

Time to Shift Gears

08/05/2025 Experts discuss the transformation of Europe's automotive industry at the Porsche Consulting Automotive Day 2025.

At the Porsche Consulting Automotive Day 2025 in Berlin, leading experts and decision-makers from automobile manufacturers and the supplier industry came together to discuss the future of the sector.

The central message of the event at the Volkswagen Group Forum at the Brandenburg Gate: To remain competitive in the future, a new attitude within the European automotive industry is required. Collaboration on equal footing between car manufacturers and their partners is essential to master the transformation. Additionally, it is crucial to increase speed. Leaner decision-making processes, shorter development times, and experimenting with new solutions are key requirements to remain globally competitive.

Knut Krümmel, Senior Partner Automotive at Porsche Consulting, opened the conference with an analysis of the current state of the European automotive industry and urged the audience to recognize the strengths of the sector alongside all criticism. Dr. Roland Villinger, Head of Corporate and Product Strategy at Škoda Auto, spoke about the importance of customer-oriented transformation and how

companies can adapt to it. Fedra Ribeiro, Executive Vice President of Bosch, highlighted the role of technology, artificial intelligence, and partnerships in accelerating the transformation in the automotive industry. Professor Dr. Kai Andrejewski, Senior Partner at Agora Strategy, complemented the lecture series with a geopolitical perspective. Bridging the gap between science and practice, Professor Dr. Andreas Hermann, Director of the Institute for Mobility Management at the University of St. Gallen, and Professor Dr. Zheng Han, Professor of Innovation and Strategic Management at Tongji University, engaged in an interactive discussion with the participants.

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

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