

New investor for IoT startup PACE Telematics

## **PACE gains Eberspächer as a powerful partner for further growth**

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**Together with PACE Telematics, the automotive supplier Eberspächer wants to develop new, cloud-based mobility concepts. The company based in Esslingen, Germany, acquire over 20 percent of the startup's shares in the course of a capital increase. With Eberspächer, PACE gains a substantial strategic partner to advance the development of its big data and IoT business.**



*l.t.r. Dr. Martin Kern (PACE), Robin Schönbeck (PACE), Philip Blatter (PACE), Heinrich Baumann (Eberspächer)*

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The automotive supplier [Eberspächer](#)—based in Esslingen, Germany—becomes a shareholder of the startup [PACE Telematics](#), founded in 2015 and based in Karlsruhe, Germany. Over the last months, PACE has already been demonstrating the potential of their manufacturer-independent cloud technology based on automotive data: collaborations with renowned partners like SAP, ABT Sportsline and DEKRA were made public.

In cooperation with Eberspächer, the startup can now tap into further, new business potentials. The three PACE co-founders Dr. Martin Kern, Robin Schönbeck and Philip Blatter stay co-shareholders and managing directors.

Dr. Martin Kern: "We are very pleased about being able to gain a strong partner as a shareholder in Eberspächer. We're expecting many synergies, in particular for further development of our B2B business. Similar to Eberspächer, we cooperate as a neutral partner with automobile manufacturers and the free aftermarket."

### **PACE as partner for connectivity and the Internet of Things**

Besides the connected-car retrofit solution PACE Link, PACE meanwhile also offers a number of [microservices concerning automotive data and connectivity](#), which can be

licensed as software modules based on the PACE big-data cloud. With this technology, the PACE IoT experts will now enable Eberspächer to connect their own products—like for example auxiliary heating and air conditioning systems—with each other and with other car components. This creates completely new value-added services for automotive workshops, fleet operators and drivers themselves.

“We’re convinced that data-based services are a central element of the mobility of tomorrow,” Heinrich Baumann, managing partner of Eberspächer, explains the investment. “Moreover, the large Internet-of-Things expertise of the startup opens up new possibilities for our products,” adds Baumann.

## **About Eberspächer**

With approximately 10,000 employees at 80 locations worldwide, the [Eberspächer Group](#) is one of the automotive industry’s leading system developers and suppliers. The family business with its headquarters in Esslingen am Neckar, Germany, stands for innovative solutions in exhaust technology, automotive electronics and thermal management for a broad range of vehicle types. Eberspächer components and systems provide more comfort, greater safety and a cleaner environment in the mobile everyday life. In 2017, the business group generated revenue of around 4.5 billion euros.

## **About PACE**

[PACE Telematics](#) hosts a manufacturer-independent, cloud-based automotive big data platform. With its technology, the startup based in Karlsruhe turns cars into smartcars in an easy way—and thus makes driving safer, less expensive and more comfortable. One of the main innovations are the flexible IoT platform [PACE Cloud](#) with microservices and APIs, which allow for an uncomplicated use and access within an automotive environment, as well as the PACE Car apps and the PACE Link (an OBD2 adapter).

Since 2018, the first manufacturers have been directly integrating PACE technology into the control units of their cars and thus no longer require an OBD2 port. For consumers, PACE currently offers nine features, among them an automatic emergency call, an electronic logbook, reading and explaining trouble codes, the Performance Monitor with real-time car data and more. Within this year, the smartcar experts are launching the projects “Connected Fueling” and “Connected Parking” together with their partner SAP allowing PACE customers to pay for gas and parking tickets without cash.



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