

# PGUB | Management Consultants



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# WELCOME

*by Peter Gresch*

Dear Customers and Business Partners,

Supertramp was a famous British rock band of my youth. Half a century ago, in 1975, they brought out their album "Crisis? What Crisis?" The cover shows a man who is sunbathing on a rubble filled ground and in front of a mass of smoking industrial chimneys. I guess you can interpret this picture in two ways: either, the man is trying to ignore the dire reality around him. Or he could simply try to make the best of the situation. Personally, I lean to the latter thinking. A lot of things in the world that affect me, my company, my family and friends, our partners and customers, I cannot change. But all of us can decide with what attitude we want to look at the situation and how to manage what we *can* influence.

At the beginning of this year, I was rather optimistic that the worst was behind us. Despite some recently added new challenges for the world economy, I still believe that to be true. What the next months will bring is for many of us and me unclear, and the efforts of the automotive industry to cope with the uncertainty are far from being over. However, we as PGUB have won recently some important projects that give us the hope that things have started to improve.

A first good opportunity to test the overall "industry mood" will be the Boardnet Congress in Ludwigsburg in early May. PGUB will participate again with a booth alongside some of our partners. For details, check out the following two pages. Another key event for us and the automotive industry is coming up in September when this year's IAA Mobility will take place once more in Munich. As on previous occasions, we are organizing the **Future Mobility Pavilion** for a number of our customers and partners (cf. page 7) which, like PGUB, continue to work on the transformation the automotive world is undergoing. You should not miss it – and visit our booth in hall B3 of the Munich fair grounds. In addition, please, note that the electronica Automotive Congress (eAC) will also – for the first time – take place on that occasion on September 10th, organized by PGUB and our esteemed program committee.

We remain optimistic and faithfully as your **"Partners for Growth – Underpinning your Business"** and support you in your endeavors. Let's concentrate on what all of us *can* influence!

Yours sincerely,

*Peter Gresch*



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# MEET US AT THE BOARDNET CONGRESS

by Julian Weymann

On May 6th and 7th, 2025, the 13th Automotive Wire Harness & EDS Conference will open its doors in Ludwigsburg. Recognized as one of the most important industry gatherings for automotive wiring systems, the event provides an ideal platform to showcase current trends and innovations. PGUB will be on site in order to forge valuable new contacts and work alongside our partners to actively shape the future of wiring technology.

A key focus this year will be our shared booth, where we will exhibit together with Rutronik, MTG Montagetechnik GmbH, CTM-Do GmbH, and Mevis SpA. As a trade visitor and customer, co-exhibiting offers clear added value: you can quickly learn about diverse areas of expertise and gain informed insights into production-related topics. On the next page you will find a brief introduction of our co-exhibitors:

By working closely with these specialists, you benefit from a comprehensive range of services from a single source, shortened communication channels, and the opportunity to interact in detail with all partners. This creates a professional network in which innovation and continuous development are strongly encouraged.

We look forward to two exciting days in Ludwigsburg and are confident that the conference will once again be a resounding success.



## FLOOR PLAN







## OUR PARTNERS @ BOARDNET CONGRESS



Rutronik impresses with a broad distribution portfolio ranging from semiconductors and passive components to electromechanical parts. Customers benefit from extensive technical support, worldwide logistics and customized services. The company places strong emphasis on innovation and quality to always provide the right solutions for various industries. Through long-standing partnerships with leading manufacturers, Rutronik is a reliable partner for forward-looking projects.



Mevis has decades of experience in manufacturing high-precision plastic and metal components used across a wide range of industries. Thanks to advanced production methods and stringent quality controls, the company guarantees durable and reliable products. Whether complex assemblies or simple parts – Mevis focuses on customer-oriented solutions to meet the needs of modern markets and fully harness innovation potential. With a flexible machinery setup, Mevis can also quickly and pre-cisely implement specific customer requirements.



