Magazine 4.0

Dear Reader,

Everybody is talking about Industry 4.0. It is not just OEMs, suppliers and development service providers who currently have to change and completely redefine their roles. The same also applies to publishing houses. We, too, are undergoing fundamental change; one that we at SpringerNature wish to actively shape. That is why our English language subscribers have been receiving the complete MTZ and its sister publications as a modern digital magazine from the start of this year. And also our German language readers will receive a digital edition from February on.

The digital magazine world opens up new perspectives. It allows us editors greater freedom with regard to layout and gives you as reader a different magazine experience – more pictures, technical animations and films as well as in-depth links to knowledge and company pages provide even more information and supplement the articles.

Look no further than the powerful cover story of the current MTZ issue, for example, where the new W12 from Volkswagen sets the ball rolling as an extraordinary engine that belies its size to give a refined and elegant impression: an ideal starting point for the topic of efficient engines. Read a fascinating interview about current developments

and trends at Volvo, a carmaker that has rarely featured in MTZ. We round off the cover story with an article on the Ecotec family of engines for the new Astra K. MTZ has once again become a “hefty issue” – with which we are delighted to catalyse this phase of digital expansion and now repackage our already excellent content to offer still more extra features.

I hope you enjoy reading your new digital MTZ.

Dr. Alexander Heintzel
Editor in Chief