



# One Decade of Accelerating Mobility Innovation

[expo2026.pnptc.events](https://expo2026.pnptc.events)

**Jul/2 2026**  
Stuttgart, DE

## Media Partnership Kit

Find out more about Expo 2026  
and join us on July 2 here:  
[expo2026.pnptc.events](https://expo2026.pnptc.events)

[plugandplaytechcenter.com/locations/stuttgart](https://plugandplaytechcenter.com/locations/stuttgart)

# EXPO

STARTUP AUTOBAHN powered by Plug and Play

# Expo 2026: One Decade of Accelerating Mobility Innovation

Europe's automotive industry is at a turning point—facing tougher competition, shifting consumer needs, and stricter regulations. Innovation isn't optional—it's essential. Since 2016, STARTUP AUTOBAHN has connected startups and corporates to tackle real-world challenges. Expo 2026 stays true to this mission, showcasing case studies, tangible impact, and cutting-edge solutions.

Date

**Thursday, Jul/02 2026**



Location

**Im Wizemann, Stuttgart, DE**

Agenda

- **Main Stage**  
Executive Voices, Keynotes, Panels, Fireside Chats, Highlight Projects
- **Side Stage**  
Beyond Mobility (Global Plug and Play Offices)
- **Side Events**  
Investor Event, Workshops & Roundtables, etc.
- **Startup Showcase**  
Display of recent collaboration projects with startups and partner corporations
- **Networking**

What to expect at Expo 2026

- **Europe's Ultimate Event for Corporates and Startups in Automotive**  
Join the largest gathering of startups and corporations driving innovation together.
- **Insights from Key Decision-Makers & Tech Experts**  
Hear from the most influential voices in mobility innovation—all in one place.
- **Connect with Global Automotive Leaders**  
Engage with top executives and R&D units from leading OEMs and Tier-1 suppliers.
- **Showcase of Breakthrough Innovations**  
Discover the latest collaborative projects in the automotive sector and beyond.
- **Unmatched Networking & Inspiring Content**  
Experience a vibrant mix of networking, showcases, and talks across three stages, all set in a stunning venue in Stuttgart—the birthplace of the automobile.
- **Meaningful Connections on Critical Topics**  
Take advantage of exclusive opportunities to collaborate with suppliers, customers, and competitors in focused discussions.

# About **STARTUP AUTOBAHN** powered by **Plug and Play**

## The story goes back to 2016 ...

on a sunny day in Sunnyvale, California, when Plug and Play hosted a high-level delegation from Mercedes-Benz (formerly Daimler).

Founder and CEO Saeed Amidi shared how corporations integrate startup technologies, sparking the idea to blend Silicon Valley's entrepreneurial spirit with German engineering.

The meeting closed with a handshake and a bold vision: to create a Silicon Valley-inspired ecosystem in Germany, involving the entire value chain of automotive.

Just months later, **STARTUP AUTOBAHN** powered by Plug and Play was born in Stuttgart, the birthplace of the automobile, founded by Mercedes-Benz, Plug and Play Tech Center, ARENA2036, and the University of Stuttgart.

Mercedes-Benz's interest sparked a domino effect, attracting dozens of leading automotive companies as partners. For a decade now, **STARTUP AUTOBAHN** has been connecting startups with corporates, and the results of their collaborations are showcased at our annual Expo.

## 400+

Program Startups Accelerated  
(since 2016)

## 20+

Corporate Partners

## 25%

Implementation Rate

## 120+

International Speakers  
at Expo

## 35+

Pilot Projects Showcased  
at Expo\*

## 1,500+

Invite-Only Guests

\* on average showcased at an  
Expo event

## 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.

# Corporate Partners

## Founding Partners



## Anchor Partners



## Ecosystem Partners





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 Global Procurement Indirect Materials and Services 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



Dr. Stefan Hartung, CEO at Robert Bosch



# Companies represented at our Expos

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

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# Speakers Announced

Introducing our first wave of confirmed speakers and moderators for our 10th-anniversary celebration.

Join these industry titans in Stuttgart as we celebrate a decade of innovation and look toward what's next.



26  
July 2, 2026  
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**Jörg Burzer**  
Member of the Board of Management, Chief Technology Officer,  
Development & Procurement  
Mercedes-Benz Group AG

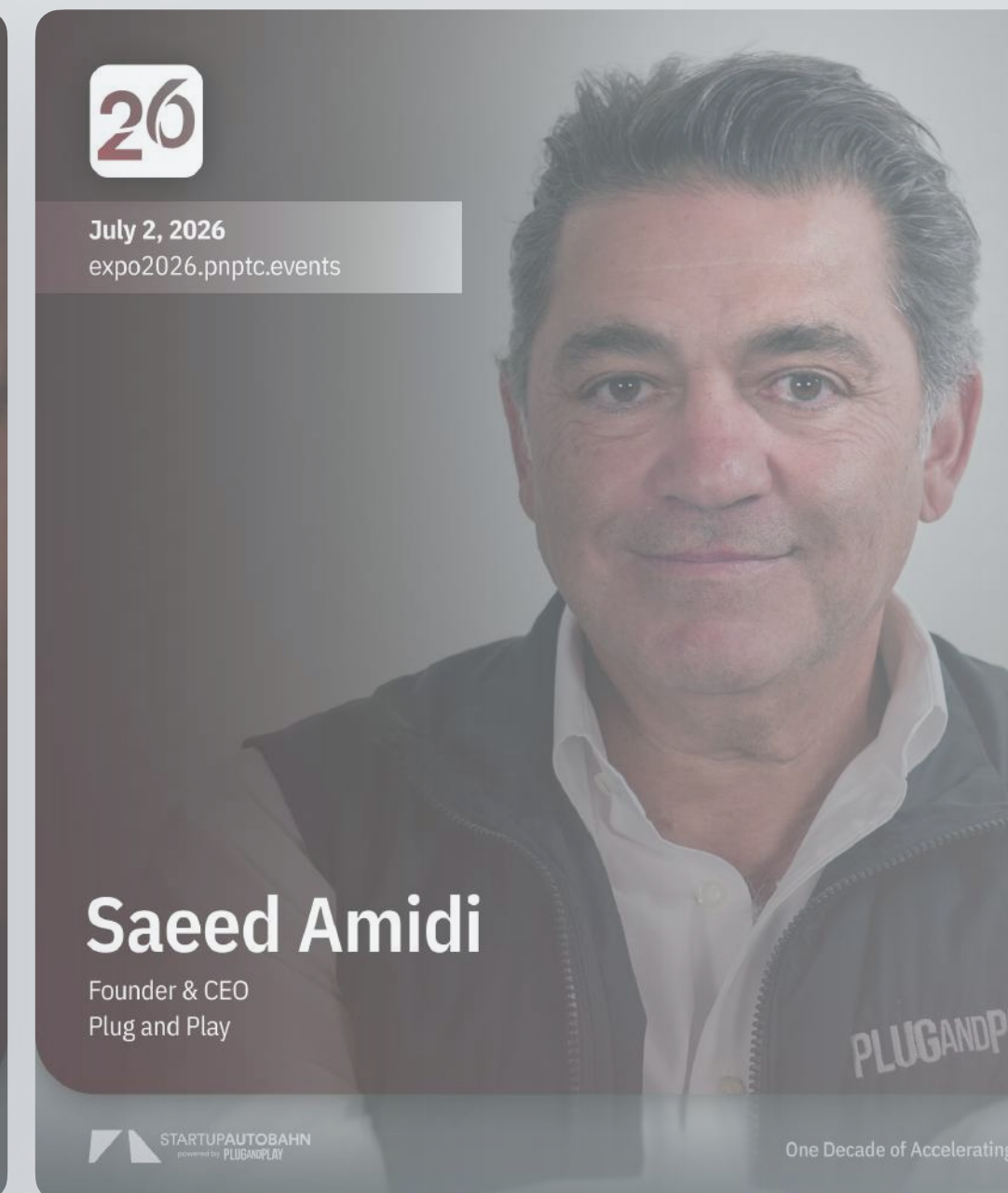
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**Hildegard Müller**  
President  
German Association of the Automotive Industry (VDA)

