

# TU-Automotive Detroit

AUGUST 18-20, 2020

# THE ENGINE OF AUTO TECH INNOVATION

CELEBRATING  
20 YEARS OF AUTO  
TECH INNOVATION



Going virtual with:

**ADAS & Autonomous  
Vehicles  
USA**

**WARDSAUTO.**  
Interiors Conference™

**WARDSAUTO.**  
UX User Experience  
Conference™

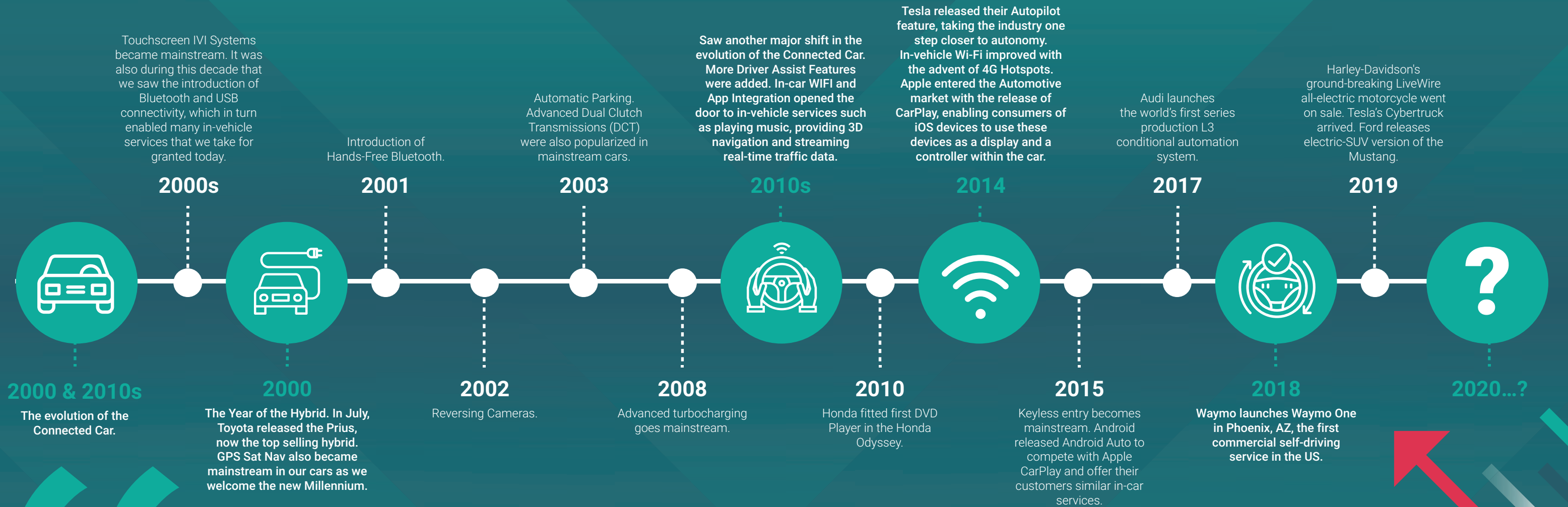


 **#TUDETROIT**

[automotive.knect365.com/tu-auto-detroit](https://automotive.knect365.com/tu-auto-detroit)

Powered by:  **Automotive**  **WARDSAUTO.**  **WARDS INTELLIGENCE.**  **informa tech**

# 2000-2020: 20 YEARS OF AUTOMOTIVE TECHNOLOGY



## WHAT IS THE STANDOUT PIECE OF AUTOMOTIVE TECHNOLOGY FROM THE PAST 20 YEARS IN YOUR OPINION, AND WHY?

### Here's what our partners had to say:

**Dave Zoia**, Executive Director - Research, **Wards Intelligence**: "The lithium-ion battery. Electrification is one of the biggest driving forces in the industry today, and the inevitable migration to fully electric vehicles wouldn't be possible without the development of an automotive-grade lithium-ion battery."

**Phil Magney**, Founder & Principal, **VSI-Labs**: "Connectivity is the standout technology that has enabled a new era of location-aware services, largely safety and entertainment. And for the next era of automated driving and new mobility services, connectivity becomes the lifeblood."

**Juergen Daunis**, Head of IoT CV Sales Engagement, **Ericsson**: "Electric Vehicle has a huge impact,

replacing big part of the traditional value chain and enabling new players to enter the market."

