

IPG Automotive Kicks Off Anniversary Year with New Corporate Design

IT company based in Karlsruhe celebrates 40th anniversary with numerous innovations

Karlsruhe, March 13, 2024: At the annual industry meeting Open House Germany, IPG Automotive presented innovations from the product portfolio as well as a new corporate design. On the occasion of its 40th anniversary the company did not only look back on the history, but also presented its vision for the future.

On March 12, around 350 guests from the automotive industry followed the invitation from IPG Automotive to attend the industry meeting point of digital vehicle development in Karlsruhe. Experts showcased the latest features from the current CarMaker release 13.0 in live demos and presentations. Furthermore, the development team presented how the virtual tool suite VIRTO supports the cloud-based transformation of established workflows.

This year, the event focused on both the product innovations and the company. In his opening speech, President & CEO Steffen Schmidt introduced the new corporate design: "For our 40th anniversary, we are very pleased to show who we are in an even better and more modern way with our new design: a driver of innovation and a reliable partner." The logo unites expertise from the IT and automotive field and combines it with colors standing for innovation, reliability and partnership.

Open House Germany was the starting signal for the anniversary year of IPG Automotive. In the special exhibition, the guests were able to experience the development from the foundation in 1984 until today's international group. With the aim of pursuing this development and setting new standards in virtual vehicle development IPG Automotive primarily focuses on the innovation spirit, which was recently honored with the third consecutive TOP 100 seal of approval for particularly innovative SMEs in Germany.

1,888 characters (including spaces)

Image



President & CEO Steffen Schmidt unveils IPG Automotive's new corporate design at Open House Germany.

Image: IPG Automotive

About IPG Automotive GmbH

As a global leader in virtual test driving technology, IPG Automotive develops innovative simulation solutions for vehicle development. Designed for seamless use, the software and hardware products can be applied throughout the entire development process, from proof-of-concept to validation and release. The company's virtual prototyping technology facilitates the automotive systems engineering approach, allowing users to develop, test and validate new systems in a virtual whole vehicle.

IPG Automotive is an expert in the field of virtual development methods for the application areas of Autonomous Vehicles, ADAS, Powertrain and Vehicle Dynamics, committed to providing support to master the growing complexity in these domains. Together with its international clients and partners, the company is pioneering simulation technology that is increasing the efficiency of development processes.

By taking real test driving into the virtual world as a complement to on-road testing, IPG Automotive contributes significantly to technical progress and shares in shaping the mobility of tomorrow with regard to comfort, safety, economic efficiency and environmental friendliness.

In addition to the company headquarters in Karlsruhe, Germany, IPG Automotive provides innovative development services to its customers and partners at the Germany-based offices in Braunschweig, Frankfurt, Munich and Stuttgart as well as in China, France, India, Japan, Korea, Sweden, the UK and the USA.

Further information at www.ipg-automotive.com/en/press

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