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Digital Strategies for the Automotive Industry

10 Years of MHP Consulting UK Limited

- MHP UK has experienced steady growth over the past 10 years
- Supporting digital transformation across the British automotive industry
- A high level of specialization in technologies for clients such as Aston Martin
- MHP GmbH, the parent company of MHP UK, also has reason to celebrate this year as it marks its 30th anniversary

Ludwigsburg/Reading – As MHP GmbH marks its 30th anniversary in 2026, its British subsidiary in Reading, Berkshire, is also celebrating a decade of success: Since its founding in 2016, MHP Consulting UK Limited has become an established partner to the automotive industry in the United Kingdom. From its base in Reading, the team supports leading British automakers and suppliers with deep industry expertise – including renowned brands such as Aston Martin, Bentley, McLaren, and INEOS.

The key to success: a strong focus on automotive-specific strategies, processes, and technologies, coupled with close, collaborative partnerships with local clients. With this focus, the consultants at MHP UK provide comprehensive support to companies throughout their digital transformation – from strategic planning to final implementation.

Bodo Philipp, CEO at MHP Consulting UK Limited, adds: “For ten years, we have combined local market knowledge with international expertise to successfully deliver complex projects. Our focus is not on concepts, but on measurable implementation – directly within our clients’ organizations and infrastructures.”

One of the most successful examples was implemented at the sports car manufacturer Aston Martin: With its online configurator, MHP bridges the physical and digital worlds to create a seamless customer experience. As a central platform for vehicle personalization, it brings craftsmanship, performance, and emotion to life online while setting new industry standards. Since 2021, customers and dealers worldwide have been able to explore and customize vehicles using photorealistic real-time 3D visualization and virtual reality. Last year, the configurator was further enhanced using Unreal Engine and elevated to a new level of technical sophistication.

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In addition to such flagship projects, MHP Consulting UK Limited offers a broad portfolio of future-oriented solutions – ranging from business process outsourcing and data analytics to customer relationship management, ERP solutions, and cybersecurity. Building on its strong automotive heritage, MHP UK is also expanding its focus into the Aerospace & Defense sector, bringing its expertise in complex digital transformation, manufacturing operations, and supply chain innovation to industries facing similar challenges and opportunities.

Marc Zimmermann, Group CFO at MHP, adds: “Watching our UK subsidiary grow over the past ten years has been especially rewarding for me. What began as a simple idea has evolved into a successful and sustainable business, built together with our partners. We would like to thank everyone who has contributed to this success.”

About the management and IT consultancy MHP

MHP is a German management and IT consultancy headquartered in Ludwigsburg. For three decades, the company has been driving the transformation of processes and products for around 300 clients worldwide. As a trusted partner in the automotive, manufacturing, aerospace, public, and defense sectors, MHP supports its clients in strategy and IT transformations across the entire value chain. A subsidiary of Porsche AG, the company provides both strategic and operational consulting in key areas such as factory planning, supply chain management, integration and scaling, cybersecurity, artificial intelligence, program management, and platforms & ecosystems. The goal is to sustainably enhance speed, sovereignty, and resilience. With around 4,500 employees worldwide, MHP is united by a shared commitment to excellence and long-term success. This ambition continues to drive the company – today and in the future.