**William Rotramel**, Consultant, **AVL**: "I believe this would have to be the automotive microcontroller. Automotive electronics advancements have been the enabler to many improvements in the light duty vehicle segment. They have enabled incredible reductions in vehicle emissions and improvement in fuel efficiency. They have enabled the modern HEV and EV to become a real alternative to ICE powered transportation. The microcontroller processing speed and software advancements have improved vehicle safety by enabling the control of multistage airbags, side curtain and side seat bag protection, pre-crash control of belt restraints and active safety with ESC, ABS and AEB and smart cruise control functions. In addition,

telematics has brought new entertainment streaming into the vehicles and allowed for additional safety through crash information and vehicle location features which can activate without driver interaction."

**Bob Gritzinger**, Industry Analyst, Advanced Propulsion and Technology, **WardsAuto**: "Adaptive cruise control, and specifically, full-range adaptive cruise control that can manage a vehicle's speed from expressway speed down to stop-and-go. Like the simple speed control that preceded it, adaptive cruise control is relatively simple to add to vehicles as manufacturers add radar sensors necessary to meet forward collision warning and automatic braking objectives. And like traditional cruise control, once drivers begin to use it and understand its capability and dependability, (or lack thereof,

depending on the vehicle), they'll come to use it and rely on it. The net effect is a generally safer driving public as rear-end collisions diminish in either number or severity, even though more and more drivers are heavily distracted behind the wheel."

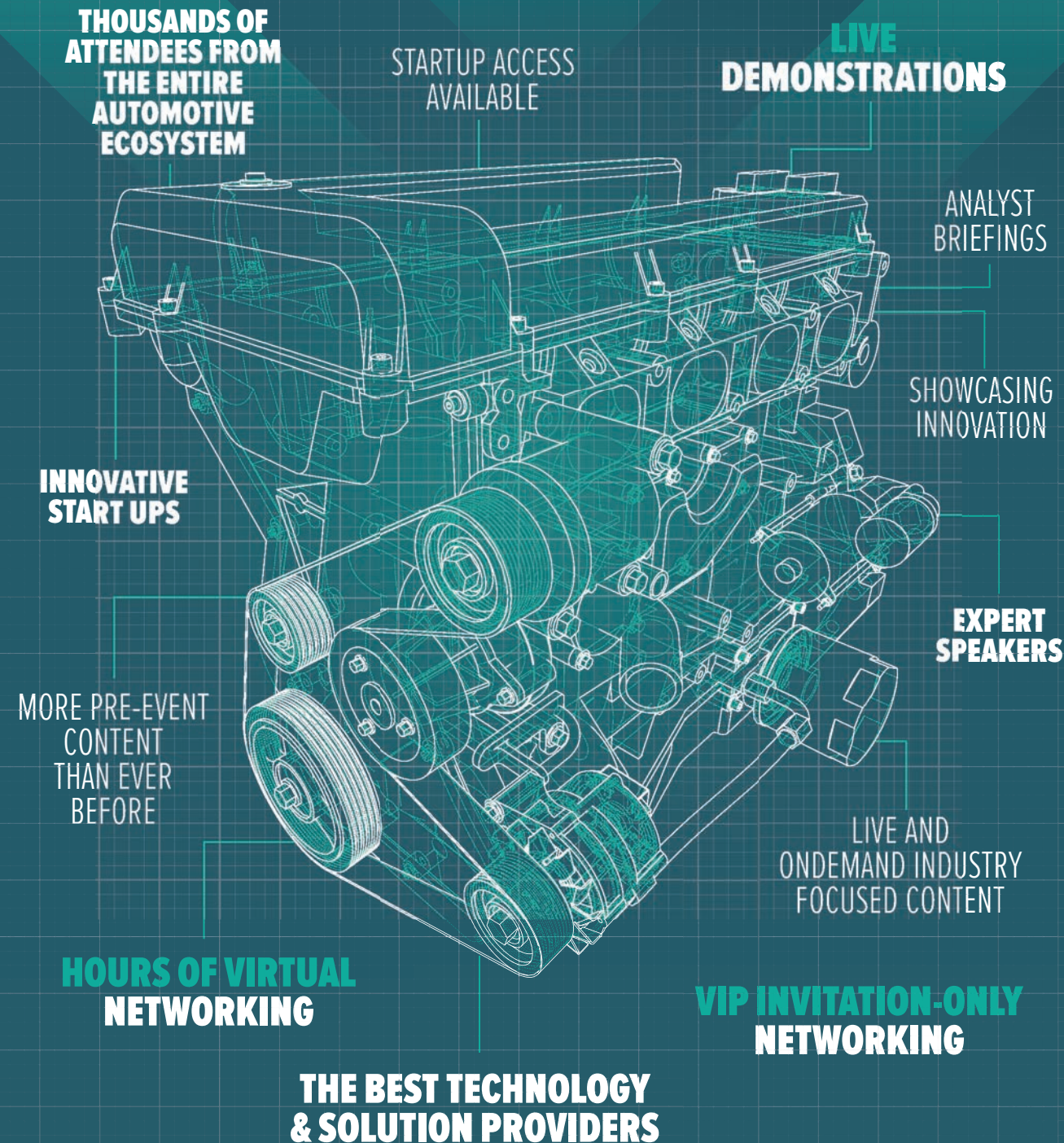
**Andrew Jackson**, Research Director, **PTOLEMUS**: "Emissions. The progress that has been made with forced induction (i.e. turbocharging, and more specifically variable lane technology) has been critical. As with it, engines have been downsized which has helped to reduce/offset the mass of the overall vehicle and increase engine efficiency. Broadly speaking, comparing a car from 2020 (in terms of physical size/mass) to one from 2000 suggests that cars have improved around 46% in terms of fuel consumption (though this is based on manufacturers' claimed consumption figures).

