

Press release: A look behind the scenes of the INSTART group: Hundreds of visitors at the Long Night of Business and Science

Technology and innovation on the one hand, creativity and conviviality on the other were on offer at the INSTART group at the beginning of May. As part of the Long Night of Business and Science, the group of companies with its headquarters in Ingolstadt provided an insight into its projects and portfolios - including a supporting program for young and old.

Since 2018, the founding year of the INSTART group, the five highly specialized companies e.telligent, digitalwerk, ip camp, CUBE brand communications and INSTART consult have been operating synergistically on the market under the claim "Develop future technology - experience future technology". The focus is on the leading technologies of electromobility, autonomous driving and big data. The products and development competencies of the INSTART group support customers in conception and development through industrialization to series production. Customers include the German Association of the Automotive Industry (VDA), the VW Group, BMW, Daimler as well as Bosch and Continental, a large number of German key players in the automotive industry.

For the first time, the group of companies, which has over 220 employees at eight locations, has now taken part in the Long Night of Business and Science in the Ingolstadt region and also acted as the main sponsor of the event. Several hundred guests, including customers and interested parties, but also employees with their families, were able to look behind the scenes of the five companies at the Eitensheim site. "A complete success," according to co-founder and shareholder Markus Fichtner. "Many pleasant conversations will be remembered from this evening. We are pleased that we were able to explain our solutions for the mobility of the future to so many visitors."

The company digitalwerk, which focuses on automotive software solutions, used self-driving model cars to provide insight into the development of driver assistance systems. e.telligent, an expert in electromobility, showed a specially developed onboard charger and a battery management system it designed itself. At the data specialists from ip camp, the guests were allowed to play Sherlock Holmes themselves and perform a fault analysis on the real vehicle using the ip camp analysis tools. Riding Experience Alto Adige, a brand of CUBE brand communications, presented its complete portfolio of motorcycle riding training and experiences that evening and showcased an enduro machine from its fleet of vehicles.

The supporting program offered local beverage and barbecue specialties as well as musical entertainment from the band Empty Page - a perfect match as Fichtner finds: "Innovation and creativity - these are exactly the two aspects that we at INSTART group also want to combine to help manage the transformation processes of the future."

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)

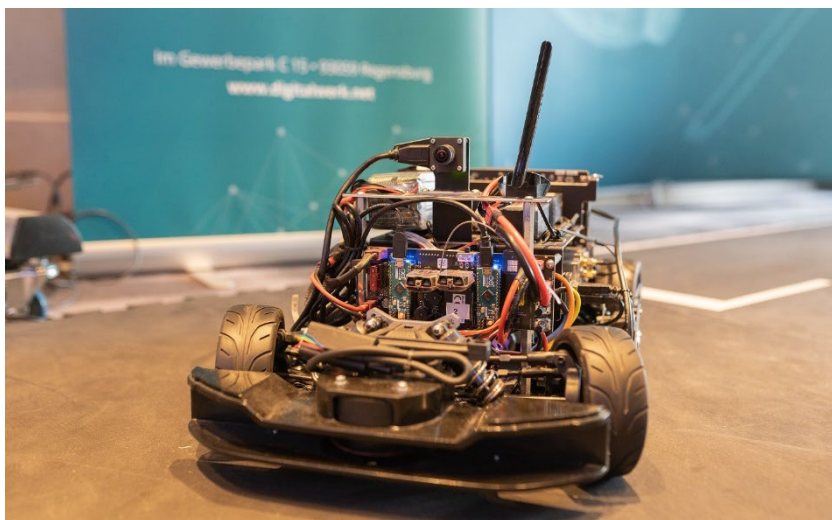


Image 2

digitalwerk provided insight into the world of autonomous driving with its model cars.
 (Source: INSTART group)

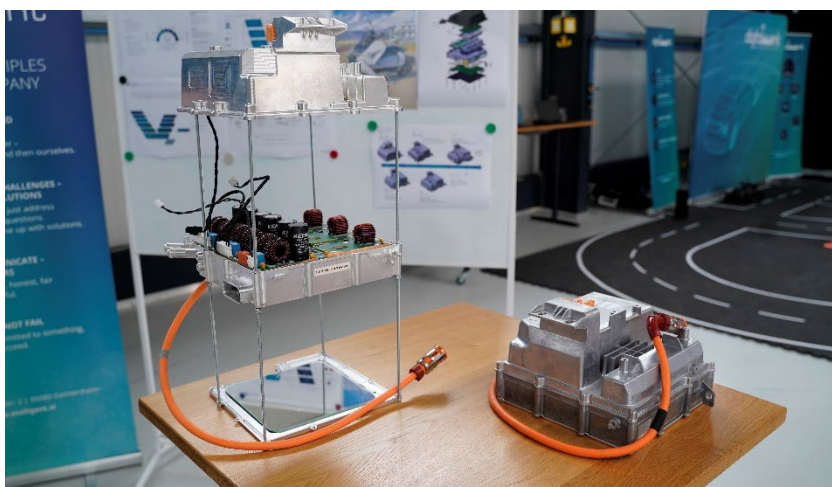


Image 3

Among other things, e.telligent showed its Onboard Charger.
 (Source: INSTART group)



Image 4

At ip camp, people were able to perform data analyses on the vehicle itself.
(Source: INSTART group)



Image 5

Riding Experience Alto Adige presented, in addition to the portfolio, also a machine from its fleet. (Source: INSTART group)