



Smart Cities and Infrastructure

Digital Production and Products – Industry 4.0



Future Mobility

Business Opportunities for German and Korean Companies

Energy for our Future

Dipl.-Ing.

## Martin Woehrle

Hyundai Motor Company

Head of Future Technology Strategy Group



### Future Mobility - Most Influenced by Convergence

Martin Woehrle is the Head of Future Technology Strategy Group within Strategy & Technology Division at Hyundai Motor Group.

Previously, Martin build up BMW's fifth R&D center in Korea. His focus was product development, technology scouting and type approval besides strategic projects like 5G/V2X, ADAS and Navigation System development for Korean market. His last responsibility in BMW Research Munich was Technology Foresight and Scouting.

2018 - now:	Hyundai Motor Group
2015 - 2018:	BMW Korea Ltd.
1991 - 2014:	BMW Group

He has 27 years of automotive industry experience.

Martin studied Engineering at Technische Universität München. He graduated with Diploma in Electronics and ICT Engineering.