I deliberately exclude hybridization from this as the technology has been niche till now, but I think this will explode over the next 10 years at least. Not least due to Regulation (EU) 2019/631 which is forcing manufacturers to lower the fleet emissions of their vehicles rapidly.

**Paul Myles**, Editor-In-Chief, **TU-Auto**: "Connectivity has been, and will continue to be, the greatest change to the automobile since the internal combustion engine became the powertrain of choice more than 140 years ago. That's because it not only opens the door to a myriad of potential services for helping automakers and service providers to engage with consumers at an individual level, it will be a key component in securing robust and reliable autonomous driving capabilities in years to come."

# HOW DOES THE ENGINE OF AUTO TECH TRANSFORMATION WORK?

Even virtual Informa Tech Automotive Group events are the engine of automotive innovation. Just like an engine converts one form of energy into mechanical energy, we gather the energy of the automotive industry to propel transformation.



## DEAR COLLEAGUE,

As the world has continued to adapt over the past few months, we have been continuously reviewing the best ways to serve the Automotive community. We believe the need for our community to connect, inform and innovate is stronger than ever and Informa Tech Automotive Group is committed to providing you this platform.

We are thrilled to announce the launch of the Virtual edition of TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors Conference and WardsAuto UX Conference! Join us August 18-20th, 2020 for 3 days of high-level content and networking.

Meanwhile, we are rescheduling our in-person version of these events to May 25-26, 2021 at the Suburban Collection Showplace, Novi | MI.

Informa Tech Automotive Group's virtual events will deliver the same, high-quality content including world renowned keynotes, conference tracks, workshops, roundtables and working groups that we are known for. Powered by Swapcard, a best-in-class platform that has been built to facilitate the virtualization of events, we are excited to provide new innovative networking opportunities through data driven networking engagements across various new virtual formats

In this brochure, we will detail the content on offer, how virtual networking works, what's new and most importantly, how you can get involved.

The Automotive Technology industry is in a state of motion. Never has the industry been on the verge of such impactful change. It is important that during this time, we continue to come together to **Connect** stakeholders, to **Accelerate** business, to **Showcase** new technology and to **Educate** each other on the future of mobility.

See you virtually there! If you have any questions, please reach out to any member of Informa Tech Automotive Division staff.

Thank you for your continued support.

**John and Caroline**



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*We believe in the power of gathering our community to share, inspire, and strengthen our industry, and are committed to continue to do this through many channels. Informa Tech Automotive Group is proud to invite you to the Summer Festival of Automotive: a season of automotive digital insight, from Webinars to Whitepapers, Intelligence Reports to Interviews, we have a range of content to suit all. Easy-to-access and available OnDemand, we've got what you need during challenging times to stay ahead of all the latest industry news, strategy and innovation.*

# CONSUME EXPERT CONTENT LIVE AND ONDEMAND

## PRESENTATIONS, PANELS AND LIVE Q&A'S



As with any Informa Tech Automotive Group physical event, our virtual events offer you the same interactive and varied conference formats.

- Presentations offer in-depth focus on a certain topic, technology or strategy. These sessions feature all the components of a good story; the characters, the setting, the plot, the conflict, and the resolution.
- Panels invite debate. Multiple perspectives from different industry stakeholders facilitates conversation around a specific industry trend.
- Live Q&As put an expert in the hotseat. Wards Intelligence analysts lead the discussion, moderating any questions from you, the audience.

