Project Study: Thermal Management with Rheinmetall Automotive

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Key Facts Rheinmetall 2019

1 RHEINMETALL

143 COUNTRIES OF CUSTOMER

129 LOCATIONS WORLDWIDE

6.3 REVENUE BN EUR

25,767 EMPLOYEES
Rheinmetall Automotive AG

Rheinmetall Automotive AG is the parent company of Rheinmetall’s Automotive sector. As a global first-tier supplier to the automotive industry, Rheinmetall Automotive thanks to its vast capabilities commands foremost positions in the product and component segments air supply, emission control and pumps as well as in the development, manufacture and aftermarket supply of pistons, engine blocks, and plain bearings.

Product engineering and development are conducted in close liaison with the leading car assemblers. Low emissions, reduced fuel consumption, upgraded performance, reliability, quality, and safety - these are forces that drive innovation at Rheinmetall Automotive.

In line with its strategic focus, the Group has three premium brands: Kolbenschmidt, Pierburg und Motorservice and employs a workface of around 11,500 employees at its production locations in Europe, North and South America, Japan, India plus China.
Project Study 1

Thermal Management – Charging Stations

Question:
What is the market potential for e-mobility and fast charging stations in North America and China and how should Rheinmetall enter the market?

Questions to be answered:
• How high is the market potential for electric vehicles and charging stations in the countries?
• How is the market structured in the charging station sector (by performance/by application)?
• Who are the competitors and what does the value chain look like?
• What are the market entry strategies and what is the recommendation to Rheinmetall?

Task/Outcomes:
• Conduct an industry structure analysis, a value chain analysis and develop a market entry strategy for Rheinmetall Automotive
Project Study 2

*Thermal Management – E-Truck/E-Bus/Industry*

**Question:**
What is the market potential for e-trucks, e-buses and industrial vehicles in North America and China?

**Questions to be answered:**
- What is the market potential for e-trucks/e-buses/industrial vehicles in the countries?
- What technology is currently used for cooling of batteries?
- Who are the competitors and what does the value chain look like?
- What are the market entry strategies and what is the recommendation to Rheinmetall? For instance, System suppliers or OEMs?

**Task/Outcomes:**
- Conduct an industry structure analysis, a value chain analysis and develop a market entry strategy for Rheinmetall Automotive
Project Study with Rheinmetall Automotive

*Work on a highly relevant and strategic project with impact*

Project study in the field of strategic development: Your main task is to develop a market entry strategy for Rheinmetall Automotive.

You will be directly supervised by Corporate Strategy & Development Managers of Rheinmetall Automotive.

Get to know the Rheinmetall Automotive and position yourself for the future.
If you are interested in participating in the project study, please send the following application documents **per Email** to **Mr. Daniel Ebsen**:

(1) Letter of Motivation  
(2) CV  
(3) Transcript of Records  
(4) Indicate project study of interest  

**Application Process**

**Project Start: May 2021**  
**Application Deadline: April 23, 2021**

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