



AUTOMOTIVE SYMPOSIUM

Automotive in Transition –
Seizing the Opportunities of the Future
9/10 November 2026 | Bad Mergentheim



The German automotive industry: navigating transformation and securing its future

Are you ready to address today's challenges and respond strategically to shifts in the global landscape?

How can international automotive markets be shaped with a forward-looking approach? Which concrete measures are needed to successfully drive transformation? And how can sustainability be firmly and permanently embedded as a key success factor?

Our Automotive Symposium, taking place on 9–10 November 2026, will offer valuable insights into these critical questions. Look forward to a high-calibre event that provides direction, opens up strategic perspectives, and creates space for dialogue with leading industry representatives.

Save the date today: events.wuerth-industrie.com/automotive_en

Speaker Highlights



Hildegard Müller

President of the German
Association of the
Automotive Industry



Korbinian Strasser

Head of Charging &
Energy Solutions



Beatrix Keim

Director, Center Automotive
Research (CAR) and Founder of
The BC Consult

