Webasto and Xotigo Announce Strategic Partnership to Advance Commercial Excellence in the Automotive Supplier Industry

Stockdorf / Düsseldorf, 17th of June 2026 — Webasto, a global systems partner to the mobility industry, and Xotigo, a SaaS company specializing in commercial excellence solutions for automotive suppliers and manufacturing companies, today announced a strategic partnership to further digitalize and standardize key commercial processes.

As the automotive industry faces increasing complexity, volatile demand, margin pressure, and faster decision cycles, Webasto is investing in scalable digital capabilities to strengthen transparency, efficiency, and execution across its commercial organization. Through the partnership, Webasto will use Xotigo's automotive-specific commercial excellence platform to support more consistent sales processes, improved data quality, and better decision-making across relevant business areas.

"Webasto is continuously developing its commercial capabilities to meet the changing requirements of the mobility industry," said Kerstin Spies, Director Sales & Marketing Excellenceat Webasto. "With Xotigo, we have found a partner that combines deep automotive supplier know-how with a pragmatic software solution tailored to our industry. This partnership supports our ambition to create greater transparency, improve process efficiency, and enable our teams to maximize sustainable commercial value."

Xotigo's solution is designed specifically for automotive suppliers and manufacturing companies. Built to support complex B2B sales environments, the platform helps commercial teams manage customer relationships, opportunities, pricing-relevant information, planning processes, and execution workflows in a more integrated and transparent way.

"For Xotigo, this partnership with Webasto is a strong confirmation of our mission," said Andreas Geiger, CEO and Founder of Xotigo. "Automotive suppliers need solutions that reflect the reality of their business: long sales cycles, complex customer structures, global programs, margin pressure, and a constant need for reliable data. We are proud to support Webasto on this journey and look forward to building a long-term partnership."

The collaboration underlines the growing importance of specialized SaaS solutions in the automotive supplier industry. By combining Webasto's global automotive expertise with Xotigo's dedicated commercial excellence platform, both companies aim to establish a scalable foundation for more transparent, efficient, and data-driven commercial management.

About Webasto

Webasto is one of the leading global systems partners to the mobility industry. The company develops and produces roof systems, heating and cooling solutions, and products for vehicle electrification. Headquartered in Stockdorf near Munich, Webasto is represented in all major automotive markets worldwide.

About Xotigo

Xotigo provides digital software solutions for automotive suppliers, aerospace component manufacturers, and manufacturing companies. Its solutions support commercial teams across

their core business processes, helping increase productivity, improve data transparency, and generate intelligent insights for better revenue and margin management.

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