

# Automotive Industry in Baden-Württemberg

World-class vehicles, innovative technologies, intelligent mobility solutions –  
Baden-Württemberg is a leading location of the global automotive industry



Baden-Württemberg

Where ideas work.

Facts and figures about Baden-Württemberg

# Outstanding innovations

## Population

11 million – this corresponds to  
13 % of the population of Germany

## Gross domestic product

493 billion euros – this corresponds to 15.1 % of Germany's GDP  
GDP per inhabitant: 44,900 euros (Germany: 39,500 euros)

## Export

Export volume: 200 billion euros  
Export volume per inhabitant:  
18,200 euros (Germany: 15,500 euros)  
Export state No. 1 in Germany

## Research & development

Research & development 2016: 4.9 % of GDP (Germany: 2.9 %)  
Patents applied for per 100,000 inhabitants: 132 (highest in Germany)  
Innovation region No. 1 in Europe

Baden-Württemberg is the 3<sup>rd</sup> largest state out of 16 in the Federal Republic of Germany;  
figures for 2017



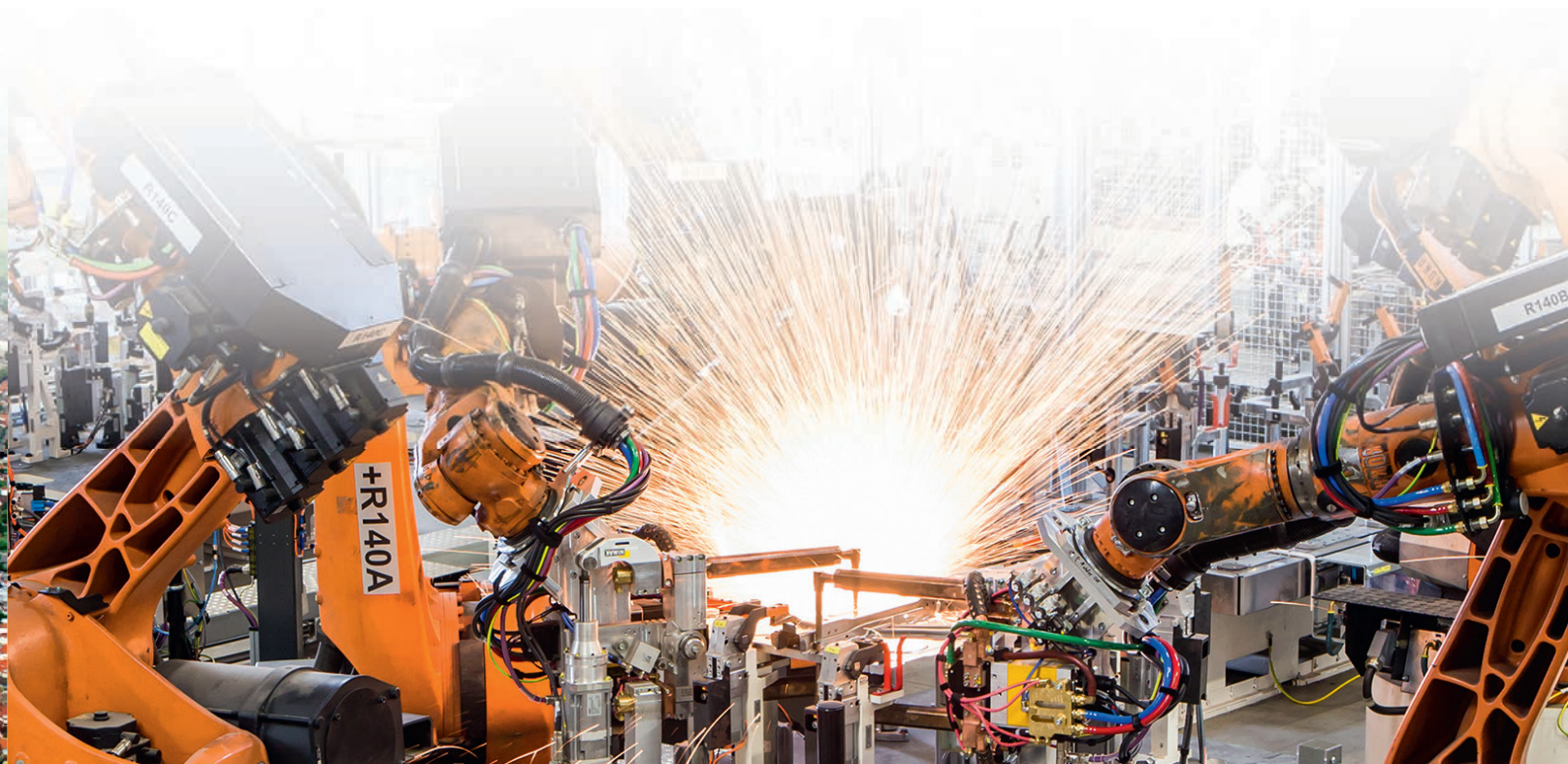


Leading location for automotive production in Germany

# World-class vehicles

Baden-Württemberg is the birthplace of the car and, as a manufacturing location, has an excellent reputation in the global automotive industry. Baden-Württemberg accounts for one in four jobs in the German automotive sector as a whole. With more than 238,000 employees in 2017, the sector is not only the second largest industrial employer in the southwest but also the branch of industry with the highest annual turnover (108 billion euros in 2017). Around a quarter of the German turnover in the automotive industry is generated in Baden-Württemberg.

72 percent of the turnover of the more than 300 companies directly involved in automotive manufacturing is achieved in export business. Hardly any other industry is so strongly oriented to exports. The sector is one of the most innovative in the state and invests over nine billion euros a year in the research and development (R&D) of new technologies. This is half of the total R&D expenditure invested by Baden-Württemberg's industry. Moreover, as the centre of the German automotive industry, Baden-Württemberg is home to over 1,000 parts suppliers.



Largest automotive cluster in Europe

# Exchange of know-how

As the land of the automobile, the state of Baden-Württemberg is characterised by a tightly meshed network of vehicle manufacturers and a strong parts-supply industry with mainly small and medium-sized enterprises, as well as by production equippers, service providers, universities and research institutions, all of which specialise in this particular branch of industry. This interlocking networked structure, which facilitates cooperation, is one of the building blocks on which the southwest's success as a manufacturing location is based on.

Throughout the state, there are more than 20 clusters and networks that actively promote innovation and bundle diverse synergies, thus strengthening the international competitiveness of the automotive industry here. With global players such as Daimler, Porsche and Bosch, the Stuttgart region is by far the most important automotive cluster within Europe.