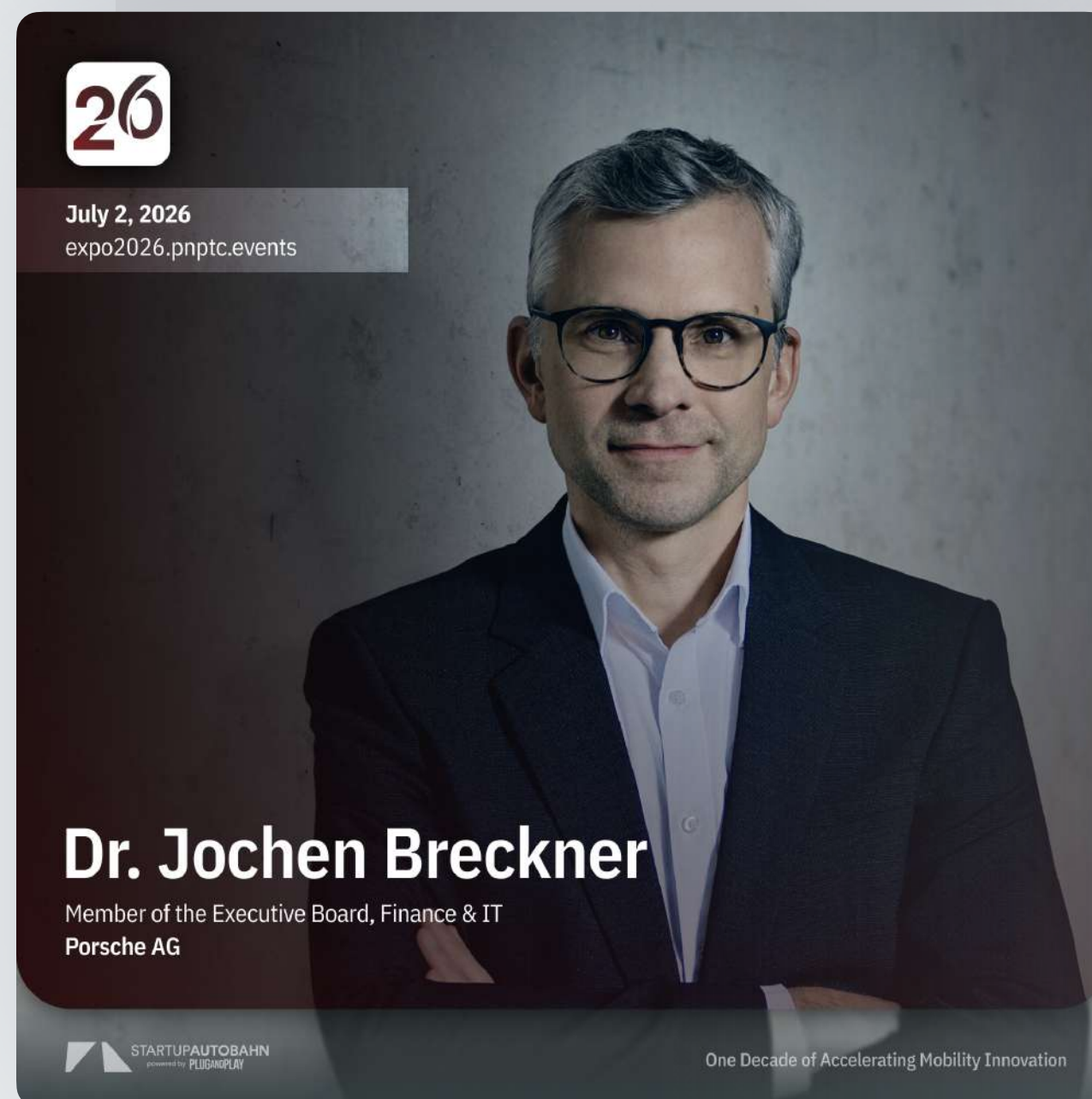
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**Saeed Amidi**  
Founder & CEO  
Plug and Play

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**Dr. Jochen Breckner**  
Member of the Executive Board, Finance & IT  
Porsche AG

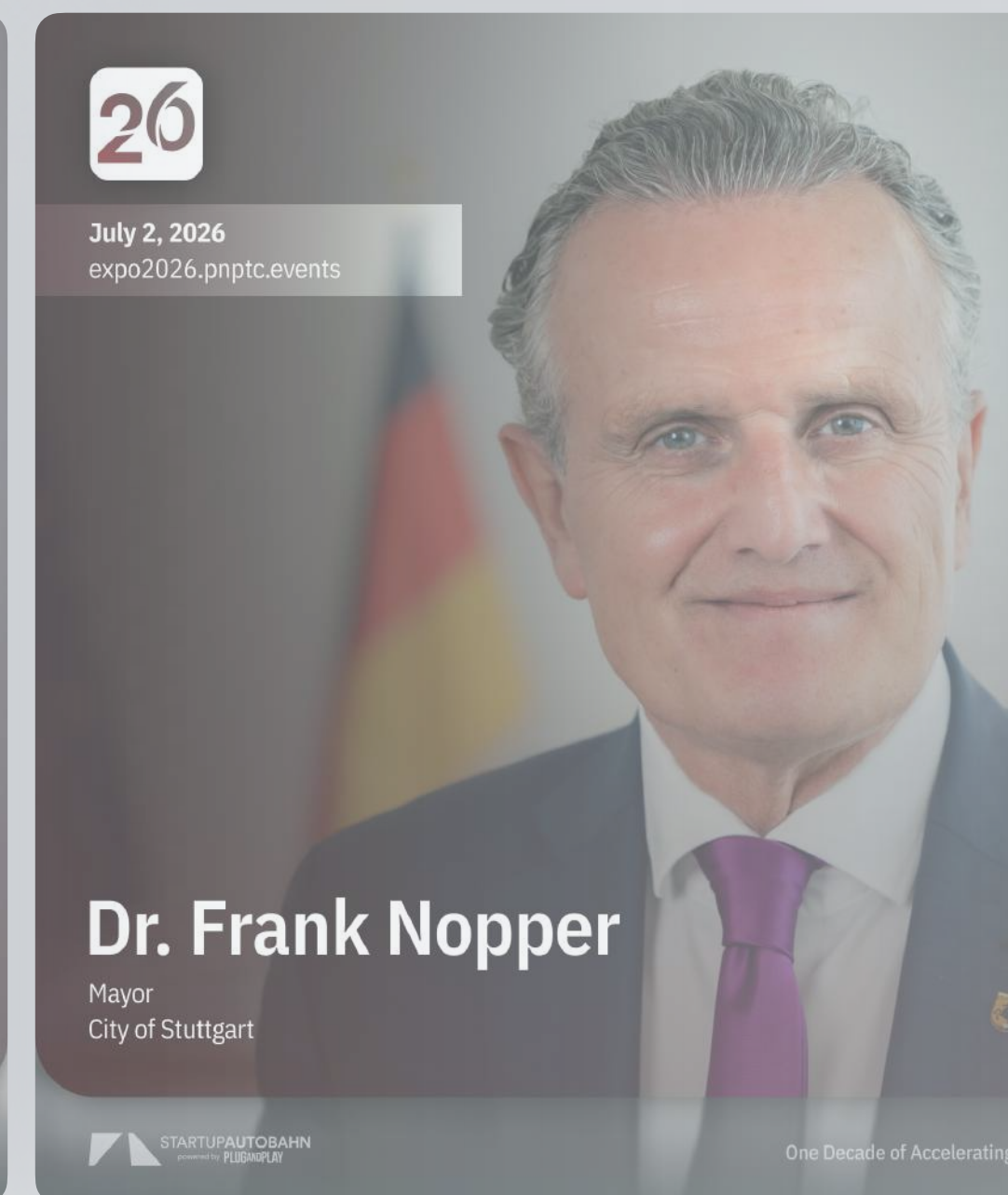
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**Barrie Painter**  
Chief Sustainability Officer, Head of Global Marketing & Communications  
Motherson Group

