

NICOLAUS AUGUST  
OTTO AWARD





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Energy and mobility  
in the new technological ecosystem



Ladies and Gentlemen,  
dear friends and guests of DEUTZ AG,

2019 is a special year for our company - and also for me personally. A year in which we at DEUTZ AG would like to set an example. An example for more courage, more innovation, more commitment and pioneering spirit. If there is one name that stands precisely for these attributes here in Cologne and beyond the city limits, it is the name of the founder of our company: Nicolaus August Otto.

I am delighted that today we are once again celebrating the Nicolaus August Otto Innovation Award presented by the City of Cologne until 2011. What we need nowadays are energetic lateral thinkers and inventors. Established traditional companies that look back on long and successful stories may sometimes tend to forget that a strong past is not necessarily a guarantee for a glorious future. By sticking to that what already exists, it sometimes happens that we lack openness to new ideas or flexibility. But especially when circumstances and framework conditions change, when social movements are initiated and we are in a state of upheaval, we must recognize forward-looking opportunities at an early stage on and tackle the challenges of our time with determination and commitment.

With this year's Nicolaus August Otto Award, presented for the first time by DEUTZ AG, we would like to invite you to a revival of pioneering spirit and honor the visionaries of our time. Our motivation is not only to focus our interest and attention on innovators and to honor them for their commitment, but also to promote a broad culture of innovation, to arouse interest in new developments and forward-looking topics, and to inspire people to gradually change the world for the better through courageous ideas.

Best regards

Dr. Frank Hiller  
CEO, DEUTZ AG



Ladies and Gentlemen,

today's event once again demonstrates the innovative potential of North Rhine-Westphalia as a business location. In times of dynamic economic change, the importance of setting the course for new products, processes and markets at an early stage is becoming increasingly important for our federal state and Germany. The fundamental change in the energy and mobility sectors towards greater resource efficiency and climate neutrality is one of these challenges. Digitalization and innovation open up new possibilities for rethinking tomorrow's energy system and mobility, for better networking and more sustainable design. New drive technologies such as electromobility offer special opportunities for this. Their realization requires open-minded customers and suitable political framework conditions. Especially we need pioneers and highly innovative companies that enable us to respond to these changes with open-mindedness and curiosity. The Nicolaus August Otto Award is a sign of pioneering spirit and creates space for further visionary projects.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Andreas Pinkwart', with a stylized flourish above the name.

Prof. Dr. Andreas Pinkwart

Minister of Economics, Innovation, Digitalization and Energy of the State of NRW



Ladies and Gentlemen,

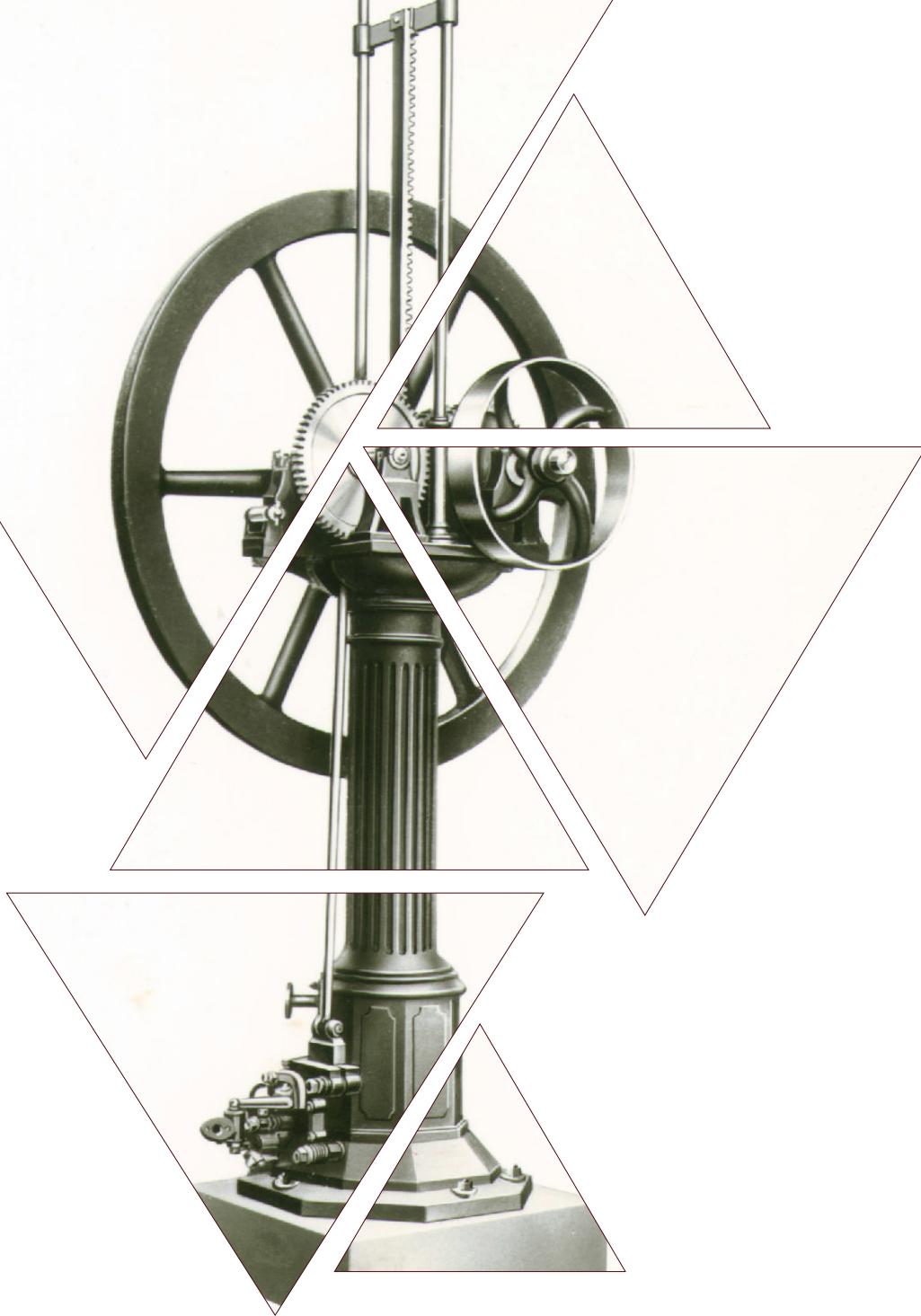
Curiosity and courage - qualities that may lead to pioneering spirit and inventiveness. And qualities that characterize Nicolaus August Otto and this year's award winner. As Mayor of the City of Cologne, I am delighted that we are awarding a prize in this category. DEUTZ AG, as an innovative and future-oriented company, is thus once again picking up on a very important topic in 2019. After all, innovation - particularly with regard to the future of mobility - is the buzzword and an important lever of change for the future of our city society in Cologne and beyond the borders of our city and Germany. A world of globalization and networking needs visionary drive concepts. I am delighted about every role model for future generations who takes on such a venerable task, and I would like to thank DEUTZ AG and this year's award winner for their commitment.

