

## PRESS RELEASE

### **Transforming mobility in the automotive industry – Würth Industrie Service relies on industry network**

*Bad Mergentheim/Main-Tauber-Kreis.* What does the future of the automotive industry look like? On Tuesday, 7th October 2025, and Wednesday, 8th October 2025, the third edition of the Automotive Symposium by Würth Industrie Service GmbH & Co. KG was organised at Bad Mergentheim. Decision-makers from the automotive industry came together to discuss the challenges and opportunities in the path of transformation in the automotive industry at the headquarters of the C-Parts expert, which is known as one of the most modern logistics centres for industrial supply in Europe.

The automotive industry is in the midst of a profound change: Electromobility, sustainability, digitalisation and automation are behind the rapidly changing products, processes and business models. For companies, this means unlocking new technologies, adapting value chains and rethinking partnerships. Distinguished speakers discussed the key strategies that can drive this transformation and the way in which the companies can effectively leverage it. After the introductory speech by Jochen Woletz, Head of Sales - Automotive at Würth Industrie Service, Martin Jauss, Executive Vice President, Würth Group and CEO, Würth Industrie Service, shared with the guests how the Würth Group is looking to the future with responsibility, trust and commitment in these times of upheaval and change. Speaking of trust: Norbert Haug, Management Consultant and former Head of Motorsport at Mercedes-Benz, spoke in an interview with Frank Klaas, Vice President - Communications at Geely Europe, Lotus Tech Innovation Centre GmbH, about the topic of his presentation, "Not a Second Without Passion." He emphasized how crucial passion, team spirit, and a willingness to innovate are for successfully navigating times of change. Drawing on his experience in motorsport, he illustrated that quick decision-making, cooperation, and the courage to adopt new technologies make a difference not only on the racetrack but also in the transformation of the automotive industry. Frank Klaas also explained how Geely, as a group, is successfully establishing itself in Europe and how various brands are driving the mobility transformation. Andreas Buhl, Group General Manager at Magna Mirrors Holding GmbH shared further insights on competitiveness and securing locations through automation, while Oliver Meier-Kunzfeld, Partner at EY Consulting GmbH,

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underscored the transformative impact humanoid robots could have on Germany's economy, making it a key point of consideration. Even Markus Milz, CEO at Milz & Comp., addressed the topics of relevance and efficiency in automated processes for the future of sales in his speech titled "Man or machine: Who will be the better seller in the future?" With regard to the automotive industry, the topic of sustainability cannot be left out. In his address on the subject, Prof. Dr. Ronald Bogaschewsky, Chair Business Manager at the University of Würzburg, posed the question: Sustainably successful – Is it possible (and how)? Nils Hesse, Total Vehicle Development and Vice President - Product Sustainability at the BMW Group, highlighted in a practical manner how the "new class" provides a vision and provides impetus for sustainable vehicle development. Similarly, Christian Pohl, Head of Product Strategy Vans/ Project Lead Sales & Marketing VAN.EA VAN/VPS at Mercedes-Benz AG, discussed the future vehicle architecture at Mercedes-Benz.

To offer a firsthand experience of how automation, digitalisation, and innovation are being implemented, the programme included a tour of one of the most advanced logistics centres in Europe. On an area of more than 70,000 square metres, participants were able to experience live how logistics employees at Würth Industrie Service ensure on a daily basis that the right goods are delivered to the customer at the right place and at the right time - with the help of self-learning robots, driverless transport systems, as well as high-bay and shuttle warehouses, including fast order picking.

At this year's Automotive Symposium, including the evening event, valuable connections were established, inspiring ideas were shared, and promising opportunities were highlighted. Now, it is only a matter of actively taking charge of them. The speeches made it clear that: Cooperation, passion and innovation are essential for actively shaping the future of mobility.

## Pictures:



Image 1: Automotive Symposium 2025.jpg

Caption 1: Third Automotive Symposium of Würth Industrie Service – decision-makers from the automotive industry come together..

Image source 1: Anna-Lena Popp, Würth Industrie Service GmbH & Co. KG



Image 2: Automotive Symposiu\_Interview.jpg

Caption 2: In an interview: Norbert Haug, business consultant and former Mercedes-Benz Motorsport Director, spoke with Frank Klaas, Vice President Communications at Geely Europe, Lotus Tech Innovation Centre GmbH.

Image source 2: Anna-Lena Popp, Würth Industrie Service GmbH & Co. KG

### Brief profile of Würth Industrie Service GmbH & Co. KG

Within the Würth Group, Würth Industrie Service GmbH & Co. KG is responsible for supplying to the industrial sector. Since its foundation in the year 1999, the company is located at Würth Industrial Park in Bad Mergentheim, Germany with over 1,800 employees.

As a one-stop C-Parts provider, the company offers its customers a specialised product range with over 1,400,000 items: from screws and tools to connection and fastening technology, technical chemicals as well as occupational safety solutions. Aside from the extensive standard product range, the strength of the company lies in its customer-specific, logistical and dispositive supply and service concepts as well as special parts. Under the service brand "CPS® – C-Product Service", the company offers modular solutions customised as per the customer's requirements. These consumption-based and demand-based systems streamline the processes

for Purchase, Logistics and Quality assurance while enabling the procurement of small parts in a cost-optimised manner. Logistic and dispositive services such as shelving systems that use scanners or a just-in-time supply using Kanban bin systems play a significant role in increasing productivity.