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**Dr. Frank Nopper**  
Mayor  
City of Stuttgart

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**ACUMINO**

 **BLOCKBRAIN**

 **certivity**

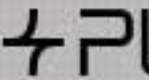
 **COMPREDICT**  
THE VIRTUAL SENSOR COMPANY

**context/fab**

 Frickly  
Systems

 HTMS  
HIGH TEMPERATURE  
MATERIAL SYSTEMS

 **MERCANIS**

 **PULSETRAIN**

 **PURECYCLE™**

**QpiAI**

**ramblr.ai**

 **sentics**

and many more

**EXPO**



# Tentative Agenda

Throughout the day there will be more than three stages with exciting content, various invite-only side events, roundtables, workshops, and of course the project exhibition and several networking opportunities.

12:00 — 13:00 — 14:00 — 15:00 — 16:00 — 17:00 — 18:00 — 19:00

12:30 PM

**Doors  
Open**

01:30 PM

**Opening  
Ceremony**

03:00 PM

**Main  
Stage**

03:00 PM

**Cross Industry  
Stage**

tbd

**Startup  
Pitches**

tbd

**Roundtables**

06:00 PM

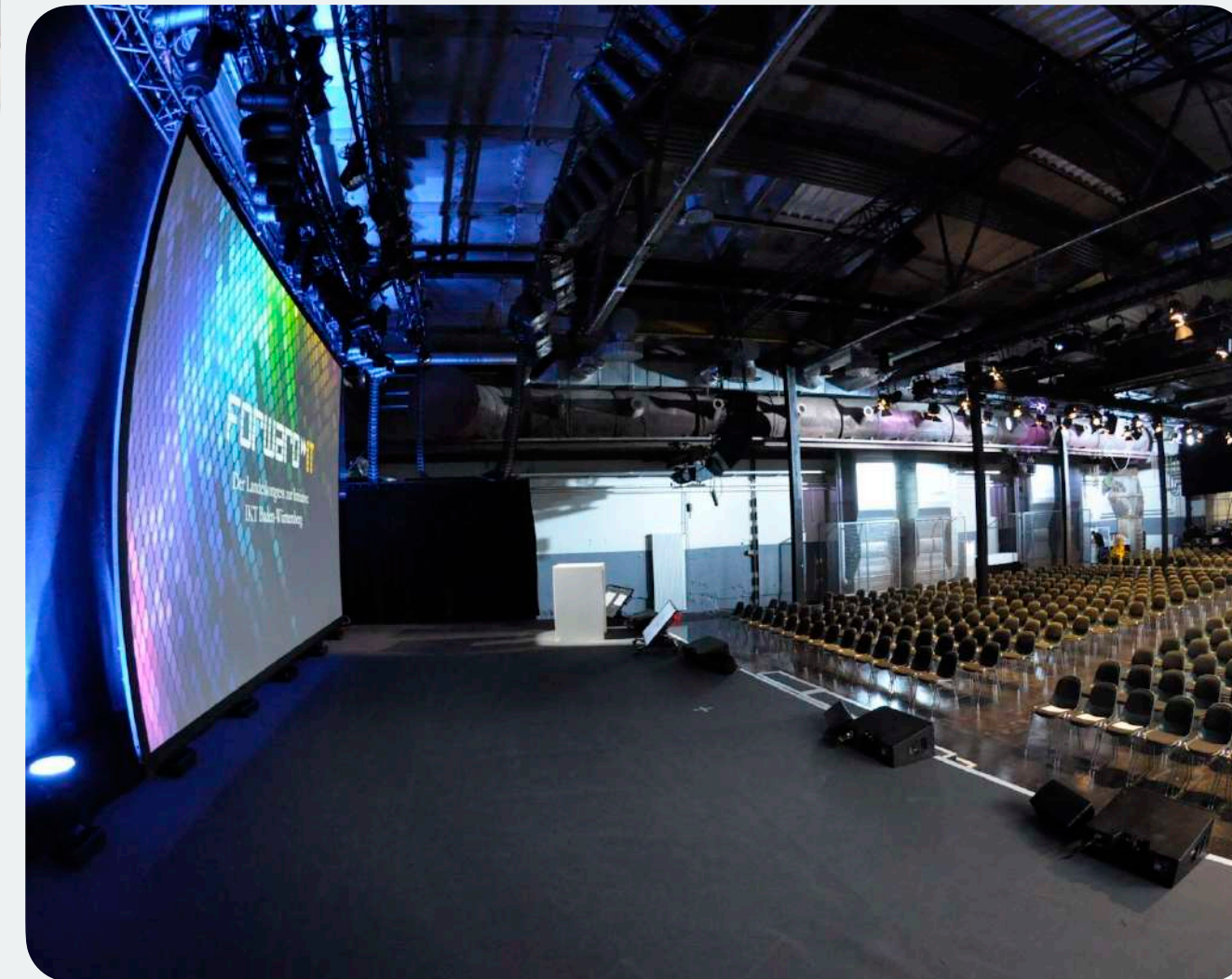
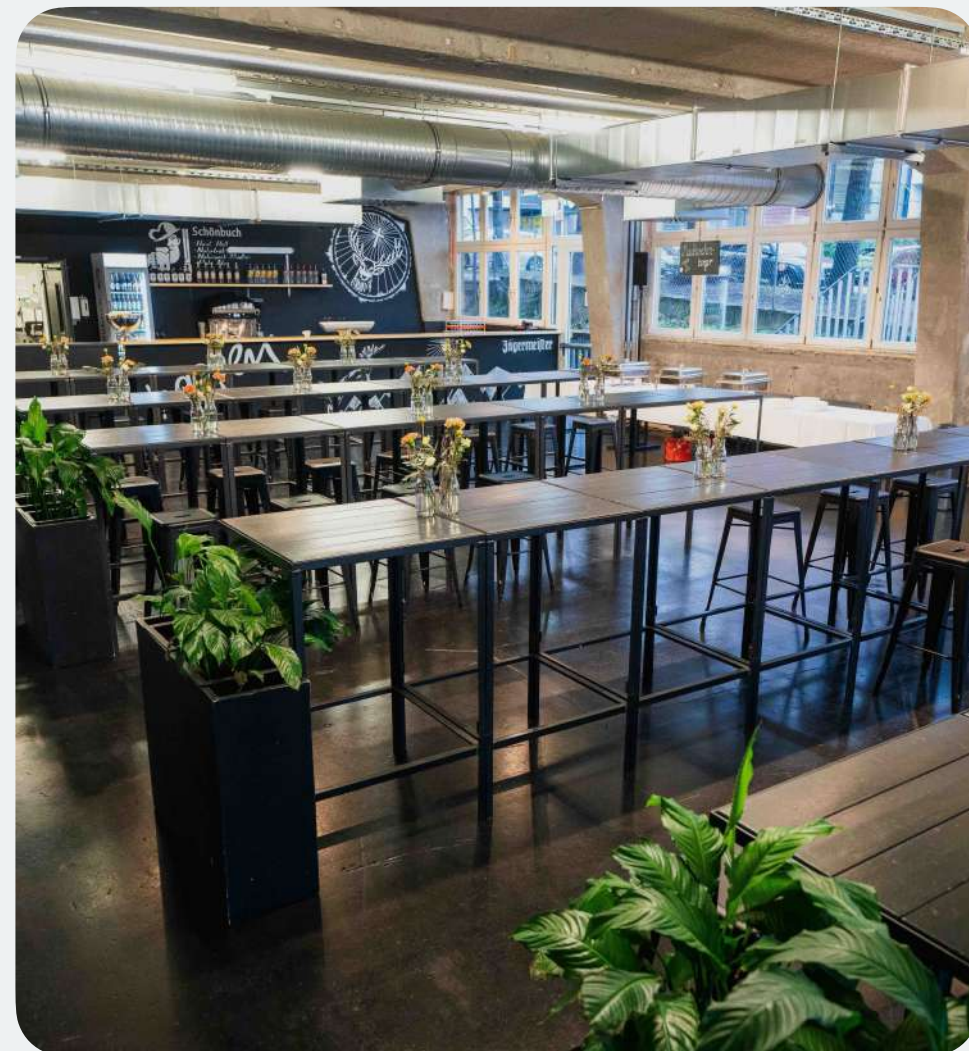
**Closing**