MTG Montagetechnik GmbH provides a comprehensive range of innovative assembly solutions perfectly tailored to the requirements of modern wiring systems. From design through to implementation, the company places great emphasis on efficiency, precision and durability. With years of experience in connection technology, MTG supports its customers in optimizing production processes and securing sustainable competitive advantages. Moreover, tailor-made automation concepts help to make manufacturing workflows more flexible and cost-efficient.



As experts in industrial computed tomography and metrology, we specialize in non-destructive testing and documentation of product and production process quality. During a single scan, we make the invisible visible – fast, reliably and with the highest image quality. These precise analyses help to detect errors at an early stage and continually improve development and manufacturing processes.





START  
STOP

## THE END OF THE KEY FOBBS?

*by Dr. Thomas Stange*

True, I hardly use my key fob anymore. I still need to carry it on me, but the car opens and closes automatically when I approach it or move away. I also can start the engine and drive off without having to reach for it in my pocket. The only time I take it out is when my wife wants to get something out of the car.

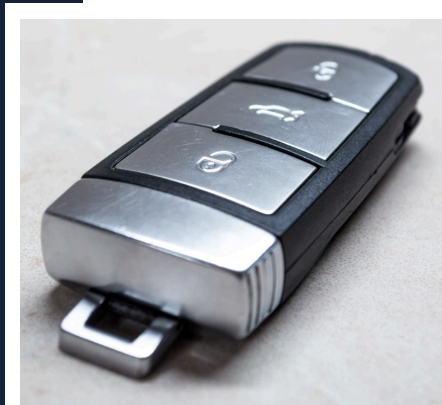
The downside of this convenient function is that bad people could intercept the communication between key fob and car. By relaying the signal, they might open the car and drive away while the key fob still lies on the, say, shoe cupboard behind the front door. Germany's automobile association, the ADAC, keeps a long list of passenger car models which they managed to access in such a malevolent way: only 10% withstood their attempts.

A first method to prevent such attacks was to add a movement sensor to the key fob. Meanwhile, however, Ultra-Wideband (UWB) is the technology of choice. It uses a frequency of between 6-7.5 GHz which allows a spatial resolution of a few centimeters. In other words, the keyless entry control unit in the car can determine rather precisely if the key is physically close by or not.

Meanwhile, most smart phones are equipped with an UWB chip, and thus the key fob function can be realized digitally in form of an app. As a result, I may not even be handed a key fob anymore when I go to receive my next new car from the dealer. Are they a dying gadget? By the end of the decade, some believe, their volumes may be down to 30% of what they are today.

Most of this came to our attention during a market study PGUB did for one of our clients. Before that, many of us had not given key fobs much thought. Learning more about UWB was a most valuable outcome for it can be used for so much more than just giving access to cars. Asset access control, asset tracking or collision avoidance are some additional examples for the application of UWB. Although not a new technology, it is only now that its multitude of applications and use cases are being explored and developed. It will be interesting to see the strides UWB will make in the years to come.

If you are interested in learning more about Ultra-Wideband, feel free to contact us.





# PGUB HELPS TO CONSOLIDATE A LIFECYCLE MANAGEMENT PLATFORM

*by Thomas Pfeffer*

Over the decades, Systems Engineering has grown into a core discipline in the development of, amongst others, E/E and mechatronic products. It uses processes and methods and applies these to build, manage and update a tool suite that acts as the in the realization of a product. In doing so, it strives to cover the whole lifecycle of the product, from its first inception, through its use and up to its phase-out.

The mentioned tool suite, or Application Lifecycle Management Platform, is rather complex. After all, over the lifetime of a product a considerable number of departments is engaged at one time or another. Be it product development, manufacturing process engineering, the simulation team or the test center – to name only a handful –, they all have specific needs and requirements. On top of that come interfacing functions such as project and product management, quality assurance or technical marketing.

The task to maintain and continually develop this platform can be fairly tricky as not only the complexity on the system side may be overwhelming, but there are also change management aspects to be considered. Plus, the IT department needs to work out a solid lifecycle plan while being consistently challenged by different customer and user demands.