Yours sincerely

A handwritten signature in black ink that reads "Henriette Reker". The script is cursive and elegant.

Henriette Reker

Oberbürgermeisterin der Stadt Köln



## The NICOLAUS AUGUST OTTO AWARD

DEUTZ AG stands for German drive technology for over 150 years and has developed into one of the world's leading manufacturers of innovative drive systems to this day.

Founded by Nicolaus August Otto, a pioneer of his time as one of the inventors of the four-stroke principle, the traditional Cologne company had to reinvent itself time after time and adapt to the challenges of changing conditions.

With the presentation of the Nicolaus August Otto Award, named after its founder, DEUTZ AG wants to symbolically initiate a renaissance of innovation and pioneering spirit. The Nicolaus August Otto Award is presented for outstanding life's work, innovative future design, innovative technology and forward-thinking research. It is intended to honor visionaries for the future of our time and, with a prize money of 30,000 euros, to promote the prizewinners' fantastic new ideas.

The patron of the award is Prof. Dr. Andreas Pinkwart. As the Minister for Economics, Innovation, Digitalization and Energy, he is honorary president. The former rector of the HHL Leipzig Graduate School of Management and Chair of Innovation Management and Entrepreneurship is an expert in promoting innovation and underlines the importance of the pioneering spirit for our time by supporting the award.

## Winner Prof. Dr. Günther Schuh



This year DEUTZ AG is honouring Prof. Dr. Günther Schuh with the Nicolaus August Otto Award - a true pioneer in the field of electronics.

Prof. Dr. Günther Schuh is both a scientist and an entrepreneur. Born in Cologne, he holds the chair for production systems at the renowned Rheinisch-Westfälische Technische Hochschule (RWTH) Aachen and is a true visionary of our time. With his research work and his entrepreneurial activity, he is already making history against the background of many resistances by decisively advancing the electrification of drive technology in Germany with a spirit of innovation and commitment. As a co-founder of the electric vehicle manufacturer StreetScooter, which he sold to the Deutsche Post DHL Group in 2014 and as Managing Director of the electric vehicle manufacturer e.GO Mobile AG, he is aiming to achieve the ambitious goal of making the drive technology accessible to a broad public. By claiming to show that affordable electric mobility works with today's battery technology, he is making a contribution to emission-free mobility in city centers and thus to an energy-efficient future that can hardly be overestimated. Prof. Dr. Günther Schuh is going forward with great precision and big steps: In addition to electric cars, he will also build minibuses in the future in cooperation with the automotive supplier ZF Friedrichshafen AG - an aircraft is already planned.