07:00 PM

**Dinner  
& Drinks**

# Im Wizemann

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



# 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 **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 Armenia.



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# 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.

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MEDIA

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[plugandplaytechcenter.com/locations/stuttgart](https://plugandplaytechcenter.com/locations/stuttgart)

# Target Audience

Expo 2026 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



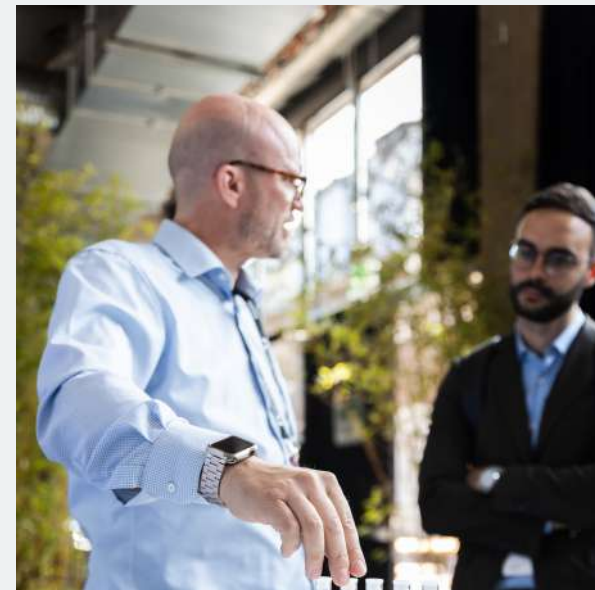
Investors



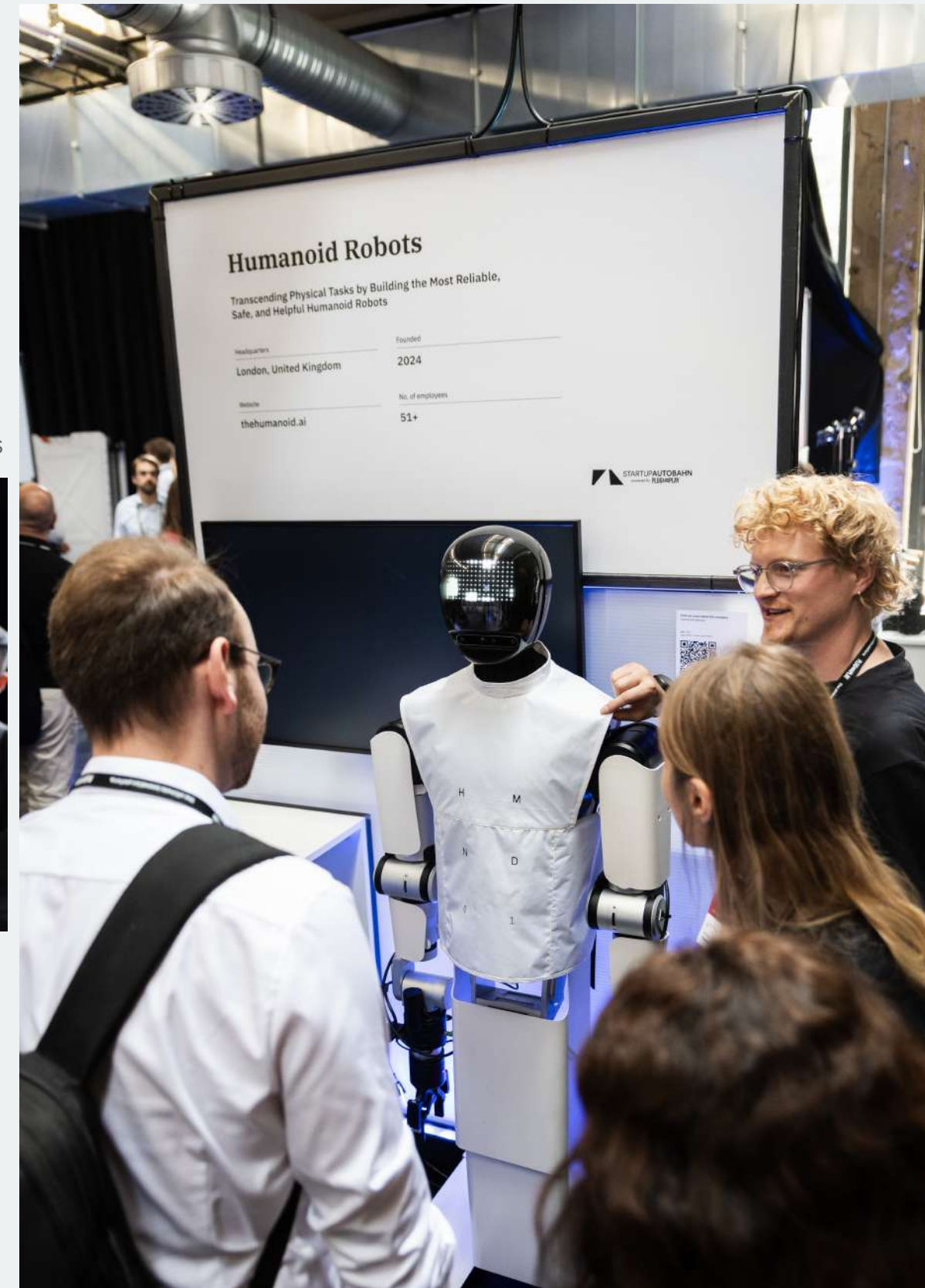
Politicians & Public Offices



Senior OEM Leaders



Tech Experts



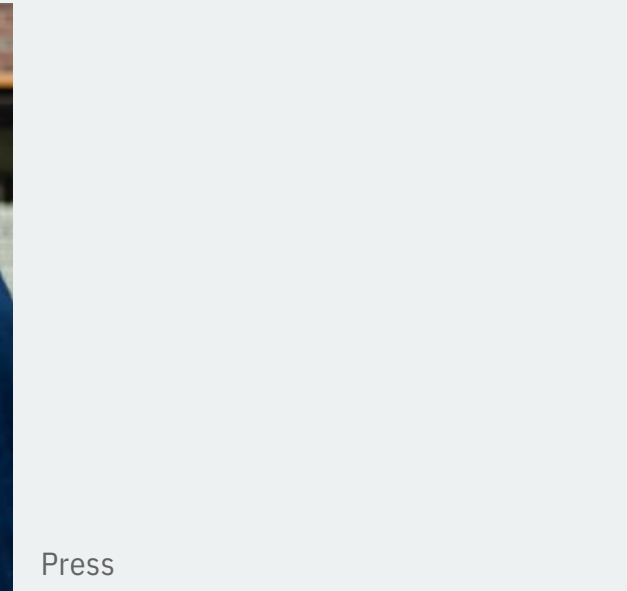
Entrepreneurs



Startup Founders



Tier 1 & Tech Executives



Press



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[plugandplaytechcenter.com/locations/stuttgart](https://plugandplaytechcenter.com/locations/stuttgart)



# Media Outreach

Through our events and community on our social media channels, we can reach mobility and innovation experts globally.

## 30

Media Publications

## 10

Media & Community Partners

## 103k

Social Impressions

## 10k

Email Newsletter Subscribers

## 7.8k

Unique Website Visitors

## 25k

Website Views



**STARTUP AUTOBAHN**  
powered by Plug and Play

23k followers on LinkedIn, Instagram, X

**Plug and Play Tech Center**

130k followers on LinkedIn, Instagram, X

**Expo Website**

25k Website Views

7,8k Unique Visitors



# 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 plant die KI-Blase?**

ISSUE 04/2025

Europas großes Magazin für Start-ups, Gründer und Entrepreneur

**Startup Valley** news

**Leadership in der Dauerkrise**  
Warum Start-ups scheitern und wie man es besser macht  
Von Rock im Park zur KI-Governance

**Nähe schlägt Reichweite**  
Warum viele Unternehmer ihre wichtigste Aufgabe vergessen!

**Wenn Kapital auf Chaos trifft**  
Persönlichkeitsentwicklung ist die neue Prokrastination

**Vom Investment Banking zur Open Innovation**  
Im Gespräch mit Theodora Preda, Principal bei Plug and Play

**Automobilwoche**

BUSINESS CLASS NACHRICHTEN HERSTELLER HANDEL ZULIEFERER SOFTWARE MEDIADATEN MEHR

Startup Autobahn  
**Start-ups: Innovation in der Autoindustrie geht nur mit Partnern**  
MICHAEL GERSTER

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

HEAVY METAL  
TEJIN AUTOMOTIVE TECHNOLOGIES

„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.

Interview: Birgit Priemer, Patrick Lang, Andres Waller / Foto: Plug and Play

**Saeed Amidi**  
CEO von Plug and Play  
