

## **Facebook is a new partner of the Digital Hub Mobility**

**Garching, Munich, 14 September 2017**

Today at the IAA, Facebook announced its partnership with Digital Hub Mobility. At Munich's Digital Hub Mobility, automotive companies and mobility providers, suppliers, academics, and the digital industry are working together on the mobility of the future.

Facebook, one of the leading technology companies, is contributing its expertise towards the development of future mobility. The Digital Hub Mobility, which is led by the UnternehmerTUM, Center for Innovation and Business Creation at the Technical University of Munich, provides the ideal platform. At Munich's Digital Hub Mobility, automotive companies and mobility providers, suppliers, academics, and the digital industry are working together for the first time. The plan is to establish an attractive test environment for urban mobility concepts and develop new business models for connected and automated driving. Facebook is an extremely appealing partner. As a technology company, Facebook is unique as a global disseminator for new mobility opportunities, and it provides the ideal prerequisites for quickly developing prototypes. Facebook will bring to the table its expertise in a number of specialist fields, for example artificial intelligence. Facebook's know-how in the area of digital product development is a huge asset for the Digital Product School of Digital Hub Mobility.

“We are looking forward to working together with Digital Hub Mobility and its partners. In the future, Facebook wants to advocate even more for digitalization in Germany. We will be sharing our knowledge with companies working on innovative mobility solutions for the future. And in cooperation with the Hub, we will provide our expertise in the form of training and hackathons,” says Martin Ott, Managing Director Central Europe at Facebook.

#### **Press contact**

Sabine Hansky  
Chief Communications Officer  
UnternehmerTUM GmbH  
Tel +49 89-18 94 69-1311 | Fax +49 89-18 94 69-1199  
hansky@unternehmertum.de

Klaus Gorny  
Corporate Communications D-A-CH  
Facebook Germany GmbH  
klausgorny@fb.com  
facebook@apcoworldwide.com

#### **About UnternehmerTUM**

UnternehmerTUM offers founders a complete service from the initial idea to IPO. A team of experienced entrepreneurs, scientists, managers and investors supports startups with the development of their products and services. The 140 employees accompany them actively with building up their companies, market entry and financing – also via Venture Capital. UnternehmerTUM was founded in 2002 by the entrepreneur Susanne Klatten. With more than 50 high-growth technology start-ups each year and its unique offering, it is the leading center for business creation in Germany.

### **About Digital Hub Mobility**

UnternehmerTUM is Digital Hub Mobility and one of 12 hubs of the “Digital Hub Initiative” established by the Federal Government and Bitkom. At Digital Hub Mobility, major automobile companies and mobility providers, suppliers, technology start-ups and partners from the scientific, public and digital sectors will all for the first time work together on the mobility of the future. The plan is to establish a leading-edge experimental and test environment for urban mobility concepts, with joint development of framework conditions for automated and connected driving, and development of services for connected mobility. The common goal: to strengthen Germany's outstanding position as an innovation location for mobility solutions in international competition.

<http://www.unternehmertum.de>

<http://www.facebook.com/UnternehmerTUM>

[https://twitter.com/utum\\_muc](https://twitter.com/utum_muc)