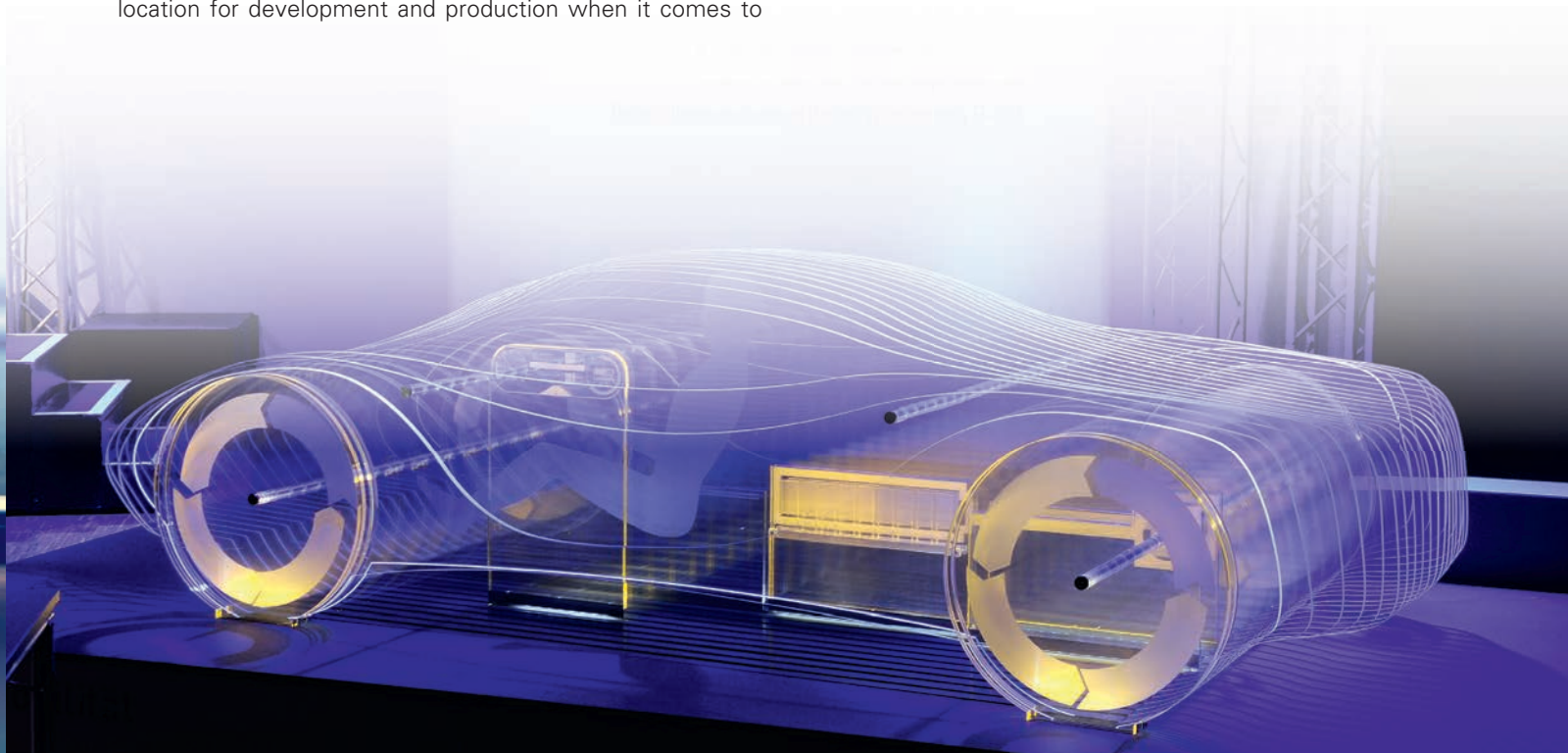
Technological innovation for the mobility of the future

# Automated, networked, electric

Mobility is a fundamental prerequisite for the way we live today and is directly linked to energy supply, environmental protection and the nature of our society. In Baden-Württemberg, players from the areas of industry, science and research are working actively on the automobile of the future and on intelligent transport solutions that will change our lives.

Due to its gradually grown structures, its special entrepreneurial landscape and its excellent research and higher-education institutions, Baden-Württemberg is an important location for development and production when it comes to

innovative mobility technologies. Collaboration between different sectors and across diverse areas of technology enables partners from industry, science and research to push forward the industrialisation of electro-mobility and of hydrogen and fuel-cell technology. The intelligent networking of vehicles and their environment as well as the increasing automation of the car play a special role in this regard. Internationally outstanding demo projects show the potential of these technologies in Baden-Württemberg and are facilitating the development of innovative business models.





Baden-Württemberg as a science location

# Excellence in teaching and research

With more than 70 universities and over 100 non-university research institutions, Baden-Württemberg is one of the top science locations in Germany. Teaching and research are conducted on the very highest level in the southwest, a situation from which the automotive industry also profits.

Numerous courses of study in the area of mobility such as technical design, process engineering, vehicle technology and automotive information technology ensure a constant supply of new young qualified engineers.

Moreover, a large number of excellent research institutions in the state focus on vehicle construction, and sustainable mobility and transport, whereby their basic research contributes to the development of applications. This ensures that the industry leads the field when it comes to innovations in this sector. This intensive cooperation between science and industry is one of the central factors for success of the Baden-Württemberg automotive industry.