Saeed Amidi ist CEO und Founder von Plug and Play, einer internationalen Plattform für Start-ups und Investoren. Der Multitechniker mit Lebensmittelpunkt im Silicon Valley hat rund 30 Jahre Erfahrung in Branchen wie Immobilien, Verpackung oder Technologie-Investitionen. 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 würden Sie sich unseren Lesern vorstellen?  
Ich bin CEO und Gründer von Plug and Play. Unsere Plattform bringt Startups mit großen Industrieunternehmen zusammen. Wir befinden uns im Silicon Valley, wo wir von Technologieunternehmen wie Apple, Google und Nvidia umgeben sind. Diese Nähe fördert Innovation und Wachstum. Wir hatten das große Glück, Teil der Reise von über 5000 Start-ups zu sein, und haben im vergangenen Jahr allein 2700 neue Start-ups bei uns begrüßt. Besonders in der Automobilindustrie haben sich rund 500 neue Start-ups wie Stuttgart, Detroit, Shanghai und Tokio angesammelt.

Plug and Play verbindet Autohersteller mit Start-ups. Können Sie das Konzept näher erläutern?  
Autohersteller kommen mit innovativen Ideen zu uns, doch oft fehlt ihnen die Umsetzung. Wir haben ein großes Netzwerk an Start-ups, die wir gescoutet und unterstützt haben. Unsere Scouts sind an mehr als 60 Universitäten weltweit im Einsatz, um vielversprechende Technologie-Konzepte zu entdecken. Diese Start-ups erhalten von uns Startkapital, und wir helfen ihnen, ihre Produkte zur Marktreife zu entwickeln. Wir bringen sie mit den OEMs zusammen, um deren Herausforderungen zu lösen. Dies geschieht international. Beispielsweise arbeiten wir mit Herstellern wie Porsche, Volkswagen, Mercedes und Volvo zusammen sowie mit fast hundert Tier-1- und Tier-2-Zulieferern. Wenn eine Technologie interessant ist, können wir sie schneller als jede andere Plattform in der Welt umsetzen.

Wie sehen Sie die Zukunft der Elektromobilität? Handelt es sich nur um einen vorübergehenden Hype?  
Elektromobilität ist definitiv mehr als nur ein Trend. Sie ist hier, um zu bleiben. Auch wenn einige Unternehmen momentan zögerlich sind, ist der Wandel unvermeidlich. Tesla hat gezeigt, dass es möglich ist, und viele folgen diesem Beispiel. Wir stehen an einem Wendepunkt in der Automobilindustrie, und wir sehen ein enormes Potenzial, da die Universitäten in Stuttgart eine herausragende Ingenieurausbildung bieten. Die Nutzung von KI in der Automobilindustrie könnte hier Maßstäbe setzen. Darüber hinaus eröffnen wir weltweit KI-Kompetenzzentren, um Start-ups und Unternehmen zusammenzubringen. Diese Zentren arbeiten mit jeweils 40 Start-ups pro Jahr, um die besten Modelle und Anwendungen für die Industrie zu entwickeln. Besonders spannend finde ich die Entwicklungen im Bereich der intelligenten Energieverwaltung. KI kann dabei helfen, den Energieverbrauch in Städten zu optimieren und die Integration erneuerbarer Energien zu verbessern.

