

Press release

20 years of tracetronic and opening of the new campus

Dresden, 22 September 2025 – tracetronic GmbH celebrated its 20th anniversary last Friday with the opening of its new company building in Dresden. The expanded tracetronic campus covers 5,200 m² and was designed according to New Work principles: paces for meetings, collaboration and focused work form the basis of a workplace where employees and innovation take centre stage.

Facts about the new campus:

- 326 additional desks in open, bright offices
- Flexible creative spaces for exchange and collaboration
- A cafeteria located on the all-glass third floor
- A green roof terrace with trees, shrubs and lots of seating
- A large lobby with a stage for conferences, meet-ups and parties.
- Outdoor green spaces with a yoga garden, volleyball court and bicycle parking garage

Thomas Kralinski, State Secretary for Economic Affairs, said: "tracetronic is a real success story 'Made in Saxony'." The Ministry of Economic Affairs has worked closely with the company for a long time, supporting it with various subsidies in recent years. Today's inauguration of the extension building is a wonderful opportunity to witness the exceptional growth of this 'hidden champion'. Exciting projects and tasks await you. I wish you safe operations and all the best for your anniversary."

"Since our founding in 2004, we have grown steadily from four founders to over 500 employees in an international group of companies. Our new campus is not just an office building; it's a place where people come together and ideas and innovations are born," says Rocco Deutschmann, CEO of the tracetronic Group. "We embody agility, personal responsibility and flat hierarchies, and we have consciously invested in spaces for encounters, creativity and exchange. Our focus is on people, and a comfortable working environment is important to us. That's why we have specifically created places where people can relax alongside their work, such as the yoga garden, the beach volleyball court, and the roof terrace with its beautiful views."

20 years of tracetronic: from start-up to hidden champion

tracetronic was founded in 2004 as a spin-off from TU Dresden by three research assistants and a student. They are still active in the company today as managing directors and shareholders, and tracetronic thus remains in the hands of its owners. Over the past 20 years, the company has grown to become the global market leader in test automation for vehicle

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development. tracetronic now has an international presence with locations in Germany, the USA, Korea, China, and Japan. Over 400 customers worldwide rely on tracetronic solutions. Fifteen of the top 20 OEMs use the software tools developed in Dresden. In addition, they are used by numerous suppliers and companies in various industries (trucks, motorcycles, boats, trains, agricultural machinery).

The founding of neocx GmbH, a joint venture with Volkswagen, in 2021 is considered a milestone for tracetronic, representing a strategic growth step to further expand its capacity for holistic solutions for global manufacturers.

Outlook

With its anniversary and campus opening, tracetronic is sending a clear signal for the future: growth, internationalization, and innovation remain the driving forces—supported by an atmosphere that focuses on people and their collaboration.

The construction project is co-financed with tax funds based on the budget approved by the Saxon state parliament.

About the tracetronic group

tracetronic is the global market leader in test automation for vehicle development. Our software products and customized services set global standards in the automated testing of complex vehicle software – from components to integration in the vehicle. With end-to-end workflows, highly functional interfaces, and a deep understanding of DevOps processes, we are actively driving the transition to software-defined vehicles.

Our tool chain and expertise are relied upon by more than 400 companies in over 30 countries and a wide range of industries, including Audi, BMW Group, Bosch, CLAAS, Continental, Daimler, Denso, Ford, Geely, IAV, John Deere, Magna, Porsche, Rivian, Siemens and Volkswagen. Our solutions, such as **ecu.test** and **test.guide**, are used worldwide, including in Silicon Valley.

Originally founded as a university start-up at TU Dresden in 2004, tracetronic now employs over 500 people at locations in Dresden, Ingolstadt, Munich and Stuttgart, as well as in the USA, Korea, China and Japan. Our close cooperation with universities and participation in research projects enables us to explore new technologies and shape innovations for the future of the automotive industry.

For more information, visit www.tracetronic.com.

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