## Cologne Art – The Trophy



The trophy in honor of the prizewinner was created in collaboration with Cologne artist Heike Haupt. As a creative freelance artist, she has dedicated herself to painting, photography, collages, sculptures and objects since the 90s. In Cologne, she became known above all for her sculpture series „Die Heinz Welt“. Following the Cologne legend of the Heinzelmännchen, she brought the Heinzel back to Cologne. In collaboration with Anton Fuchs, she set up a total of 18 bronze statues in public space.

With her affinity for combining tradition and modernity, she also succeeded in creating a unique bronze and cement sculpture in the development of the trophy for the Nikolaus August Otto Award, which harmonises the history and vision for the future of DEUTZ AG with contemporary elements and the classical portrayal of Nikolaus August Otto. The Innovatio series, created by the artist for the guests of the event, was also created as part of the creative process. Part of the creative process was the designing the Innovatio series, visualizing the individual who can initiate changes within a community. „As a Cologne artist, I liked the idea of paying tribute to a world-famous Cologne pioneer like Nikolaus August Otto and supporting a traditional Cologne company in promoting new inspiring ideas,“ says Heike Haupt. „If it weren't for these people who had the courage to do something else, we would remain at a complete standstill. Each individual can contribute something - I wanted to express that in the sculptures too.“



## Panel participants



### Dr. David Bosshart

CEO of the Gottlieb Duttweiler Institute for Business and Society

David Bosshart is Managing Director of the GDI Gottlieb Duttweiler Institute for Business and Society. Based on the guiding principle of Gottlieb Duttweiler, who inspired the institute with his name and ideas, the Swiss-based institute sees itself as an independent European think tank for trade, economy and society, following the rule „Focus on people and not on capital“. David Bosshart is a doctor of philosophy and author of numerous international publications. As a sought-after keynote speaker, he speaks to international corporations and national companies from retail, consumer goods and services sectors, small and medium-sized enterprises, associations and NGOs. As an expert in interdisciplinary trend research, he is particularly concerned with the future of consumption, artificial and human intelligence, management, social change and the contradictions between globalization and political philosophy.

### Carl Martin Welcker

CEO Alfred H. Schütte GmbH & Co. KG and president of the VDMA

Carl Martin Welcker is managing partner of the Cologne-based machine tool manufacturer Alfred H. Schütte GmbH & Co. Welcker is also President of the German Engineering Federation (VDMA), Vice President of the Federation of German Industries (BDI) and a member of the Executive Board of the German Machine Tool Builders' Association (MDW). The Cologne-born family entrepreneur is known for his clear words. Welcker demands more commitment from politicians for the interests of the economy. The mechanical fitter and industrial engineer takes a clear position when it comes to how politics need to support mechanical engineering more strongly and seeks dialogue with politics in order to secure Germany's competitiveness and innovative strength in the future.



## Thomas Bitter

SVP of Technology, Volvo Construction Equipment

Thomas Bitter, Senior Vice President of Technology, has been responsible for research and development since April 2019 and thus for the global technology strategy at Volvo Construction Equipment. Previously, he was Senior Vice President Marketing and Product Portfolio at the Belgian office. He holds a degree in mechanical engineering from the Technical University of Berlin and an MBA from the Business School in Lyon, France. He has been part of the Volvo Group since 1995. This year, the Swedish company made the decision to be the first construction equipment manufacturer to switch to a range of compact excavators and skid-steer loaders equipped exclusively with electric motors in 2020. As from this year onwards, new models of these miniature machines will only be powered electrically. For heavier machines, however, diesel engines or, depending on the application, hybrid drives will continue to be used.



## Panel participants



Michael Wellenzohn

CSO, DEUTZ AG

Michael Wellenzohn has been a member of the Management Board of DEUTZ AG since March 2013 and is responsible for Sales, Marketing and Service. Born in Switzerland, Wellenzohn started his career in 1994 at Thyssen Krupp Presta AG, where he was most recently Managing Director of the Steering Columns Division and also Head of Sales in the ThyssenKrupp Chassis division. During his time at Thyssen Krupp Presta, the qualified automotive mechanic made a significant contribution to the development of the steering systems product area into a market-leading position. In addition, he intensively dealt with the focus of technical innovation in mechatronic systems. At DEUTZ, Wellenzohn is driving the electrification strategy of the Cologne-based engine manufacturer in the off-road sector under the slogan „Revolutionizing Power“.

Dr. Markus Müller

SVP, DEUTZ AG

Dr. Markus Müller is head of the „Product Development & Technical Customer Support“ division, which includes research & development, electrification and the central technical customer interface. In his role, he is responsible for merging development activities with the aim of providing targeted feedback on customer needs in fast reaction times. After completing his degree in mechanical engineering, Dr. Müller already worked very successfully in various functions within DEUTZ AG's development division from 2006 to 2016. Before rejoining the company he was a member of the management of a medium-sized automotive supplier, where he was responsible for development, production and sales.



„I'm really excited about the fact that objective arguments  
are contrasted with talk show reality“.

Harald Schmidt, actor, entertainer, writer and presenter





*Kirsten Aug Otto*

[www.ottoaward.com](http://www.ottoaward.com)