

# INNOVATION MEETS CREATIVITY: INSTART group AS SPONSOR AND PARTICIPANT AT THE LONG NIGHT OF COMPANIES AND SCIENCE

"Developing future technology - experiencing future technology" - The INSTART group will remain true to its own claim on May 5, 2023, when it opens the doors of its site in Eitensheim/Ingolstadt as part of the Long Night of Business and Science. Then all interested parties will have the opportunity to get to know the core themes of the group of companies - autonomous driving, electromobility and Big Data. With the musicians Empty Page from Hitzhofen, the Verbund also offers local local artists and thus combines innovation and creativity.

At the Long Night of Business and Science, coordinated by IRMA e.V. (Regional Management of the Ingolstadt Region), thousands of visitors have the opportunity every year to look behind the scenes of various companies and institutions in the greater Ingolstadt area. Free shuttle buses take those interested from A to B. This year's event is a "creative edition": All participating companies involve cultural workers on site in their individual programs, thus creating space for creativity.

This year, for the first time, the INSTART group is participating as a sponsor and participant. The group of companies, which employs a total of over 220 people, covers crucial future topics with its three deep-tech companies digitalwerk (autonomous driving), e.telligent (electromobility) and ip camp (big data). CUBE brand communications, a marketing and communications agency focusing on strategic automotive marketing, and the digital shared service provider INSTART consult, which specializes in the digitization of administrative processes, flank the group.

## "We think in terms of solutions, not problems"

Under the motto "We think in solutions, not in problems", the INSTART group will provide insights into its thematic worlds on May 5 from 5 to 10 p.m. at the Eitensheim site, Eichstätter Straße 40. digitalwerk will demonstrate on site how autonomous driving can succeed. e.telligent will show visitors self-developed electronic components that are used in the field of electromobility. At ip camp, visitors can experience data analysis, as it also occurs prototype development, directly on the vehicle itself. And Riding Experience Alto Adige, a brand of CUBE brand communications, will present its service portfolio and showcase a sought-after enduro model from the BMW fleet.

The creative part of the evening will be taken over by the musicians of Empty Page, who will provide the best atmosphere with genre-spanning cover songs. In addition, visitors can also look forward to culinary delicacies in exchange for a charitable donation: Wildbratwürstl, vegan curry and cold drinks from the bar, including local beer specialties, leave nothing to be desired.

Markus Fichtner, who heads the group of companies together with his brother Frank Fichtner and Dr. Christian Matzner, says: "We are looking forward to this evening and would like to illustrate to visitors our vision of helping to shape the transformation processes of the future." He adds, "The creative industry also holds enormous potential in this regard - which is why we're glad Empty Page will be joining us for the evening."

### **ABOUT INSTART group**

The INSTART group is an innovative group of companies from the automotive sector. Under the claim "Develop future technology - experience future technology", five highly specialized companies operate synergistically on the market. The focus is on the leading technologies of electromobility, autonomous driving, software development and big data. The products and development competencies of the INSTART group support customers in conception and development through industrialization to series production. A total of 220 employees work at seven international locations with a sales volume of approximately 22 million euros. Customers include the VDA, the VW Group, BMW, Daimler as well as Bosch and Continental, many German key players in the automotive industry. In the future, the INSTART group will transfer its automotive know-how to the aerospace, industry, medicine and agriculture sectors.

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**Image 1:** The INSTART group consists of five highly specialized companies. *Source: INSTART group*



**Image 2:** Die INSTART group management: Markus Fichtner (l.) Dr. Christian Matzner (c.) und Frank Fichtner (r.). *Source: INSTART group*



**Image 3:** The site of the INSTART group at Eitensheim. *Source: INSTART group*