

## Press release

### **“Drive2Transform” - R-Tech GmbH coordinates Europe-wide project on the future of the automotive industry**

**Regensburg, 10.06.2024 - The automotive industry is facing fundamental change. Electrification, automation and new business models characterize the transformation of the industry. The “Drive2Transform” project offers small and medium-sized enterprises concrete regional and transnational measures to actively shape the technological and market transformation. R-Tech GmbH is the lead partner in the almost 1.8 million euro project, which is funded by the EU Commission.**

“Drive2Transform” aims to better network regional companies from the automotive and supplier industry through cooperation with other European partners, to exchange knowledge and to make them internationally competitive.

The nine project partners come from eight Central European countries. They all have many years of experience in the automotive industry and are familiar with both the regional players and the current challenges in this sector.

“The central element of the cross-regional strategy of Drive2Transform is the Transnational Automotive Open Transformation Platform,” explains Uwe Pfeil, Manager of the Mobility & Logistics Cluster based at TechBase Regensburg. “We use this platform to provide proposed solutions that are tailored to the specific needs and challenges of the individual regions.” Among other things, this also includes further training courses

focusing on the activities and skills requirements in the automotive industry, which will change in the course of the transformation.

“Drive2Transform” was launched at the beginning of June 2024 and will run until the end of 2026. The project is funded by the European Regional Development Fund (ERDF) of the European Union.

**Other partners of the project are:**

- [Business Upper Austria – OÖ Wirtschaftsagentur GmbH](#) (Austria)
- [Regional Development Agency of the Pilsen Region](#) (Czech Republic)
- [Pforzheim University](#) (Germany)
- [Pannon Business Network Association](#) (Hungary)
- [NOI S.p.A](#) (Italy)
- [Katowice Special Economic Zone SA](#) (Poland)
- [Chamber of Commerce and Industry of Slovenia](#) (Slovenia)
- [SEVA – Slovak Electric Vehicle Association](#) (Slovakia)



Ein weiteres EU-Projekt geht an den Start: Die Projektpartner von „Drive2Transform“ beim Kick-Off in der TechBase Regensburg.

**Pressekontakt:**

**R-Tech GmbH**

c/o TechBase

Tanja Braun

Tel.: 0941/604 889-13

tanja.braun@techbase.de

[www.techbase.de](http://www.techbase.de)