

## **AUTOMATED VALET PARKING: PROJECT RECEIVED FOR A PREMIERE AT IAA MOBILITY 2021**

CUBE brand communications has been awarded the Automated Valet Parking (AVP) project by the German Association of the Automotive Industry (VDA) for the IAA Mobility 2021 in Munich. Within the scope of this joint project of the VDA together with various project partners, the agency for brand communications from Ingolstadt is responsible for the overall project management as well as the development and implementation of a holistic communication concept.

For the first time worldwide, the AVP Showcase demonstrates the technical interaction of several national and international automobile manufacturers and technology partners. The driverless parking function has been developed for correspondingly intelligently equipped infrastructures in parking garages. During the mobility fair, demonstrations of the AVP will take place several times a day for spectators in the Messe West parking garage. In addition to the transfer of the vehicle to the sensor technology in the parking garage, both the autonomous parking of the vehicles without driver and various automated services, such as charging during the parking stay will be the highlights of the live demonstrations.

Within the scope of this project, CUBE brand communications is responsible for the cross-party project management, the construction of the event area and the running of the AVP Showcase throughout the entire trade fair period. In addition, the agency from Ingolstadt develops a holistic communications concept and takes over its operational implementation consisting of online and offline communication measures, photo and video content as well as branding of the exhibition stand. "Our services in the AVP project correspond 100% to the core of our agency profile. Here we can ideally combine our competences in the field of marketing & communication as well as our experience in the automotive & technology sector", explains agency owner Frank Fichtner.

The participating car manufacturers in the AVP Showcase are BMW, CARIAD - the automotive software subsidiary in the Volkswagen Group with the brands Audi, Porsche and VW -, Ford, Jaguar, Land Rover and Mercedes-Benz. Bosch, Continental, Valeo, the Leipzig-based startup Kopernikus Automotive and the Finnish deep tech company Unikie are involved as technology and infrastructure providers.

The project partners are pursuing the goal of creating a technological basis on which vehicles from different manufacturers can communicate with different infrastructures in the future, thereby enabling automated, driverless vehicle movements. "We are very pleased to contribute through our services as an agency to bring such a promising technology to life," concludes Fichtner.

## About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communications with a focus on brand experience and brand building. The agency was founded at the beginning of 2018, currently employs over 50 people and generates an annual turnover of over 3 million euros. Customers are international automobile and motorcycle manufacturers as well as technology companies and service providers in the automotive industry. CUBE brand communications is also a member of the innovative INSTART group. Under the claim "Develop future technology - experience future technology", five companies have joined forces to act synergistically on the market. The group has a total of 180 employees at eight international locations.

## CONTACT

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**Image 2**

Agency founder and managing director Frank Fichtner (left) with co-owner Dr. Michael Schilhaneck

*(Source: CUBE brand communications GmbH)*



**Image 3**

Light-flooded offices: headquarters of CUBE brand communications GmbH in Gaimersheim near Ingolstadt

*(Source: CUBE brand communications GmbH)*