

IPG Automotive Expands Distribution Network in Southeast Asia

Automated Vehicle Test Solution (AVeTS) Sdn. Bhd. becomes sales partner for the ASEAN region

Karlsruhe, August 27, 2025 – IPG Automotive continues its international growth path and strengthens global customer support: Since June 2025, Automated Vehicle Test Solution (AVeTS) distributes the simulation solutions from IPG Automotive in the ASEAN region. Through this partnership, customers in Southeast Asia now benefit from local technical support and direct access to software and hardware solutions from IPG Automotive.

As a provider of virtual development and test solutions, IPG Automotive enables seamless testing and realistic validation of automated driving functions, advanced driver assistance systems as well as chassis components across the entire development process. The simulation software CarMaker constitutes the key platform for challenging applications in these areas.

With AVeTS as an experienced partner on-site, IPG Automotive strategically expands its customer network in the ASEAN region and creates the basis for an even closer collaboration with OEMs, suppliers, and research institutions. AVeTS does not only handle distribution, but also offers consulting, training courses, and integration support for complex test environments dedicated to the local market. Thanks to AVeTS's positioning in the ASEAN region, the team supports existing and new customer needs in virtual development and test solutions.

“Our customers across the globe are faced with the challenge of making development processes more efficient, safe, and sustainable. Simulation is a key lever – especially in a dynamic and fast-growing market such as Southeast Asia,” said Martin Elbs, Senior Vice President & Chief Customer Officer at IPG Automotive. “With AVeTS, we are winning a strong partner that allows customers in the region to experience our technologies on-site and supports them with technical expertise as well as an in-depth understanding of local requirements.”

By combining AVeTS's deep regional expertise with IPG Automotive's cutting-edge simulation platform and extensive experience, AVeTS supports seamless development and testing in various automotive fields such as ADAS, electric vehicles, autonomous driving systems, powertrains, and chassis technologies in a virtual environment.

“With strong assistance and guidance from IPG Automotive, we are able to support customer needs in development and research activities using IPG Automotive’s products, emphasizing more on digital solutions and software-based testing for automotive technology,” added Ir. Ts. Dr. Vimal Rau, Founder and Technical Advisor of AVEtS.

The partnership was initiated by IPG Automotive Korea and is part of the strategic expansion of IPG Automotive’s global partner network. The aim is to strengthen customer access around the world and optimally serve regional markets with local expertise. Customers in all regions thus gain direct access to simulation solutions as well as sound technical consulting that are tailored to individual needs and efficiently cover all application areas.

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Images



Mr. Ts. Dr. Vimal Rau, Founder and Technical Advisor of AVeTS (left), Andre Fischbeck, Senior New Markets Development Manager at IPG Automotive (middle), and Sri Hari Sampath, Head of Sales at IPG Automotive India (right), participated in the 5th ASEAN-India Automotive Powertrain Summit 2025 in Bangkok to engage with potential customers and present IPG Automotive's solutions for the Southeast Asian market.

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

About Automated Vehicle Test Solution (AVeTS) Sdn. Bhd.

Automated Vehicle Test Solution (AVeTS) Sdn. Bhd. is a company providing solutions and technical support for automated driving safety testing domain.

AVeTS provides consultation and technical training focusing on the safety testing of virtual and physical vehicle safety systems using software-in-the-loop (SIL), hardware-in-the-loop (HIL), and digital twin-based safety testing. AVeTS also has experienced and professional teams who understand and deliver customers' requirements for safety testing related to vehicle safety and ADAS technology. AVeTS has expertise in vehicle technology focusing on unmanned aerial vehicles, unmanned ground vehicles, autonomous vehicles, and electric vehicles based on previous research engagement.

AVeTS is currently exploring the market in the ASEAN region to offer support through digital solutions using virtual simulation tools such as CarMaker for development and testing of automated vehicle technology. The team has experience in supporting safety

assessment frameworks for autonomous vehicles in specific countries, focusing on ODD development, test scenario classification and generation, designing criteria for safety assessment, virtual simulation testing for automated vehicles, and analysis of the safety officer driving capability for on-board and remote operation of automated vehicles for any dedicated routes. The founder of AVeTS has vast experience in supporting local universities and government agencies as well as international governments in the deployment of automated vehicles.

Further information at <https://www.avets.com.my/>

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