PGUB is currently helping one of our clients exactly along the lines of such a challenging project. PGUB is driving the lessons learned / corrective action process and in parallel analyzes the market to see if a new tool suite platform will be necessary to resolve the current maturity gaps. Furthermore, PGUB has taken the project leadership for the continuous improvement activities with respect to the established platform.

The long-time experience of our consultants, their research skills and the fact that they are not part of any directly involved party are crucial for this project. On client side, this means that internal resources are supported with a fresh mindset, no additional fix costs are added and the consultants' proposals tend to be agnostic of inter-departmental relationships.







# IAA MOBILITY 2025

*IAA Mobility: September 8-14th, 2025, in Munich City*

The IAA Mobility in Munich is one of the most prestigious events for professionals in the automotive industry, showcasing groundbreaking technologies and innovative approaches to mobility. This year, PGUB Management Consultants GmbH is proud to present our Future Mobility Pavilion – a dynamic platform where industry leaders, visionaries and innovators come together to shape tomorrow's transportation landscape.

Our pavilion offers a unique opportunity for co-exhibitors to benefit from our collective expertise and industry-wide visibility. By joining forces under one roof, participants can effectively showcase their products, solutions and services to a high-caliber audience of potential partners and clients. This year, our co-exhibitors include Analog Devices, Innowave, JoysonPreh, LIONSmart, Mevis, Nexperia, Rutronik, Ulimamedia, Vishay Electronic, CTM-Do, MTG Montagetechnik and four more companies in progress – each bringing specialized knowledge and cutting-edge innovations to the table, thereby offering visitors a comprehensive glimpse into the future of mobility.

Spanning an impressive 200 square meters, the Future Mobility Pavilion provides direct access to a wide range of industry stakeholders, enhances media exposure and fosters a collaborative environment for sharing the latest breakthroughs. Whether you specialize in electronic components, power solutions, new materials or production processes, this cohesive setting is designed to connect and empower forward-thinking enterprises in their quest to revolutionize the automotive sector.

We believe that the IAA Mobility presents an extraordinary chance for forward-looking businesses to stand out and develop meaningful partnerships. If you are considering how best to maximize your presence at this must-attend event, we invite you to explore the possibility of co-exhibiting with us. Join our Future Mobility Pavilion to showcase your innovations, expand your market reach and help drive the next wave of automotive solutions.

Take a moment to consider this exciting opportunity – and seize the chance to become part of our Future Mobility Pavilion. We look forward to collaborating with you in Munich!

Please contact us if you are interested in participation:  
[fmp-iaa2025@pgub-consult.de](mailto:fmp-iaa2025@pgub-consult.de)





# WHERE TO MEET US

by Petra Kranz

From electrifying discussions on charging technologies to future trends and insights in mobility solutions: the next months will be full of events and congresses to meet and talk together. Feel free to visit the VDI-Trainings with PGUB experts in Düsseldorf and Online (05.-06.05.2025 | 17.-18.07.2025).

Join the conversation and connect with us at the following highlights:



May  
06.-07. 13th Boardnet Congress, LUDWIGSBURG  
Meet us at our booth

May  
07.-09. Power2Drive, MUNICH

May  
21.-22. Automotive Software Strategies, MUNICH

May  
27.-28. 5th International Chargetec, MUNICH  
Chairman Peter Gresch, met us also at our booth

Jun  
03.-05. The Battery Show Europe, STUTTGART

Jun  
17.-18. ASEAN Battery Conference, BANKOK  
Chairman Peter Gresch

Jun  
24.-25. 29th Electronic Congress, LUDWIGSBURG

Jul  
09.-10. 7th Automotive Battery Conference, MUNICH  
Chairman Peter Gresch







## PGUB LEADERSHIP & TEAM



Peter Gresch  
Managing Partner & Owner



Dr. Tobias Sünner  
Managing Director



Thomas Pfeffer  
Executive & PPA



Karsten Reiß  
Executive & PPA



Maximilian Ettinger  
Branch Coburg, PPA



Florian Heinzelmann  
Branch Dortmund

Electronics · E-Mobility · Efficiency



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