

Press Release

Matrix Charging gains industry partner: Easelink and SEG Automotive launch collaboration

Graz, Stuttgart; July 23, 2026: Easelink and SEG Automotive have launched a partnership aimed at advancing the industrialization and market launch of Matrix Charging. Matrix Charging enables automated charging of electric vehicles without the need to manually plug in a charging cable, laying the groundwork for greater convenience and future autonomous mobility solutions. As part of the partnership, both companies will collaborate on initial OEM series production projects. In addition, SEG Automotive is preparing to add Matrix Charging technology to its own product portfolio. Based on a technology license, SEG Automotive will offer OEMs specific solutions built on the technology going forward.

At the same time, SEG Automotive will join the Matrix Charging Interest Group (MCIG). The MCIG is driving the standardization of Matrix Charging technology and brings together companies across the entire automated charging value chain. By joining, SEG Automotive underscores its interest in actively shaping the development of the Matrix Charging industry standard and supporting the steadily interoperability ecosystem.

Rising demands for user convenience, new autonomous vehicle functions and the desire for seamless integration of electric vehicles into smart energy systems are increasing the importance of automated charging solutions. Given these developments, the collaboration between Easelink and SEG Automotive is intended not only to accelerate existing development activities but also to give additional vehicle manufacturers efficient access to Matrix Charging, simplifying the integration of automated charging functions into future vehicle platforms.

„We see great potential in automated charging solutions and plan to offer our customers corresponding products and integration solutions going forward. At the same time, we support standardization within the MCIG as an important step toward market acceptance, long-term interoperability and thus investment security.“, says Gunter Meyer, Chief Market Officer New Business at SEG Automotive.

„We are very pleased to be collaborating with SEG Automotive. This partnership is an important building block in our mission to drive innovation and, together with strong industry partners, establish the global standard for automated charging. By licensing Matrix Charging technology, we are laying the groundwork for rapid scaling and can optimally integrate the technology into existing value chains in the automotive industry.“, says Hermann Stockinger, CEO and Founder of Easelink.

Image



From left to right: Peter Eisele (SEG), Stefan Tumbach (SEG), Gunter Meyer (SEG), Hermann Stockinger (Easelink), Gregor Eckhard (Easelink), Jürgen Antonitsch (Easelink), Hubert Knaß (Easelink)

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Über SEG Automotive

The story of mobility with SEG Automotive dates back to 1914. Formed in 2018 from the “Starter Motors & Generators” division of BOSCH, the company represents over one hundred years of innovation: from starters and alternators to start-stop systems and mild hybridization, all the way to flexible solutions for electric powertrains. The products of this global supplier currently power over 300 million vehicles. Inspired by the vision “We are the motor – for the mobility of today and tomorrow,” SEG Automotive reduces emissions across all powertrain technologies and drives the transition to sustainable, electrified mobility.

Nearly all automakers worldwide rely on SEG Automotive’s global production network, which delivers high-performance, durable, and competitive products with consistent quality standards. This global strength is built on an intercultural team of approximately 6,000 employees across 14 countries in the world’s key automotive markets.

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About Easelink

Easelink is a high-tech company headquartered in Graz, Austria, and dedicated to development of the automated conductive charging solution “Matrix Charging®” for electric vehicles. With its Matrix Charging® technology, Easelink enables fully automated vehicle parking and charging without any manual intervention. The solution combines high energy efficiency with a scalable and cost-efficient system architecture and is protected by more than 90 patent applications worldwide. When combined with bidirectional charging (Vehicle-to-Grid), Matrix Charging® unlocks new potential for grid stabilization, load management and the integration of renewable energy sources.

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About Matrix Charging® by Easelink

With Matrix Charging® technology, electric cars are charged automatically, without the need to manually plug in a charging cable. As soon as the vehicle is positioned over a charging pad in the parking lot, the Matrix Charging® Pad, a connector is lowered down from the underside of the car. The connector connects to the Matrix Charging® Pad fully automatically.