All sessions are enhanced by the Live Discussion module. As a member of the audience, you can use this chat function to ask questions in real-time to any presenter, panellist or interviewee.

## ROUNDTABLES



These first-come-first-serve sessions are limited to 15 participants give you the chance to learn and network with like-minded industry professionals, interested in the same topic.

The group and video chat functions facilitate group discussion. A designated moderator will lead, posing questions to the group, initiating discussion, and ensuring all voices are heard.

## LIVE DEMONSTRATIONS



The best-of-the-best technology innovators are attending to showcase their transformative solutions. Experts will walk you through their products by video, demonstrating potential and showcasing expertise.

## WORKSHOPS AND MASTERCLASSES



Set aside a morning or afternoon for these sessions. Join up to 30 of your industry peers for this education opportunity. Focusing on a key industry challenge, these interactive sessions walk attendees through the challenges to crowd source a resolution.

REGISTER TODAY FOR ACCESS TO THIS EXPERT VIRTUAL CONTENT. SIMPLY VISIT

**REGISTER ONLINE TODAY**

## VIRTUAL TOPIC CLUSTERS

TU-Automotive Detroit

ADAS & Autonomous Vehicles USA

WARDS AUTO. Interiors Conference.

WARDS AUTO. UX User Experience Conference.



ADAS, AV & AUTONOMY



CYBER SECURITY



DATA



DISRUPTORS



ELECTRIFICATION



INTERIORS



INVESTMENT



MOBILITY



SOFTWARE



UX

# VIRTUAL DAY 1 – AUGUST 18TH, 2020

## TRENDS

### Welcome from Informa Tech Automotive Group

Caroline Hicks, Portfolio Director, Automotive, Informa Tech

#### Panel: Driving the Future of Automotive- Trends and Outlook that are Building a New Automotive Roadmap

- What has the industry learned from Covid-19?
- How will the need to get back to business in the “new normal” drive innovation and agility?
- Will we see changes in how the industry collaborates following this global pandemic?
- How will the industry adapt to deal with potential change in customer needs and wants?



**MEET THE KEYNOTE SPEAKERS SESSION – ASK YOUR BURNING QUESTIONS IN OUR VIRTUAL SPEAKER ROOM.**

#### Interview: Volkswagen’s Move Towards the Industrial Cloud

- How will moving to the industrial cloud enhance innovation, investment and the sharing of data?
- What concrete advantages will this move bring to Volkswagen’s efficiency and supply chain ecosystem?
- How will moving towards the cloud strengthen partnerships, collaboration and modernization, especially in the wake of Covid-19?

**EXHIBITION SHOW FLOOR TOUR** - JOIN THE SHOW FLOOR TOUR AND GET THE HIGHLIGHTS OF THE EXHIBITION SHOW FLOOR PRESENTED FOR YOU - UNDERSTAND WHO YOU SHOULD VISIT, WHAT IS ON OFFER, AND WHERE THE INNOVATION LIES.

CHOOSE CONTENT FROM 5 STREAMS, GIVING YOU ACCESS TO A MULTITUDE OF LIVE CONTENT. DON'T BE AFRAID OF FOMO! ALL CONTENT WILL BE AVAILABLE ON-DEMAND AS WELL.



DATA	SOFTWARE DEFINED VEHICLE	INTERIORS	ELECTRIFICATION	ROUNDTABLES
<ul style="list-style-type: none"> <li>• How is Data Commercializing the Automotive Market?</li> <li>• Data Flexibility – The Next Competitive Battle? (Part 1)</li> <li>• Data Flexibility – The Next Competitive Battle? (Part 2)</li> </ul>	<ul style="list-style-type: none"> <li>• Managing a Million+ Vehicle Configurations for Software Updates: Staying Ahead of the Game</li> <li>• Changing Lanes: Monetizing on the Future of the Software Defined Vehicle</li> <li>• Managing the Complexity of Millions of Connected Vehicles on a Global Scale</li> </ul>	<ul style="list-style-type: none"> <li>• Creating New Aesthetics and Functionality with Advanced Materials</li> <li>• Overlanding and Glamping: Adding Outdoor Space to Vehicle Interiors</li> <li>• Creating Brand Identities with Haptics, Acoustics, Colors, Materials and Finish</li> </ul>	<ul style="list-style-type: none"> <li>• The Global Roadmap to Electrification</li> <li>• Increasing EV Efficiency with Next Generation Power Electronics</li> <li>• Creating a Sustainable Electric Vehicle Supply Chain</li> </ul>	<ul style="list-style-type: none"> <li>• Driver Distraction or Safety?</li> <li>• How to get 3D printing into serial production</li> <li>• AI and Analytics</li> </ul>

