

EU-project Drive2Transform has started successfully!

R-Tech GmbH coordinates Europe-wide project on the future of the automotive industry

The automotive industry is facing fundamental change. Electrification, automation, connectivity and the platform economy, which enable new business models, characterize the upheaval in the industry.

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Drive2Transform

The [Drive2Transform](#) project offers companies, especially small and medium-sized enterprises, regional and transnational measures to actively shape technological and market change. This is done with the close involvement of business development organizations and politicians. The [Cluster Mobility & Logistics](#) (R-Tech GmbH) is the lead partner in the almost 1.8-million-euro project, which is funded by the EU Commission.

The nine project partners come from eight Central European countries. They all have many years of experience in the automotive industry and are familiar with both the regional players and the current challenges in this sector.

The official project start date is 01.06.2024, the duration is 30 months. The project is supported by the [Interreg CENTRAL EUROPE](#) program with co-financing from the European Regional Development Fund.

