



Major car brands seeking new technology

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The Future Mobility Challenge is a major new initiative to spawn new partnerships, investments and acquisitions between the world's leading automotive brands and innovative technology start-ups and SMEs.

Five of the world's biggest automotive brands, *BMW, Jaguar Land Rover, Bosch, Ford* and *Toyota*, have partnered with SMMT to challenge ambitious SMEs and start-ups to devise innovative solutions to seven key mobility challenges.

Technology innovators are encouraged to submit leading-edge ideas that address these opportunities.

Those with the best solutions will be invited to pitch at the Future Mobility Challenge event in October and, if successful, will be able to negotiate a range of partnership propositions, from mentoring, ideas incubation and investment, to piloting, routes to market or acquisition.