EDAG

data is the new currency – now also in the automotive industry

Dipl.-Des. Johannes Barckmann, Global Design Manager
We are the experts in the development of vehicles, production plants and the optimisation of your processes. We see mobility as an integral approach.

"We are the experts in the development of vehicles, production plants and the optimisation of your processes. We see mobility as an integral approach."

Our expertise covers the integrated development and optimisation of vehicles, production facilities, derivatives and modules. This has made us what we are today: the acknowledged, independent engineering experts for the automotive industry.
EDAG Worldwide

8,235 EDAG employees
717 million euros of total sales revenue in 2017
Our range of services

PRODUCT DEVELOPMENT

- Design concepts
- Body in white development
- Function development
- Vehicle validation and testing
- Electrics/Electronics

PRODUCTION SOLUTIONS

- Control engineering and automation technology
- Production engineering
- Production process planning
- Factory and logistics planning
- Tool and vehicle body systems
**Audi A6 long**
Development of derivative for the Chinese market / 100 mm extension from the B-pillar

**BMW 4 series Gran Coupé**
Development of complete vehicle body volume, from concept development to readiness for start of production

**Chevrolet Cruze**
Development of complete interior, from concept development to readiness for start of production

**DAF XF & CF Euro 6 integration**
Series development of cab / development of chassis front end & cab interface

**Daimler C Class T model**
Body in white derivative development / aluminium hybrid design / ready to install aluminium roof

**Opel Meriva**
Development of complete vehicle, from preliminary development to production release
EE Scopes - Derivative Development
System development, system integration, test / validation and supplier management for all EE components and functions. Validation in complete vehicle

Battery System for PHEV Vehicle
Structural, thermal and electrical design, BMS, assembly, integration and commissioning of a 17 kWh battery system

Controls for Self-Driving Commercial Vehicle
Development of the ECU software to control the driving functions in compliance with ASIL-D

Software Connectivity Module
Software development to create secured Internet connections and implement the statutory eCall function

Software Infotainment Unit
Software development Infotainment unit with extensive entertainment, connectivity and international radio functions

Algorithms for automated driving
Programming driving situation evaluation and manoeuvre planning
Daimler BR 205
Systems engineering of three plants on three continents

Geely CX11
Planning and development support

BMW F60 / Mini Countryman
Turn-key project management and SE planning for diverse assembly sections

WOB AG
Factory planning for OpenHybrid LabFactory

BMW
Rollout of body engineering process without using drawings
The challenges in the automotive industry

- E-Drive
- Self driving cars
- Digitalization
- Car Sharing
EDAG Light Car Sharing – the only one which is made for sharing
HMI, GUI and useability are pushed by smart phone industry
New Player – Digitalization - Disruption
Redefinition of Maslow's Hierarchy of Needs

Self-actualization
Esteem
Love/belonging
Safety
Physiological

Always online
Battery capacity

Source: Herchet, Picture adapted from Maslow's Hierarchy of Needs
Comparing different App Stores

- Google Play: 2.35 M Apps
- App Store: 600 K Apps
- Amazon App Store: 35
- OEM App Store: 23
- Apple CarPlay: 9

*August 2016*
How attractive are the OEM App Stores?

Source: www.my-renault.de, account Herchet, accessed April 13th 2017
Motivation to buy a smart TV

New business cases due to the use of sensor data
data is the new currency

 Youtube, EDAG channel

- Digital Services Master Trailer
  - Weather Case
  - Insurance Case
  - Parkslot Case
  - Face Tracking Case

- [Digital Services Master Trailer](https://www.youtube.com/watch?v=MzrG3QoPqlg)
- [Weather Case](https://www.youtube.com/watch?v=ON_9YnT8Ikl)
- [Insurance Case](https://www.youtube.com/watch?v=cjjXAJCqSHI)
- [Parkslot Case](https://www.youtube.com/watch?v=Md3G_9h9gqs)
- [Face Tracking Case](https://www.youtube.com/watch?v=EEyWI3MqUw4)
Digital Services – generic process at EDAG

Collection of sensor data

Backend storage and clustering on EDAG server

Analysis and interpretation by AI

MoD

IoT

APPs

GPS, time, event

Automotive

Logistics

Non automotive and partner

Digital Services by defined content
New OEM Roadmap?!

**CONTENT CREATOR / BROKER**
Make your data accessible and use it for your new business models!

**CONTENT PROVIDER**
Offer content without borders!

**MOBILITY PROVIDER**
Use your Force!
EDAG Engineering GmbH

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