

### **International Growth at IPG Automotive**

Karlsruhe-based company opens offices in Sweden and the UK

Karlsruhe, October 31, 2019

**The solutions provider for virtual test driving IPG Automotive continues to strengthen its presence in the international market by establishing subsidiaries in Sweden and the United Kingdom. At the beginning of the year, the company already opened offices in Beijing and Frankfurt. The ongoing expansion is a response to the growing demand for simulation solutions for vehicle development on both a national and international level.**

The increasing complexity and networking of vehicle systems poses a great challenge to OEMs as well as suppliers. New development methods are needed to be able to master the ever-growing effort involved in the development process. Virtual test driving is increasingly used to achieve time-saving and cost-efficient development and testing in the context of a full vehicle. By opening new locations in Sweden and the UK, IPG Automotive responds to the growing demand for simulation solutions and continues its internationalization strategy.

“Connecting vehicle systems is both an achievement for us all and, at the same time, a challenge. In vehicle development, functions can no longer be released based only on real test driving. As a result, our simulation solutions have long become established tools in the automotive industry with which we successfully address new topics. We are glad to be on the ground now at two additional international locations with our unique product portfolio and to be able to offer our customers the best possible support,” said Steffen Schmidt, Managing Director IPG Automotive Group.

# NEW LOCATIONS



Image: IPG Automotive is now also present in Sweden and the UK with own offices.

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### **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 and test new systems in a virtual whole vehicle.

IPG Automotive is an expert in the field of virtual development methods for the application areas of ADAS & Automated Driving, 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 national offices in Braunschweig, Frankfurt and Munich as well as in China, France, Japan, Korea, Sweden, the UK and the USA.

Further information at [www.ipg-automotive.com](http://www.ipg-automotive.com)

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