

IPS INNOVATION DAY

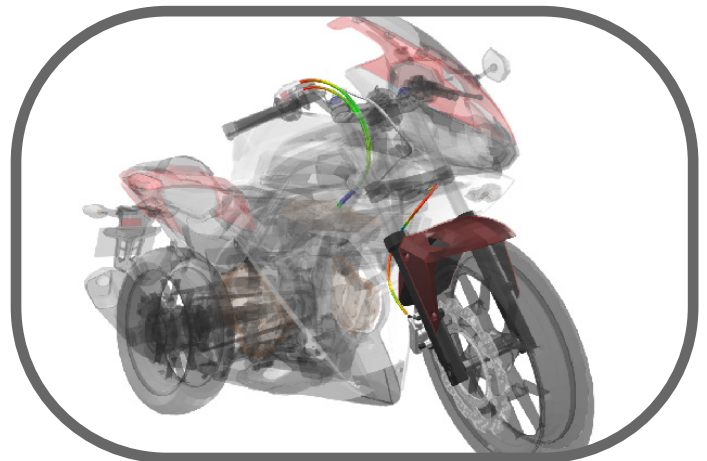
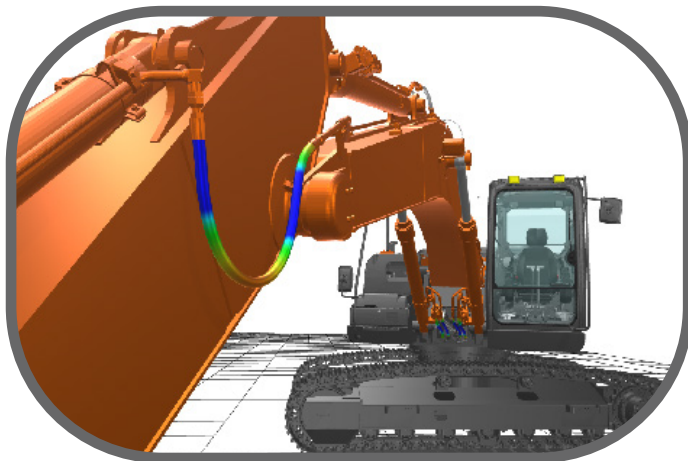
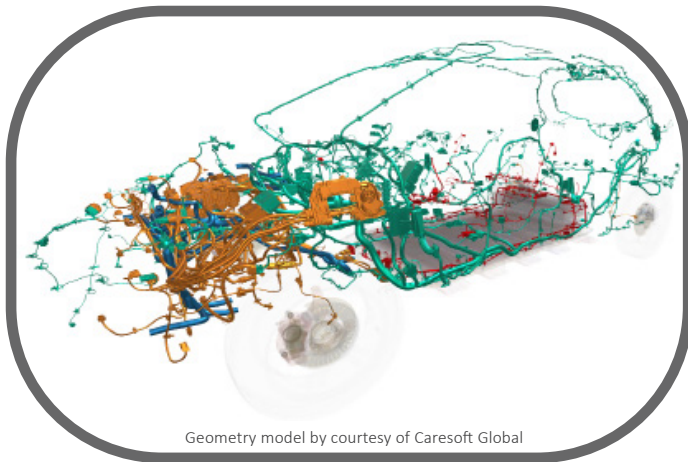
DESIGN. SIMULATE. VALIDATE.

Discover what's next in Wiring Harness, Cable and Hose Design & Validation

16th SEPTEMBER 2025, BRITISH MOTOR MUSEUM, GAYDON, UNITED KINGDOM

Hosted by flexStructures GmbH and Centricity Consulting Ltd

Discover the future of 3D electrical system development and experience our technology in action. The Innovation Day brings together industry leaders, engineers, and digitalization experts to explore cutting-edge solutions that are shaping tomorrow's wiring harness, cable and hose design and validation. Dive into live demos, expert talks, and hands-on sessions – and see how our technologies are revolutionizing development processes across the automotive sector and beyond.



GENERAL INFORMATION

- Venue:** The conference will take place in the historic British Motor Museum
Banbury Road Gaydon, Lighthorne Heath, Warwick CV35 0BJ, UK
- Date:** 16th September, 2025 | 8:30 am - 4:00 pm
- Cost:** Free of charge (including refreshments and lunch)

[Register now](#)



PRELIMINARY PROGRAM

8:30 am | Welcome & Registration

9:00 am | Opening: From complexity to confidence: Mastering industry challenges with IPS Cable Simulation

flexstructures GmbH, Daniel Dengel, Head of Business Development

Centricity Consulting Ltd., Jon Collins, Executive Management UK

9:15 am | Live product demonstration: IPS Cable Simulation

flexstructures GmbH, Imran Zacher, Customer Success Manager

10:00 am | Coffee Break & Networking

10:30 am | Driving Innovation: A year of IPS at Jaguar Land Rover

Jaguar Land Rover Ltd., Bruno Ribeiro, Simon Williams



11:00 am | Virtual Reality meets physics: Closed loop assembly simulation in IPS

flexstructures GmbH, Marius Obentheuer, Product Owner Assembly Planning

11:30 am | Analysis of a wheel hub motor with IPS Cable Simulation

WeWire Coroplast Group, Matthias Mehnert, Jonas Baumeister



12:00 pm | Lunch Buffet

1:00 pm | New design and optimization of hydraulic hose installations using IPS

Hydra Specma, Fredrik Karlsson, Richard Kilgallon



1:30 pm | Focused Sessions

- Automated design and optimization of flexible components
flexstructures GmbH, Daniel Dengel, Head of Business Development
- Assembly planning and validation including the human, objects and flexible wiring
flexstructures GmbH, Marius Obentheuer, Product Owner Assembly Planning
- Specific challenges and solutions for construction machinery, trucks and buses and motorcycles
flexstructures GmbH, Imran Zacher, Customer Success Manager

2:30 pm | Coffee Break & Networking

3:00 pm | From design to manufacturing: How IPS enhances wiring harness development

flexstructures GmbH, Daniel Dengel, Head of Business Development

3:30 pm | Wrap-Up & Feedback / Next Steps

4:00 pm | Get-Together