**HAPPY HOUR NETWORKING** - JOIN US FOR HAPPY HOUR AND CELEBRATE THE END OF DAY 1 OF TU-DETROIT 2020 WITH SOME VIRTUAL NETWORKING AND A DRINK IN THE COMFORT OF YOUR OWN HOME OR OFFICE!

**TU-AWARDS 2020**

# VIRTUAL DAY 2 – AUGUST 19TH, 2020

## Women in Automotive Breakfast Networking Session

## TRENDS

### Welcome from Informa Tech Automotive Group

Caroline Hicks, Portfolio Director, Automotive, Informa Tech

#### Collaboration and Innovation: How Can Interior Designers, UX Designers and ADAS Engineers Communicate Better?

- With side mirrors and rear-view mirrors being replaced by cameras, can we agree on the best spots to place the camera output screens?
- How do we make driver alerts more informative and less annoying?
- Do we standardize how AVs communicate with pedestrians and human drivers?
- How do we improve communication between our various disciplines to make better, smarter vehicles?

**MEET THE KEYNOTE SPEAKERS SESSION – ASK YOUR BURNING QUESTIONS IN OUR VIRTUAL SPEAKER ROOM.**

#### Fuelling Innovation and Design with a User-Centric Approach

- How are automakers bringing new technologies and services together that are not only usable but also add value to the customer enhancing their in-car experience?
- Are automakers choosing a customer first or design first approach? What is the best way to combine the digital with the physical?
- What does the future hold for UX and will automakers favor UX interior design above all else?

#### Setting the Scene – Where Are We Now and Where Are We Going? Understanding the Impact of Mobility on the Automotive Industry

- What will mobility services look like in the “new normal”? Will demand for mobility services go down and will car sharing replace public transport?
- How can we bring technology together to make transportation more efficient and effective?
- Post Covid-19, will mobility services be more important to keep governments on their environmental targets? What bio safety measures must be put in place in order to convince and reassure the general public?

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ONCE AGAIN, YOU CAN CHOOSE CONTENT FROM 5 STREAMS, GIVING YOU ACCESS TO A MULTITUDE OF LIVE CONTENT. DON'T BE AFRAID OF FOMO! ALL CONTENT WILL BE AVAILABLE ON-DEMAND AS WELL.

ADAS & AUTONOMOUS	USER EXPERIENCE	INTERIORS	MOBILITY	ROUNDTABLES
<ul style="list-style-type: none"> <li>• LiDAR Driving the Autonomous Car</li> <li>• Safety Systems for Level 2-plus and Above</li> <li>• Challenges and Opportunities – The Next Steps in the Evolution of the Connected Car</li> </ul>	<ul style="list-style-type: none"> <li>• HMI Strategies</li> <li>• Automotive Meets Finance – The Rise of Auto Fintech</li> <li>• Measuring desirability – How Can Automakers Keep Car Buying Emotive</li> </ul>	<ul style="list-style-type: none"> <li>• New Concepts and Technology for Enhancing Interiors</li> <li>• The Rise of Cabin Sensing and Related Technologies</li> <li>• How Can Designers Future Proof Interiors?</li> </ul>	<ul style="list-style-type: none"> <li>• Shared Mobility – the development of the ridesharing interior</li> <li>• The Mobility Goldrush: Creating a Profitable and Sustainable Business Model</li> <li>• Smart Cities &amp; the Value of Public-Private Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Building a Better UX: New Tools and Strategies</li> <li>• The Future Smart Surfaces: Understanding the Potential Role of Touch Activation and Responsive Surfaces in the Connected Car</li> </ul>

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**WARDSAUTO 10 BEST INTERIORS AWARDS CEREMONY**

**TRENDS**

**Welcome from Informa Tech Automotive Group**  
 John Sousanis, *Managing Director, Automotive, Informa Tech*

**Panel Discussion: The Complexity and Layered Landscape of Cybersecurity**

- Are sensors being developed and installed in cars too quickly? What are the consequences?
- Debate whether OEMs install their own security for each component or rely on suppliers
- To code or not to code – how realistic is it for OEMs to write their own security code?
- Discover whether blockchain is the potential solution for suppliers and OEMs

**MEET THE SPEAKERS SESSION** – ASK YOUR BURNING QUESTIONS IN OUR VIRTUAL SPEAKER ROOM.

**How Will Voice Technology Reshape the Future of the Automotive Industry**

- What are the trends driving voice AI and how will they affect the automotive industry in the “new normal”?
- Will voice lead in-car applications and will automakers now adopt a voice first strategy?
- How will voice interaction enhance the user experience and create brand loyalty?

