

"Change Requires Courage and Confidence"

28/08/2025 Industry Lead Knut Krümmel on the future path of the automotive industry

The automotive industry is undergoing its most significant transformation in decades. For manufacturers and suppliers in Europe, now is the time to look ahead and boldly forge new paths.

"We must not fear change – we need to shape it," says Knut Krümmel, Head of Automotive Industry at Porsche Consulting. "That means focusing on our strengths and recognizing the opportunities that lie in the new."

What does it take to succeed? First and foremost, a candid acknowledgment that change is necessary. And then, a trusting collaboration across the supply chain – one that fosters confidence and optimism, even in the face of many uncertainties.

As part of the Leaders Unplugged series, Porsche Consulting puts current business topics and controversial leadership issues on the agenda. To kick off the series, decision-makers from German

industry came together at the Porsche Museum in Stuttgart to discuss the importance of values in difficult times.

Watch the video statement with Knut Krümmel now.

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