# Schaeffler to showcase innovations in motion technology at CES 2025



Schaeffler is set to showcase an extensive array of motion technology innovations at CES 2025, a prominent technology trade show scheduled to take place at the Las Vegas Convention Center from January 7 to 10, 2025. The company will feature its latest products and advancements at Booth 4140, located in the West Hall, underlining its commitment to enhancing industries with robotics and electrification solutions.

Marc McGrath, regional CEO Americas, emphasised the significance of this year's exhibit, stating, “This year’s CES exhibit is a significant milestone for Schaeffler as we show our expanded portfolio of products and how we are in a unique position to not only enable but accelerate the pace of change in our evolving industries.” He noted that the showcased technologies span a variety of applications, from humanoid robots to automotive innovations, aiming to illustrate Schaeffler's pivotal role in enabling motion across diverse sectors.

Notably, the recent merger with Vitesco Technologies, concluded on October 1, 2024, has considerably augmented Schaeffler’s global footprint. This integration not only enhances the manufacturing capabilities but also strengthens the research and development framework of the company, allowing it to offer comprehensive solutions that encompass the entire spectrum of motion technology. As highlighted in the press release, Schaeffler's solutions now cater to power transmission, energy generation, and sustainability, which positions them favourably within the electromobility market.

The highlight of the exhibition will be the Humanoid Technology Exhibit, designed to engage visitors with Schaeffler’s advancements in robotics. This interactive showcase illustrates the mechanisms by which Schaeffler facilitates movement in humanoids, affirming its commitment to pioneering technologies that define the future of robotics.

Another focal point will be Schaeffler’s dynamic performance vehicle, which offers a comprehensive view of evolving technologies in chassis systems and electrified powertrains, enabled by the Vitesco Technologies integration. This exhibit promises an in-depth understanding of how Schaeffler can now deliver a full suite of components required for battery electric vehicles, underscoring its enhanced capabilities in meeting diverse automotive demands.

Additionally, the Motion Hub at the booth will demonstrate how the various motion technology product families of Schaeffler integrate to drive innovations across multiple industries. According to the press release, the company’s expertise in motion technologies extends from precision components to complete systems, facilitating an understanding of how each component influences overall system functionalities.

Schaeffler is also focusing on advancements in battery technology, particularly in automotive applications. The company is committed to developing next-generation battery solutions, including components for all-solid-state batteries (ASSB). The press release notes that Schaeffler will unveil its latest developments in ASSB technology, reflecting its ongoing effort to enhance industrial capabilities in this area.

Moreover, Schaeffler's production technology leverages advanced artificial intelligence, enhancing automation and operational efficiency. The firm’s commitment to integrating smart manufacturing solutions is exemplified through its mobile cobot, EMMA, which bolsters flexibility and precision in production settings.

Post-CES, Schaeffler is dedicated to reinforcing its innovation strategy through partnerships with universities, suppliers, and industry stakeholders, aiming to advance the technologies that will shape future mobility and motion solutions. In line with its sustainability goals, Schaeffler has announced a target for achieving carbon neutrality by 2040 and is involved in developing solutions that support the sustainability efforts of its customers.

As CES 2025 approaches, Schaeffler invites attendees to discover its latest innovations and technological advancements, heralding a progressive shift in the landscape of motion technology from January 7-10, 2025, at Booth 4140 in the West Hall of the Las Vegas Convention Center.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.webdisclosure.com/article/schaeffler-unveils-motion-technology-innovations-at-ces-2025-FknwPFFmT7p> - Corroborates Schaeffler's participation at CES 2025, the location of the booth, and the showcase of new motion technology innovations.
2. <https://www.schaeffler.com/en/media/press-releases/press-releases-detail.jsp?id=88069889> - Supports the information about the merger with Vitesco Technologies, the expanded product portfolio, and the various exhibits at CES 2025.
3. <https://www.schaeffler.com/en/media/press-releases/press-releases-detail.jsp?id=88069889> - Details Marc McGrath's statement on the significance of the CES exhibit and the breadth of technologies showcased.
4. <https://www.prnewswire.com/news-releases/schaeffler-unveils-new-era-of-motion-technology-at-ces-2025-302341370.html> - Confirms the integration of Vitesco Technologies and its impact on Schaeffler's global footprint and research capabilities.
5. <https://www.webdisclosure.com/article/schaeffler-unveils-motion-technology-innovations-at-ces-2025-FknwPFFmT7p> - Highlights the Humanoid Technology Exhibit and its role in showcasing Schaeffler's advancements in robotics.
6. <https://www.schaeffler.com/en/media/press-releases/press-releases-detail.jsp?id=88069889> - Describes the Dynamic Performance Vehicle exhibit and its focus on chassis systems and electrified powertrains.
7. <https://www.prnewswire.com/news-releases/schaeffler-unveils-new-era-of-motion-technology-at-ces-2025-302341370.html> - Explains the Motion Hub and how Schaeffler's motion technology product families integrate to drive innovation.
8. <https://www.schaeffler.com/en/media/press-releases/press-releases-detail.jsp?id=88069889> - Details Schaeffler's advancements in battery technology, including components for all-solid-state batteries (ASSB).
9. <https://www.prnewswire.com/news-releases/schaeffler-unveils-new-era-of-motion-technology-at-ces-2025-302341370.html> - Discusses Schaeffler's production technology leveraging advanced artificial intelligence and the mobile cobot EMMA.
10. <https://www.schaeffler.com/en/media/press-releases/press-releases-detail.jsp?id=88069889> - Mentions Schaeffler's commitment to sustainability goals, including achieving carbon neutrality by 2040.
11. <https://www.webdisclosure.com/article/schaeffler-unveils-motion-technology-innovations-at-ces-2025-FknwPFFmT7p> - Invites attendees to explore Schaeffler's latest innovations at Booth 4140 in the West Hall of the Las Vegas Convention Center.
12. <https://www.carwash.com/schaeffler-new-motion-technology-ces-2025/> - Please view link - unable to able to access data