„Es wird nicht über Nacht geschehen, doch der Übergang zu autonomen Fahrzeugen ist unvermeidlich“

**Lernen von den Jungen**  
Startup Autobahn hat sich als Innovationsplattform etabliert

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 Batterieproduktion bis zur Produktion von Nachhallen. Das Programm umfasst die nächsten Schritte, beispielsweise, mit dem Partner gehen soll. Ein Beispiel, was Auto kommen, What3words. Das nehmen hat ein them anhand von Drei-Wort-Kombiwickelt, das ungenanntem fu dem Auftritt Startup Autobahn im Jahr 2017. Damalige Daimler-Anwendung in mit dem Stern Auch viele Firmen wie Luminar Tech Materials haben Namen gemacht die Zusammen Seiten. Karim rate war im Erwartungen

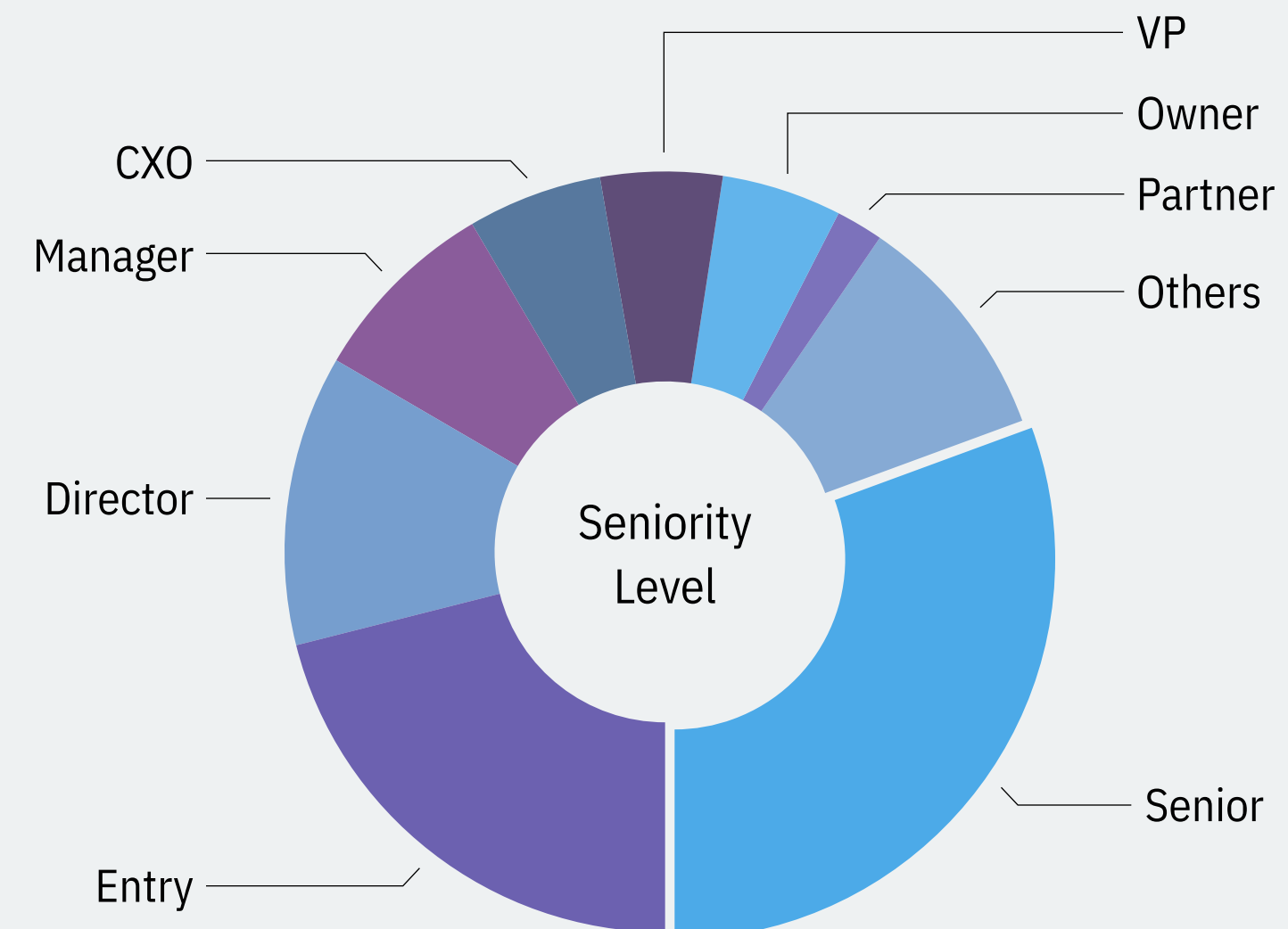
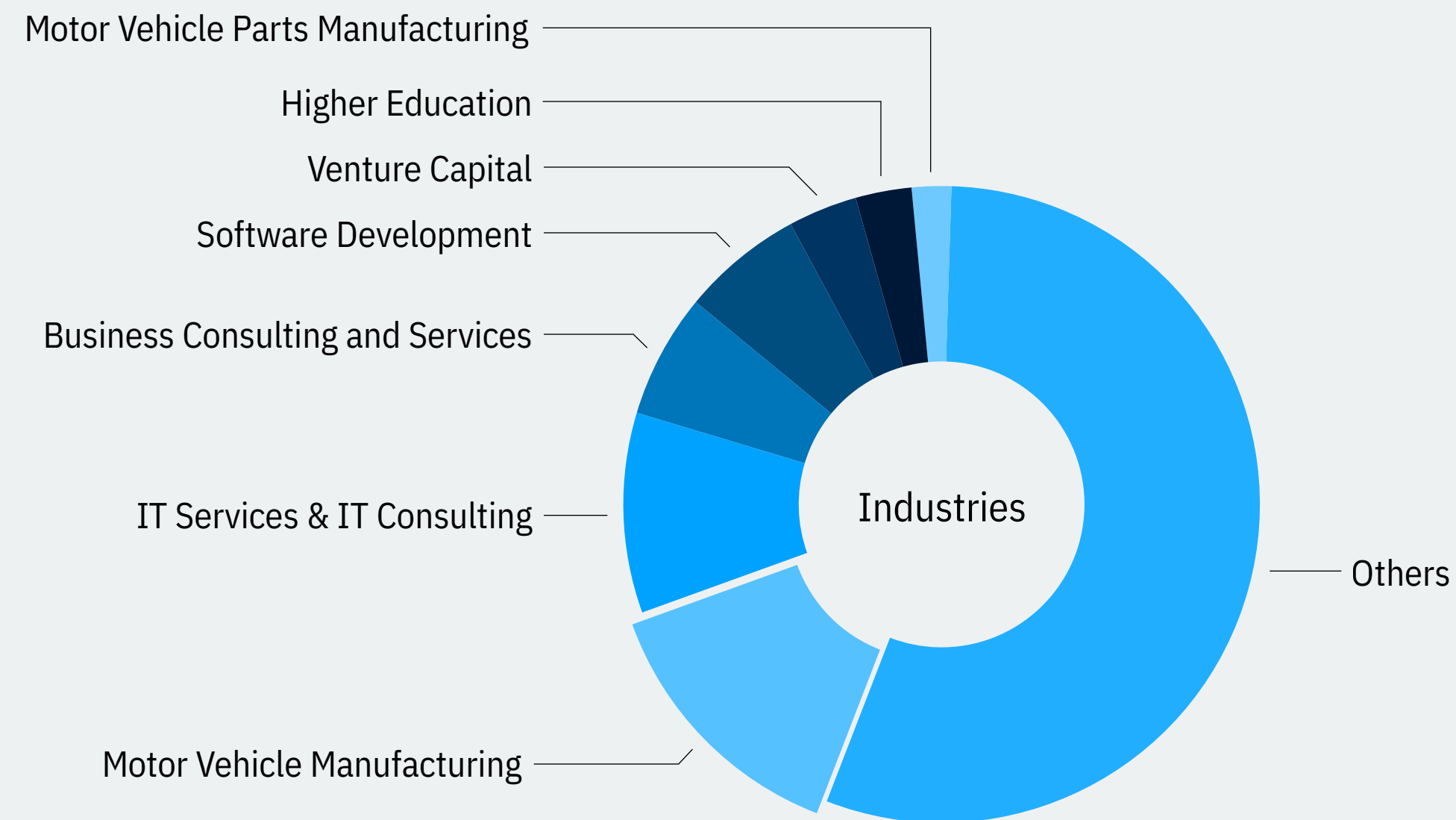
**Impulsgeber für neue Ideen: Sascha Karimpour moderiert beim Expo Day von Startup Autobahn.**

