

Industry Meeting Delivers Strong Message: Open House Germany 2026 Gives Impetus for Intelligent Test Strategies

IPG Automotive is leading the way on the path to continuous virtual vehicle development

Karlsruhe, March 19, 2026 – Following the motto “Seamless Virtual Development: Intelligent Testing Across All Stages”, IPG Automotive hosted Open House Germany at Gartenhalle in the Convention Centre Karlsruhe on March 17, 2026. The event showcased how the consistent integration of virtual processes shapes the development of software-defined vehicles, and why virtualization is a crucial element of modern development strategies.

It became clear right from the beginning that the industry faces new challenges: highly interconnected systems, the rising complexity in functions and the pressure to make testing faster and more scalable. Virtual workflows, from concept to homologation, are decisive to tackle these hurdles. In his welcome speech, President & CEO Steffen Schmidt emphasized the fact that a seamless, digital development process lays the foundation for efficiency, safety and sustainability.

The following keynote speech from Dr. Christopher Wiegand (HOLON GmbH) provided pertinent insights: He highlighted that, due to increasing Operational Design Domain (ODD) requirements and dynamic software scopes, simulation-based homologation more than ever serves as a basis to approve autonomous systems. Credible models, consistent data and flexible test infrastructures are essential for this, stated Christopher Wiegand – an idea that was very well received by the participants.

Moreover, the event program also featured experts from IPG Automotive who presented current developments pertaining to seamless test strategies, ADAS/AV validation and XIL environments. They presented how fully digitalized toolchains, scalable scenarios and AI-based methods can accelerate the validation of new functions and help overcome fragmented development processes. The focus was clearly set on integrated data flows that enable quick iteration cycles and sound decision-making.

More than 25 companies presented their technologies in the extensive trade exhibition and greatly contributed to the overall experience. Participants seized the opportunity to experience vehicle-in-the-loop approaches, high-precision sensor technology, new

simulation environments and test systems hands-on. The variety of technologies on show illustrated how closely hardware and software solutions are connected nowadays.

The interplay of pioneering approaches, practical insights and in-depth discussions once again confirms the role of Open House Germany as the central meeting point of the virtual vehicle development industry. The event impressively demonstrated how powerful virtual methods are today – and how IPG Automotive will develop their potential further together with customers and partners.

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Images



With around 350 participants, Open House Germany 2026 provided an impressive forum for experts to discuss pioneering test strategies and virtual development processes.

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 customers 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/press

Press contact

IPG Automotive GmbH
Ralf Sauer
Fautenbruchstraße 46
76137 Karlsruhe
Tel.: +49 721 98520 203
E-mail: press@ipg-automotive.com
Press area: www.ipg-automotive.com/press