

Tübingen
Reutlingen
Zollernalb

Region
NeckarAlb



The automotive industry
is at home
right here



www.neckaralb.de

Automotive in the Neckar-Alb region:

A strong location

The Neckar-Alb region is a place of origin for the automobile: Two young engineers who were to change the world together met in the Bruderhaus workshops in Reutlingen: Gottlieb Daimler and Wilhelm Maybach – the developers of the first fast-running gasoline engine and the first four-wheeled motor vehicle with an internal combustion engine.

The industry is extremely strong: About 200 companies with approximately 32,000 employees work in Neckar-Alb, along the entire automotive value chain. Electro-mobility as a key to sustainable mobility is also being driven into the future here by the suppliers, thanks to the close proximity to the OEMs.

This automotive cluster is the foundation for cooperation and synergies, which provides an indispensable contribution to the increase of competitiveness. Against the backdrop of global competition, ever shorter product cycles, strict international quality standards and significant technological changes, every automotive company needs such a strong cluster. In order to master these challenges, companies need the best specialists in their field – and they can be found here.

Hardly any other region in Europe has as many highly qualified engineers and technicians as the state of Baden-Württemberg, in the middle of which is the Neckar-Alb region.

A future-oriented network based on economics and research

The networking of science and entrepreneurial spirit is a significant factor when selecting a location.





- /Autonomous
- /Sensing
- /Communication
- /Battery
- /Navigation
- /Mirrorless
- /Ecology

← 100m

48
mph

Welcome

The automotive cluster in the Neckar-Alb region is one of the strongest in Germany. A perfect location for your company.

A place to feel at home



Good locations provide not only companies and entrepreneurs,
but also their employees with a place to feel at home.

Better together

In close proximity to the well-known automobile manufacturers of the metropolitan region of Stuttgart – Mercedes-Benz, Porsche, Audi – the Neckar-Alb region is able to greatly benefit from their dynamics. The industry is also extremely well connected in the south-west of Germany: The Automotive network of the Neckar-Alb region is a founding member of "automotive-bw", an umbrella organization of eight national automotive associations. Automotive-bw works hard to address the needs of our region on the political and international level.

An important success factor in the region is the high density of universities and research facilities. More than 36,000 young people study in Tübingen, Reutlingen, Rottenburg and Albstadt. Future specialists in the automotive industry will visit the universities of Reutlingen (e.g. in the Mechatronics field of study) and Albstadt-Sigmaringen (e.g. in the field of System Engineering). More than 40 renowned research facilities are located in Neckar-Alb, including four Max Planck Institutes. An intensive collaboration between science, trade and industry, such as the Virtual Reality Laboratory in Albstadt-Sigmaringen, plays an important role for the industry's pioneering role in technology.

Neckar-Alb region

Welcome to the future

The Neckar-Alb region is located in the middle of the southern economic region between Stuttgart, Zurich and Munich, and includes the counties of Tübingen, Reutlingen and Zollernalb. As part of the European Metropolitan Region Stuttgart, it has a future-oriented cluster of high-tech industries.

The motorway network can easily be reached via the A8 and the A81. The Stuttgart International Airport can be reached in just 20 minutes. Excellent universities create a productive innovation climate, which is also reflected in the above-average innovation index. The great landscape along the Swabian Alb offers a first-class lifestyle and a multitude of leisure activity options.

Whether they are investors and entrepreneurs, researchers and visionaries, specialists or families: Everyone will feel right at home in the Neckar-Alb region.

We'd be happy to help you

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The perfect location for the automotive industry

The Neckar-Alb region is the perfect location for you because...

... companies with a long-standing tradition as well as young companies with a strong innovative potential form a strong cluster.

... it provides perfect networking opportunities between research, science and other forward-looking industries – and an above-average innovation index.

... both companies and employees feel at home here – and we are at the very top of location rankings.

... the infrastructure including the A8 and A81 as well as the Stuttgart International Airport form a strong foundation together with the surrounding economic zone.

And now it's your turn: Simply contact us to receive support for the future of your company.

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