Click the logos for more information



# Social Media Audience

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



# 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

“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

“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

## #4

Leading Startup Hubs (DE)

#6 in Europe

**FT** \ **sifted** / – Financial Times & Sifted

“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

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

**BUSINESS INSIDER** – Business Insider

# What industry leaders say about Expo

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

**Katrin Lehmann** • 2nd  
Chief Information Officer at Mercedes-Benz Group AG  
8mo • 🌐

+ Follow

9 years of Startup Autobahn 🚀  
Thank you, **STARTUP AUTOBAHN powered by Plug and Play**, for having me at this very special open innovation platform, of which **Mercedes-Benz AG** is a proud co-founder.

It was a pleasure meeting the startups on-site and even more to see the brilliant minds behind them together with **Eileen Böhme** and **Dr. Ulf Zillig**. I could feel real Bertha Benz Spirit: From groundbreaking efficiency concepts to data-powered value creation - and, of course, AI at the center of most conversations. This made me dedicate my keynote to exploring the transformative role of AI across our value chain at **Mercedes-Benz AG** - and the Bertha Spirit we need to drive these innovations forward. With courage Bertha proved the viability of the automobile to the world. I'm convinced that this spirit is needed to empower teams and impress customers with cutting-edge, progressive solutions.

A huge thank you to **Saeed Amidi** and his team's continued contribution, supporting startups to write their own 'Bertha Story'.

#StartupAutobahn #OpenInnovation #AI #BerthaSpirit #MobilityInnovation #MercedesBenz #StartupPlatform



**Andreas Haffner** • 2nd  
HR Enthusiast und ehem. CHRO bei Dr. Ing. h.c. F. Porsche...  
8mo • 🌐

+ Connect

Why Startups are Key Partners in Times of Transformation.

Driving innovation together: In a world shaped by rapid technological change, geopolitical tensions and growing complexity, partnerships can be crucial. For Porsche, these projects are not just a trend - they are a strategic imperative.

Startups offer something that large organizations often lack:

- 🚀 Agility
- 🏎️ Speed
- 💡 Thinking outside the box - beyond processes and regulations

We provide what start-ups need:

- 🌐 Scale
- 🔧 Resources
- 🌍 A global network

In a nutshell: It's a win-win situation: Innovative solutions for Porsche. Growth and visibility for start-ups!

Partnerships like these help us to stay resilient and competitive, especially as the automotive industry undergoes one of the most profound transformations in its history. At **Porsche AG**, we're convinced that: Real progress comes from collaboration. That is why we have been working successfully with **STARTUP AUTOBAHN powered by Plug and Play** for many years. It was a pleasure to be part of the Startup Autobahn Expo 2025. **Saeed Amidi**, it was a pleasure to speak with you on stage. Thank you for all the inspiration!



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

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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.

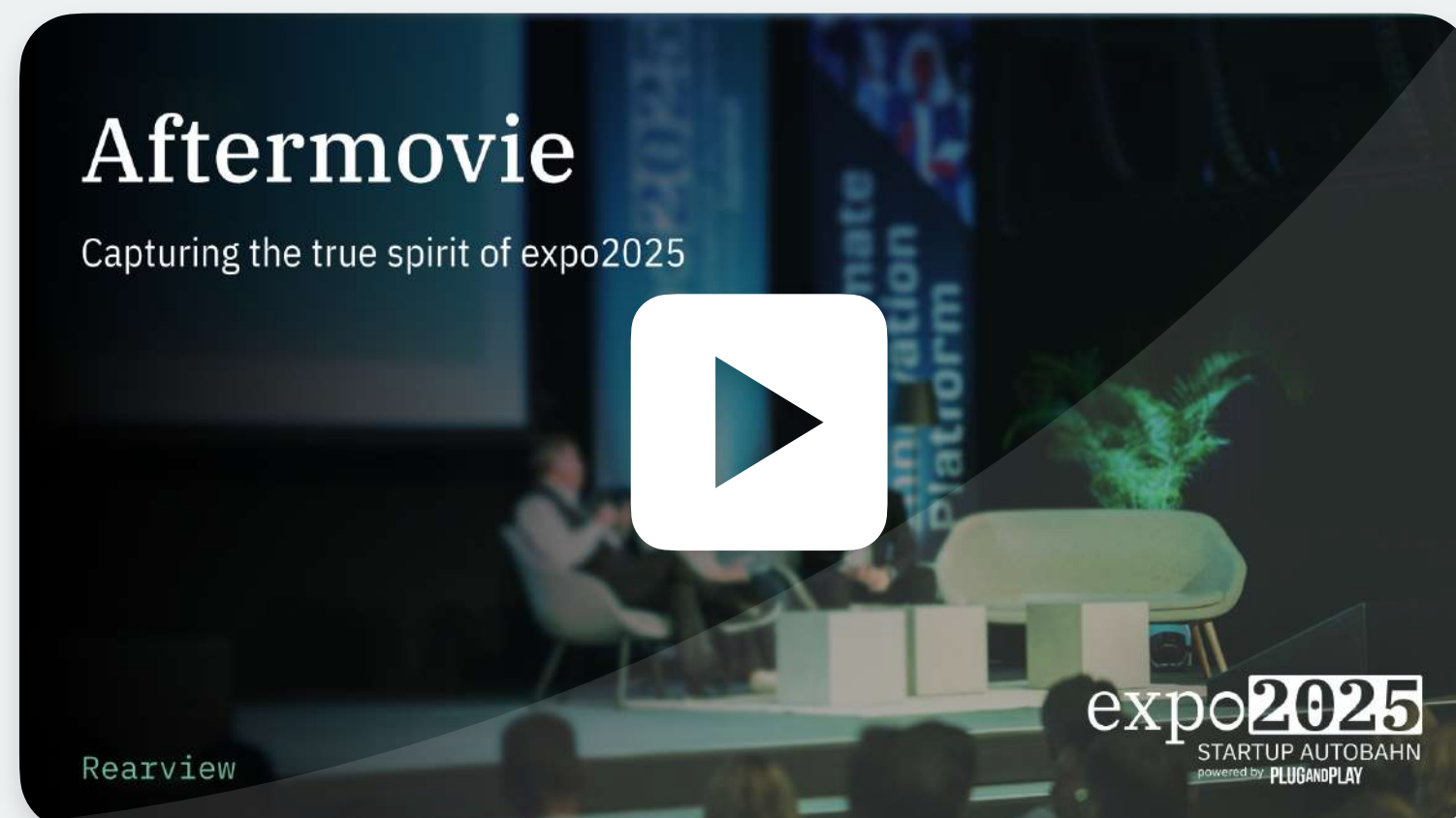
Our partnership with **STARTUP AUTOBAHN** is just one facet of our "innovation machine" that helps ensure our access to the latest tech trends from all over the world.

