

## Viva España: PTV Group starts up in Spain

PTV Group opens its own office in Barcelona / TSS founder Jaume Barceló now works for PTV / Cooperation with CARNET research platform

**Karlsruhe/Barcelona, 31/07/17. The Karlsruhe software provider PTV is continuing its global expansion and has now opened its first office in Spain. An important current project is the partnership with the “Cooperative Automotive Research Network” (CARNET) – with the goal of closing the gap between the automobile industry and urban mobility.**

In the newly-created PTV Spanish branch office in Barcelona, the PTV mobility experts for both traffic and logistics planning and optimization will support local customers and partners. PTV will also recruit locally and augment its existing team of experts with local expertise and undoubted talent. Customers will profit from Spanish speaking PTV software experts being close to hand and truly localized customer support and after sales services.

### **Closing the gap between the automobile industry and urban mobility**

Barcelona is on its way to becoming a Smart City. The technical university in Catalonia (UPC-Barcelona Tech), Volkswagen Group Research and Seat founded the CARNET cooperation platform for this; in addition to other partners from (the automobile) industry and the sciences, the PTV Group is now a member. Together with CARNET, PTV is examining innovative transport concepts. For Barcelona, the establishment of an individual virtual mobility laboratory is already in progress; here, it will be possible to play through and evaluate various what-if scenarios especially for this metropolitan region. Public authorities are playing an important role here, for in the end, they will take the decisions about future measures in transport planning.

### **Starting out with an experienced team in Barcelona**

In recent years, PTV has intensified its activities in Spain and increasingly deployed partners and direct employees in the region. Many companies are already taking advantage of the company's expertise in traffic optimization and transport logistics. Pablo Pedrosa is the contact person for customers with logistics questions; he has worked for PTV since 2014. At the start of this year, the company scored a coup by hiring Jaume Barceló, the co-founder of the TSS and a globally acclaimed and recognized emeritus professor and scientific director of at the Technical University of Barcelona.

Barceló, who is now a strategic consultant at PTV, explains: “New technologies and social developments continually reveal new perspectives for how mobility will impact our lives in the future. I look forward to actively advancing exciting new topics and new mobility solutions for the PTV Group in Spain and around the world in my new role.”

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#### Imagery



Jaume Barceló is now incorporating his expertise into the PTV Group.



Barcelona is on its way to becoming a Smart City. (Picture:CARNET)

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To download image material and texts please go to <http://newsroom.ptvgroup.com/en/>

#### PTV The Mind of Movement.

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognised as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management. Thus cities, companies and people save time and money, enhance road safety and minimise the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.

More than 2,500 cities deploy PTV products. Trips and routes for over one million vehicles are planned with our software. The European transport model, which encompasses all passenger transport and freight movements in Europe, is developed using PTV software. We currently have more than 700 colleagues worldwide committed to driving the high performance of our products. The company's headquarters located in the heart of the Karlsruhe technology region houses its centre of development and innovation. From here, PTV plans and optimises everything that moves people and goods worldwide – it's the idea which has accompanied the Group since its foundation in 1979.

The German company PTV Planung Transport Verkehr AG is a member of PTV Group. [www.ptvgroup.com](http://www.ptvgroup.com).

#### CARNET

CARNET aims to solve the challenges of urban mobility, and focuses on innovative technologies and new mobility concepts and needs, which arise from potential future urban lifestyles. In order to create new product solutions, CARNET wants to transform traditional concepts of the automotive product and technical development methods into cooperative approaches that bring together vehicle manufacturers, communities and potential service operators. CARNET's general approach to urban mobility contributes to the vision of becoming a "lighthouse" region for the development and demonstration of future mobility technologies.

<http://www.carnet.barcelona/>