

Press Release

Continued Recognition: ASAP Group Named “Innovation Champion” in Engineering

(Ingolstadt, March 18, 2026) In the latest “Innovation Champions” study conducted by consulting firm ServiceValue in cooperation with national daily newspaper WELT, the ASAP Group has been honored as an “Innovation Champion” in the Engineering category, securing 1st place. At the same time, ASAP and its parent company HCLTech continue to intensify their focus on future-proof technologies designed to optimize the automotive development process amid the industry’s profound transformation.

The study by ServiceValue and WELT is based on approximately 189,000 evaluations from executives across 1,975 companies in 105 industries in Germany. Decision-makers assessed, among other factors, the extent to which corporate strategies and management performance contribute to strong innovation capabilities.

“Innovative strength has always been a key success factor for the ASAP Group. This award once again confirms the commitment and achievements of our teams, who continuously develop advanced technologies and platforms for the verification and validation processes in automotive development. They create solutions that increase efficiency, quality, and speed across the entire process – especially during this transformative phase of the automotive industry,” says Robert Morgner, Managing Director of ASAP Group.

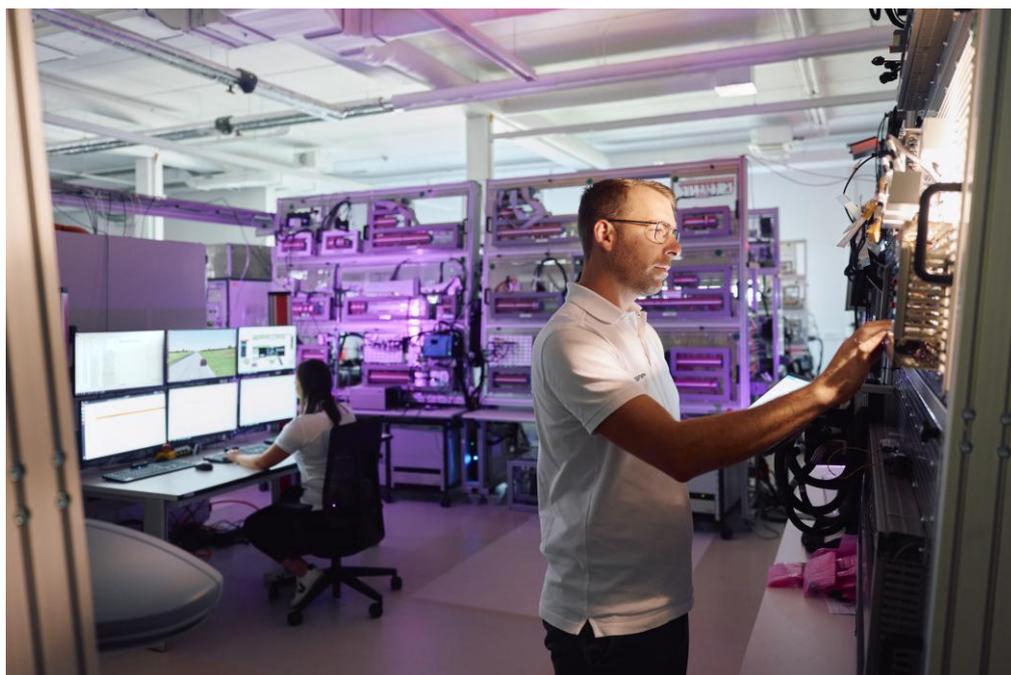
With its end-to-end capabilities and focus on key future topics – such as Software Defined Vehicle, digital development processes, AI-supported process automation and data analytics, and virtual validation – ASAP supports its customers and partners in bringing new products into application and to market more quickly.

For example, the ASAP Group has developed a generative AI solution for code analysis, test case generation, error diagnostics, and documentation, and has brought the tool-independent, end-to-end validation system TestSphere to market maturity. Together with HCLTech, ASAP is also distinguished by extensive expertise in Application and Product Lifecycle Management (ALM / PLM).

“We understand both the complexity of the complete vehicle and the importance of the forward-looking technology fields in which we have heavily invested. The current recognition as an ‘Innovation Champion’ highlights the strength of our shared ecosystem with parent company HCLTech – an ecosystem in which automotive engineering expertise merges with global technology and software know-how, enabling projects of any size to be scaled with precision,” says Martin Ott, Managing Director and CTO at ASAP Group and Global Head Automotive Technology Group at HCLTech.

ASAP Group's strong innovative power has already been confirmed in the past through numerous additional awards.

Image Material:



Caption: The ASAP Group has once again been recognized for its innovative strength.

Credit: ASAP Group



Caption: Robert Morgner, Managing Director of ASAP Group

Credit: ASAP Group



Credit: Martin Ott, Managing Director and CTO at ASAP Group and Global Head Automotive Technology Group at HCLTech

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About ASAP Group

As a leading engineering partner to the automotive industry and part of global IT and technology corporation HCLTech, the ASAP Group offers solutions for the entire product lifecycle of a vehicle – from embedded functions to validation strategies, and from system architecture to digital testing processes. Founded in 2010, the company operates seven locations and specializes in five service areas: Electrics/Electronics, Software, Consulting & Service, Test & Validation, and Vehicle Engineering. ASAP also leverages HCLTech's service portfolio, platforms, and global resources as a technological frontend to scale projects efficiently. A deep understanding of automotive industry processes and market requirements forms the foundation for solution-oriented projects that excel both technologically and economically.