#MercedesBenz #EXPO2024 #Innovation



# Photo & Video Coverage

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



## Aftermovie

Capturing the true spirit of expo2025

Rearview

expo2025 STARTUP AUTOBAHN powered by PLUGANDPLAY

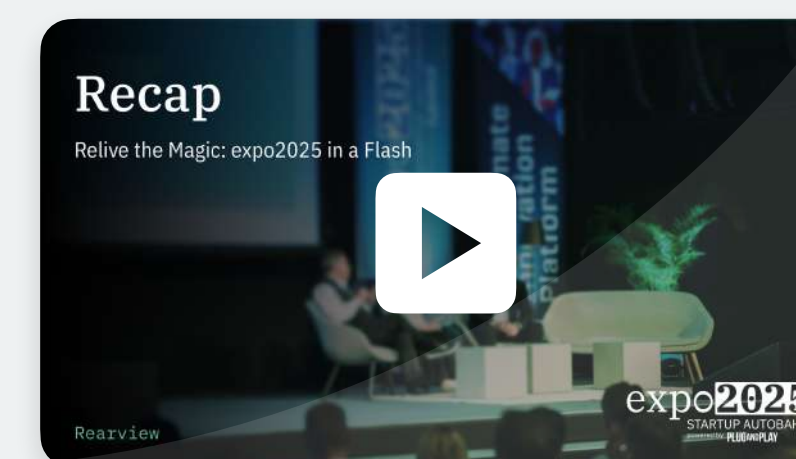
**Official Aftermovie** 4'19

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

[expo2025.pnptc.events/rearview/fbxjc65svtfxvo](https://expo2025.pnptc.events/rearview/fbxjc65svtfxvo)

Find out more about Expo 2026 and join us on July 2 here: [expo2026.pnptc.events](https://expo2026.pnptc.events)

[plugandplaytechcenter.com/locations/stuttgart](https://plugandplaytechcenter.com/locations/stuttgart)



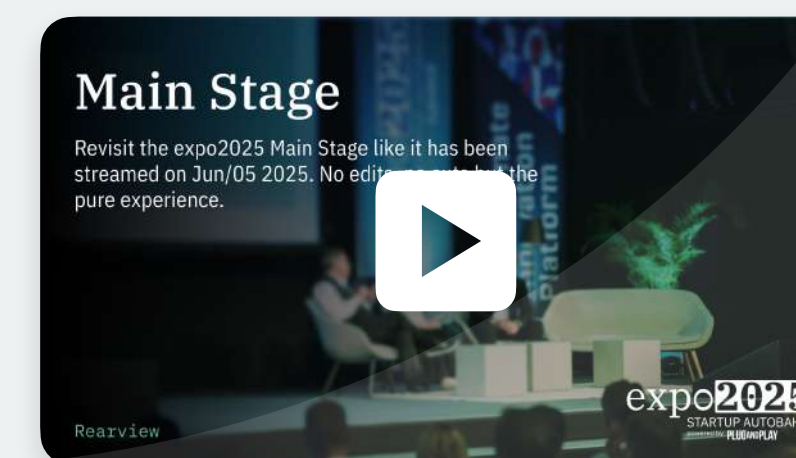
## Recap

Relive the Magic: expo2025 in a Flash

Rearview

expo2025 STARTUP AUTOBAHN powered by PLUGANDPLAY

**Recap Video** 0'36



## Main Stage

Revisit the expo2025 Main Stage like it has been streamed on Jun/05 2025. No editing, just the pure experience.

Rearview

expo2025 STARTUP AUTOBAHN powered by PLUGANDPLAY

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

## Image Gallery

[pictures.startup-autobahn.com/Expo2025/Expo2025-Pictures](https://pictures.startup-autobahn.com/Expo2025/Expo2025-Pictures)

# Media Partnership

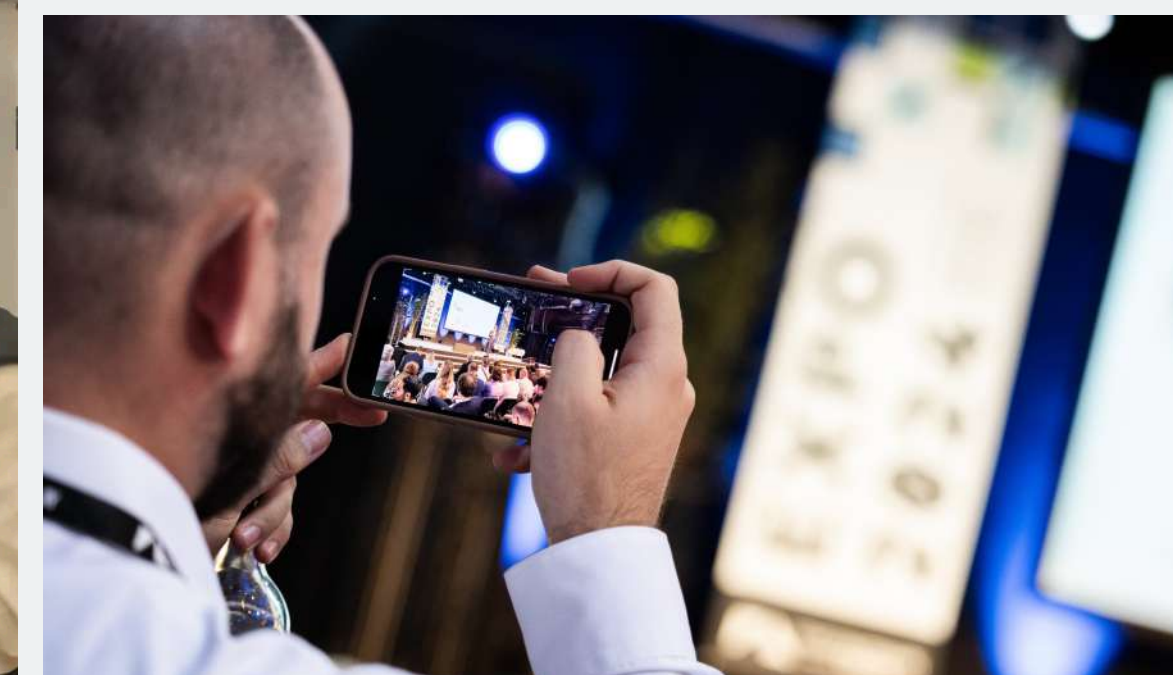
Join us as a Media Partner and benefit from Expo 2026 visibility.



Interviews with top-level guests



Social Media Engagement



Panel Moderation

Exclusive Innovation Tour



Your Logo on the Main Stage



Networking

# 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.

Find out more about Expo 2026 and join us on July 2 here:  
[expo2026.pnptc.events](https://expo2026.pnptc.events)

[plugandplaytechcenter.com/locations/stuttgart](https://plugandplaytechcenter.com/locations/stuttgart)

## 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, Expo 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.

# Interested in finding out more about us?

Visit the website of our upcoming Expo and save your spot.

[expo2026.pnptc.events](https://expo2026.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:

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