.pnptc.events/rearview/5FJGA1BRS5yea8](https://expo2024.pnptc.events/rearview/5FJGA1BRS5yea8)

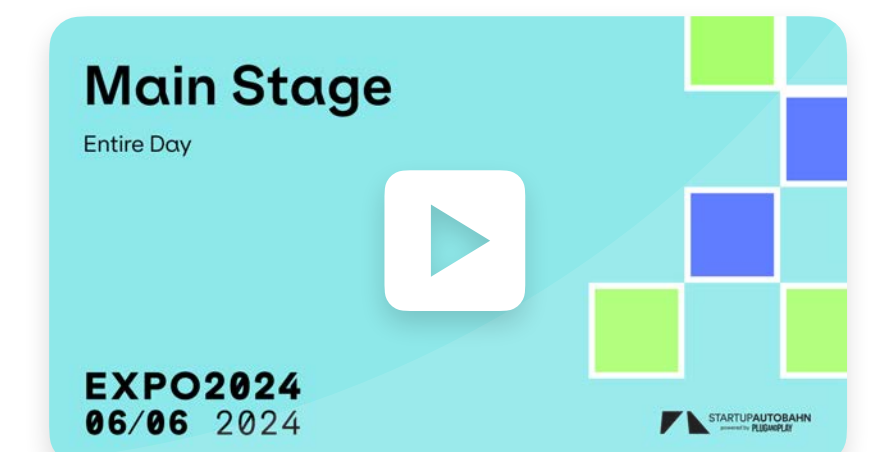


**Image Gallery**

[pictures.startup-autobahn.com/EXPO2024/EXPO2024-Pictures](https://pictures.startup-autobahn.com/EXPO2024/EXPO2024-Pictures)



**Recap Video** 0'38



**Stage Program Live Broadcast** 5'00'00



expo2025 / Media Partnership

# Media Partnership

Join us as a Media Partner and benefit from expo2025 visibility.



Interviews with top-level guests



Social Media Engagement



Panel Moderation



Exclusive Innovation Tour

Networking



Your Logo on the Main Stage



expo2025 / Media

# Partnership Opportunities

We'd love to collaborate with you on a Media Partnership that benefits both of us. This partnership is based on exchanging resources and expertise, without any financial transactions involved. We're open to discussing different ways we can work together.

## Here is what you get as a Media Partner

- **Recognition** as Media Partner across event materials (website, presentations, videos)
- **Logo** display on the main stage video screen
- Banner in **email newsletters** to promote your event or subscription
- Direct contact at STARTUP AUTOBAHN for interview scheduling with speakers
- **Free Access** to the Expo
- Opportunity to moderate or participate in panels (subject to confirmation)
- Media partner **mentioning** at the opening ceremony
- Distribution of your materials at the event (e.g., magazines, subscriptions)
- Coverage shared across our **social media, website, and newsletter** with a link to your website
- Shoutouts in recap posts as a media partner

## What we kindly ask from our Media Partners

- Promote our event across your platforms and channels.
- Write and share articles highlighting the showcased startups and their projects.
- Publish our press release, feature an article, or an interview with STARTUP AUTOBAHN team members, expo2025 participants, or event speakers on your website and social media.
- Conduct a live podcast or create a video reportage for your TV or YouTube channel at the event.



expo2025 / About

# Want to learn more about Expo and STARTUP AUTOBAHN?

Visit the website of our upcoming EXPO and save your spot

[expo2025.pnptc.events](https://expo2025.pnptc.events)

[startup-autobahn.com](https://startup-autobahn.com)

If you want to have a look at our previous EXPOs (in person) to get an idea of what you can expect, visit the following websites:

- ↘ [expo2024.pnptc.events](https://expo2024.pnptc.events)
- ↘ [expo2023.pnptc.events](https://expo2023.pnptc.events)
- ↘ [expo2022.pnptc.events](https://expo2022.pnptc.events)
- ↘ [expo10.pnptc.events](https://expo10.pnptc.events)
- ↘ [expo9.pnptc.events](https://expo9.pnptc.events)
- ↘ [expo8.pnptc.events](https://expo8.pnptc.events)
- ↘ [expo7.pnptc.events](https://expo7.pnptc.events)
- ↘ [expo6.pnptc.events](https://expo6.pnptc.events)
- ↘ [expo5.pnptc.events](https://expo5.pnptc.events)

In case you have any questions, ideas or want to be an active part in our upcoming STARTUP AUTOBAHN EXPO, feel free to reach out.



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