Baden-Württemberg International

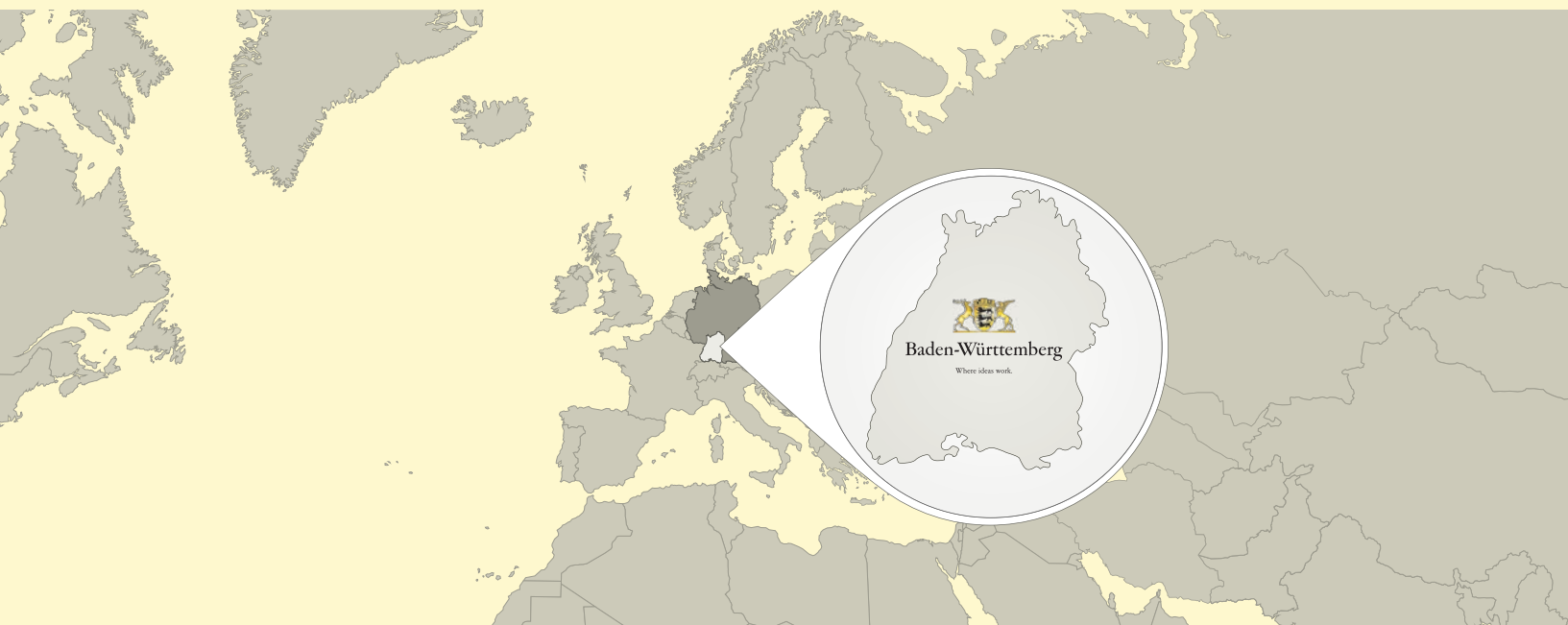
# Your partner on the way to success

Baden-Württemberg International (bw-i) is Baden-Württemberg's centre of competence for the internationalisation of business and science. We lend support to Baden-Württemberg companies, clusters, universities and research institutions as well as to regions and municipalities, in all questions relating to internationalisation. For foreign investors, we serve as our state's central point of contact.

When looking to settle in a new region, companies are confronted with diverse questions and challenges. bw-i supports them in their projects – quickly, simply and competently. We provide information on Baden-Württemberg as a location, supply details regarding the general legal situation, identify suitable partners for business and research, assist in the search for a suitable site and stand by to help you in all phases of the planned settlement process.

For more information visit [www.bw-invest.de/en](http://www.bw-invest.de/en).





Baden-Württemberg International

[www.bw-i.de/en](http://www.bw-i.de/en)



[www.automotive-bw.de/gb](http://www.automotive-bw.de/gb)



State Agency for New Mobility Solutions  
and Automotive Baden-Württemberg

[www.e-mobilbw.de/en](http://www.e-mobilbw.de/en)

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