Brand Launch AUMOVIO in Romania: development towards value and profitable growth

* **As an independent company, AUMOVIO will pursue profitable growth and focus on technologies that generate value**
* **In Romania, AUMOVIO has approximately 13,000 employees across its sites in Brașov, Iași, Sibiu, and Timișoara**
* **Dr. Liviu Bălan, Head of Country: “Our locations in Brașov, Iași, Sibiu, and Timișoara are future-ready: digitalized, innovative, and equipped with extensive capabilities. We are motivated to become a market leader together with AUMOVIO.”**

Brașov, Iași, Sibiu, Timișoara, September, 2nd 2025. AUMOVIO, the new brand of the adaptive powerhouse for safe, exciting, connected and autonomous mobility of the future, was officially launched today in Romania.  The company, to be spin off from Continental, operates in the automotive industry and is planned to become independent in mid-September. It is expected to be listed on the Frankfurt Stock Exchange on September 18, 2025.

In Romania, AUMOVIO has a strong national presence, with operations in Brașov, Iași, Sibiu, and Timișoara. The company runs four research and development centers (R&D) and two production facilities, located in Sibiu and Timișoara. The Romanian team includes approximately 13,000 employees, with more than half being engineers and IT specialists working in R&D.

“Today marks the beginning of a new chapter. We officially change our brand to AUMOVIO – the adaptive powerhouse for safe, exciting, connected and autonomous mobility of the future, through cutting-edge electronic solutions and innovative technologies for software-defined and autonomous vehicles. Romania plays a key role in accelerating this transformation. Our locations in Brașov, Iași, Sibiu, and Timișoara are future-ready: digitalized, innovative, and equipped with extensive capabilities. We are motivated to lead the market alongside AUMOVIO and to contribute significantly from Romania, together with our teams in R&D, production, qualification laboratories, and global functions,” said Dr. Liviu Bălan, Head of Country AUMOVIO Romania.

AUMOVIO has implemented a comprehensive strategy program to support its value and growth trajectory as an independent company. The program has three strategic objectives:  
1. AUMOVIO is to *lead* the market with pioneering, future-proof products. Products with a top three market position worldwide already account for more than 80 percent of global sales. AUMOVIO intends to expand this share with the help of its strong technologies in all profitable product segments.   
2. AUMOVIO is to *transform* into a high-performance organization. This is underpinned by measures to further optimize the portfolio, improve processes, reinforce operational excellence and lower costs.   
3. AUMOVIO is to *deliver* on its financial targets. This strategic pillar is driven by the long-term ambition of creating sustainable value for AUMOVIO’s future shareholders.

The technology and electronics company combines decades of experience and a strong market position with pioneering innovation and a global presence. From Romania, AUMOVIO offers a broad portfolio of solutions including sensors, displays, braking and comfort systems, backed by deep expertise in architecture platforms and advanced driver assistance systems for connected and autonomous mobility.

“At AUMOVIO, we believe success is not just a goal – it’s part of who we are. For 25 years, our people have been pushing the boundaries of technology and creating value in a constantly evolving market. They are the driving force behind our actions, and we provide them with the trust and support they need to shape the performance of our new company and contribute to the development of the entire community through their work,” explains Lăcrămioara Dărăban, Country Head HR AUMOVIO Romania.

All the company’s global business areas are also represented in Romania, ensuring a complete and well-established presence on the local market.

The **Autonomous Mobility (AM)** business area offers a comprehensive range of products for automated and autonomous driving, holding a leading position in the global market for commercial vehicles and key autonomous driving components and systems (e.g.: sensors, radars, etc.). With its “as a service” approach, the business area is also tapping into new business models.

The **Architecture and Network Solutions (ANS)** business area is geared to the key requirements of the software-defined vehicle, with a product portfolio encompassing high-performance computers, telematics, drive systems, sensors and actuators. Today, ANS already occupies a leading market position with around 90 percent of its core product portfolio.

With more than 100 years of experience in vehicle safety, the **Safety and Motion (SAM)** business area is one of the global market leaders in brake systems, integrated safety systems and sensor systems. The business area is a pioneer in developing dry brake systems and was one of the first suppliers to receive a high-volume order for a semi-dry brake system. AUMOVIO sees tremendous potential for the future in these brake systems due to their improved product characteristics.

In the **User Experience (UX)** business area, AUMOVIO is a leading provider of display solutions and head-up displays. UX has a broad and diversified portfolio ranging from modern high-tech displays to competitive products for the high-volume market. UX expects the value of components installed per vehicle to increase in the future, driven by larger displays and new products such as scenic view head-up displays that extend across the full length of the dashboard. Furthermore, UX intends to consolidate its competitive strength by leveraging economies of scale in production in its megafactories**.**

AUMOVIO Romania aims to be recognized, even under this new organizational structure, as a trusted, agile, and responsible partner — both internally and externally.

AUMOVIO continues the business of the former Continental group sector Automotive as an independent company with its spin-off in September 2025. The technology and electronics company offers a wide-ranging portfolio that makes mobility safe, exciting, connected, and autonomous. This includes sensor solutions, displays, braking and comfort systems as well as comprehensive expertise in software, architecture platforms, and assistance systems for software-defined vehicles. In the fiscal year 2024 the business areas, which now belong to AUMOVIO, generated sales of 19.6 billion Euro. The company is headquartered in Frankfurt, Germany and has about 87.000 employees in more than 100 locations worldwide.

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