

Fast Track to the Road: IPG Automotive Consulting Accelerates Vehicle Development

IPG Automotive provides tailored consulting services that help OEMs and suppliers streamline their development processes

Karlsruhe, November 12, 2025 – IPG Automotive offers integrated consulting services that enable original equipment manufacturers (OEMs) and suppliers to refine and optimize their development processes to meet the requirements of the future. The combination of virtual test strategies, agile methods, and simulation-based validation allows customers to shorten development cycles and accelerate time to market.

The automotive industry is undergoing a shift that requires new development paradigms. “Speed beats size” is the industry’s new motto. Technologies are evolving rapidly, innovation cycles are shortening, and the competitive pressure is rising. To keep pace, IPG Automotive relies on shift left. This approach means that simulations, testing, and validation steps are performed earlier in the development process. This helps detect faults early on, accelerate iterations, and minimize the need for physical prototypes. Today, this virtual validation replaces month-long test cycles.

“Continuous changes in the automotive industry demand rapid adaptation of development processes,” emphasizes Michael Kocher, Vice President Strategic Consulting and Engineering at IPG Automotive. “Our software and automotive experts use virtual development methods to support customers in shortening development cycles and bringing innovations to the road faster.”

IPG Automotive’s consulting services cover the entire product development process, offering practical consulting and technical expertise at every stage – from requirements analysis, modeling and concept development to validation and final implementation. This includes selecting and applying suitable test strategies that take all test domains into account – from model-in-the-loop (MIL), to software- (SIL), hardware- (HIL) and vehicle-in-the-loop (VIL). IPG Automotive not only delivers technological solutions, it works with its customers to actively shape the future of mobility.

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IPG Automotive's consultants support companies throughout the entire development process, from initial analysis and strategy development to serial production and beyond.

Image: IPG Automotive

About IPG Automotive GmbH

As a global leader in virtual test driving technology, IPG Automotive develops innovative simulation solutions for vehicle development. Designed for seamless use, the software and hardware products can be applied throughout the entire development process, from proof-of-concept to validation and release. The company's virtual prototyping technology facilitates the automotive systems engineering approach, allowing users to develop, test and validate new systems in a virtual whole vehicle.

IPG Automotive is an expert in the field of virtual development methods for the application areas of Autonomous Vehicles, ADAS, Powertrain and Vehicle Dynamics, committed to providing support to master the growing complexity in these domains. Together with its international clients and partners, the company is pioneering simulation technology that is increasing the efficiency of development processes.

By taking real test driving into the virtual world as a complement to on-road testing, IPG Automotive contributes significantly to technical progress and shares in shaping the mobility of tomorrow with regard to comfort, safety, economic efficiency and environmental friendliness.

In addition to the company headquarters in Karlsruhe, Germany, IPG Automotive provides innovative development services to its customers and partners at the Germany-based offices in Braunschweig, Frankfurt, Ingolstadt, Munich and Stuttgart as well as in China, France, India, Japan, Korea, Sweden, the UK and the USA.

Further information at www.ipg-automotive.com/en

Press contact

IPG Automotive GmbH
Astrid Schmidt
Fautenbruchstraße 46
76137 Karlsruhe
Tel.: +49 721 98520 02
E-mail: press@ipg-automotive.com
Press area: www.ipg-automotive.com/en/press