

IPG Automotive strengthens presence in Beijing

Karlsruhe-based company expands capacity in China

Karlsruhe/Beijing, 28. July, 2021

IPG Automotive continues to grow on a global level. On July 1, the Karlsruhe-based technology leader in virtual test driving strengthened its international presence by relocating to a new office in Beijing.

Automated and autonomous driving, innovative technologies as well as the increasing complexity of current vehicle development result in more and more OEMs utilizing simulation methods in vehicle development. Virtual test driving is the ideal complement to real test driving and allows for significant savings in time and costs.

“The Chinese market is of great strategic value for IPG Automotive. By extending our local presence in Beijing, we guarantee the best possible service for our customers”, states the Managing Director Steffen Schmidt, who is convinced of the company’s international growth path.

Xiao Huang, Managing Director in China, confirms: “The consistent advancement of our innovative products drives us to strengthen our locations globally. This allows us to fortify customer relations and to offer ideal support for applications in the fields of ADAS, autonomous vehicles, powertrain development or the layout of vehicle dynamics.” Beijing is IPG Automotive’s second location in China after Shanghai.

In total, IPG Automotive has approximately 350 employees in eight countries worldwide. Furthermore, a large number of distributors secure the global availability of products in regions without company locations.

Captions

[IPG Automotive PM Beijing Office Inside]



The new office of IPG Automotive in Beijing are designed for growth.

Picture: IPG Automotive

[IPG Automotive PM Beijing Office Outside]



IPG Automotive in the southeast of Beijing on Jinghai Road, Yizhuang district
Picture: 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 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 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 national offices in Braunschweig, Frankfurt, Stuttgart and Munich as well as in China, France, Japan, Korea, Sweden, the UK and the USA.

Further information at <https://presse.ipg-automotive.com/>

Press contact

Carmen Nussbächer

IPG Automotive GmbH

Bannwaldallee 60

76185 Karlsruhe

Tel.: +49 (721) 98520-206

Fax: +49 (721) 98520-99

E-mail: press@ipg-automotive.com

Press area: [press.ipg-automotive.com](https://presse.ipg-automotive.com)