

# BMW Group

## U.S. Press Information

**For Release:** November 15, 2023

**Contact:** Phil Dilanni  
BMW of North America, LLC  
[phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

### **BMW i Ventures Announces Investment in German Software Company Ascon Systems.**

**Mountain View, Calif. / Stuttgart – November 15, 2023...** BMW i Ventures announced today an investment in the innovative German software company Ascon Systems, which is enabling the transformation to the industrial metaverse with digital twins and low-code software solutions. With this commitment, BMW i Ventures is supporting the next stage of digital production, the potential for the industrial metaverse, and digital shopfloor management in the automotive and supplier industry. The common goal is to increase flexibility and efficiency in these important industries.

“Jens Müller and his team at Ascon Systems have impressed and convinced us with their forward-looking technologies,” said Marcus Behrendt, Managing Director at BMW i Ventures. “With its digital twin technology, Ascon Systems is opening up completely new and, above all, more efficient ways for shopfloor management in the industrial metaverse. As an Omniverse Partner of NVIDIA, Ascon is very well positioned. We at BMW i Ventures aim to actively support this development to ensure that the next stage of digitalization in production can be widely adopted.”

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
[bmwgroupna.com](http://bmwgroupna.com)

Ascon Systems paves the way for companies to achieve a data-driven digital factories and provides support by combining low-code software and high-tech in four steps: automate, simulate, model and flexibilize. The real shopfloor is connected to virtual digital twins. Decisions in the real company environment have an impact on the digital twins and vice versa. Ascon Systems thus enables the continuous optimization of industrial production processes, necessary maintenance work and training across different locations.

“We are delighted to have BMW i Ventures as a new partner,” said Jens Müller, CEO of Ascon Systems. “With our platform, we make it easy for companies to create a digital

- more -



twin of their physical factory. This allows them to optimize processes, identify and correct errors - but above all, they can digitally simulate various scenarios for planning and determine the next steps for implementation based on this. We are currently expanding Ascon Systems and developing further high-tech solutions - also in cooperation with our partners - to pave the way for the factory of the future. With the support of BMW i Ventures, we are taking a big step towards these goals."

# # #

### **About BMW i Ventures**

BMW i Ventures is the venture capital fund of the BMW Group and is one of the most relevant venture capital investors in the automotive environment. Since 2011, BMW i Ventures has been supporting innovative and rapidly scaling start-ups in the automotive environment. The focus is on sustainable hardware and software solutions from start-ups in the transport, manufacturing and supplier industries. The fund successfully invested in sustainable industrial solutions (such as Boston-Metal, Natural Fiber Welding or BComp) and is involved in the success stories of over 60 companies (including Chargepoint (IPO), GaN Systems (Acquired), Motorway, Our Next Energy, Solid Power (IPO), Tekion and Xometry (IPO)). BMW i Ventures is characterized by a high degree of agility and independence and offers young companies a high degree of flexibility. Marcus Behrendt and Kasper Sage are the Managing Partners. The company is headquartered in Mountain View, Silicon Valley, with offices in San Francisco and Munich. More information: <https://www.bmwiventures.com/>

### **About Ascon Systems Holding GmbH**

Ascon Systems Holding connects the digital world with the real world. The company develops model-based no-code software and digital twin solutions that enable companies to achieve the digital transformation towards Industry 4.0 and industrial metaverse. The goal is to automate industrial manufacturing, make it more flexible and achieve this independently of IT programming. Customers include BMW, Mercedes, Bürkert, Drees & Sommer and Lápplé. Other customers are market-leading companies from the automotive, mechanical engineering, aviation, and logistics sectors.

Ascon Systems is a member of the NVIDIA Inception funding program. One of the investors is BBA Partners. Ascon Systems Holding GmbH is the parent company of Ascon Systems GmbH, which was founded in 2017. The CEO is Jens Mueller. There are 110 employees working in the team. Ascon Systems is headquartered in Stuttgart, with additional locations in Berlin, Mainz, Munich, Heilbronn and Stade. <https://ascon-systems.de>

# # #