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DISRUPTORS & INVESTMENT	ADAS & AUTONOMOUS	CYBERSECURITY	SOFTWARE DEFINED	ROUNDTABLES
<ul style="list-style-type: none"> <li>• From Startup to Automaker – What’s the Best Way to Integrate a Startup into a Traditional Business?</li> <li>• An ACES Investment Study (Part 1)</li> <li>• An ACES Investment Study (Part 2)</li> </ul>	<ul style="list-style-type: none"> <li>• Stop Holding Out for Full Autonomy – How to Ensure Revenue</li> <li>• Testing &amp; Measuring the Autonomous Vehicle</li> <li>• How Autonomy, Connectivity and Machine Learning are Driving the Future of Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>• Deep-Level Software Security</li> <li>• Understanding the Impact of Increasing Levels of Autonomy on Cyber Risks</li> <li>• Cybersecurity – Who or What is the Weakest Link?</li> </ul>	<ul style="list-style-type: none"> <li>• Panel Discussion: The Software Defined Vehicle (Part 1)</li> <li>• Panel Discussion: The Software Defined Vehicle (Part 2)</li> <li>• Digitalization of the Industry: How Automakers are using Software to Define the User Experience</li> </ul>	<ul style="list-style-type: none"> <li>• Data Utilization and Flexibility</li> <li>• The Impact of Covid-19 on Dealerships</li> <li>• What Will the “New Normal” Look Like for Shared Mobility and Public Transport?</li> </ul>

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**WARDSAUTO 10 BEST UX AWARDS CEREMONY**

**CELEBRATING THE BEST OF AUTOMOTIVE**



**RECOGNIZING THE BEST IN AUTO TECH**

These prestigious and anticipated awards mark the official launch of the celebrations, as we present trophies to the best talent, products and services across automotive technology.

From the more innovative A.I. product/ service to the rising star of the year, there are 17 awards up for grabs.

**PROUD SPONSOR OF THE RISING STAR OF THE YEAR - UNDER 40**



**10 BEST INTERIORS AWARDS**

Now in its tenth year, the Wards 10 Best Interiors list recognizes outstanding achievement in aesthetics, comfort, ergonomics, materials usage, fit-and-finish and user-friendliness of displays and controls. Eight Wards editors based in Southfield, MI, select the best interiors from a list of nominated vehicles with all-new or significantly improved cabins available in the U.S. There is no price cap for 10 Best Interiors however, value does play a role.



**10 BEST UX AWARDS**

Now in its fifth year, the Wards 10 Best UX competition is dedicated to assessing the user-friendliness of technology such as smartphone pairing and charging, voice control navigation, head-up displays and the effectiveness of driver-assistance technologies such as adaptive cruise control and blind spot monitoring.

*“The user experience is a segment of vehicle development that is gaining prominence among the world’s automakers”*

WardsAuto Senior Content Director Drew Winter says

# YOU'RE INVITED TO THE SUMMER FESTIVAL OF AUTOMOTIVE

Informa Tech Automotive Group invites you to take part in the Summer Festival of Automotive.

A summer of digital content, from Webinars to Whitepapers, Intelligence Reports to Interviews, Informa Tech Automotive Group has a range of content to suit all. Easy-to-access and available on-demand, we've got what you need during lockdown to stay ahead of all the latest industry news, strategy and innovation.

Informa Tech Automotive Group is here to able you to Connect with your industry, Accelerate your business, Showcase your expertise and Educate yourself, your teams and your business.

- **CONNECT** - Online networking gives you the opportunity to speak with other key automotive industry players. From VIP 1-on-1 virtual video meetings to interactive roundtables session limited to 15; from webinars sessions to live Q&A sessions with influencers, Informa Tech Automotive Group offers a variety of digital networking to suit all preferences.
- **ACCELERATE** - Leverage digital opportunities so that your business development can still effectively reach prospects. During this time, Automakers are looking for solutions to optimize their business.
- **SHOWCASE** - Businesses are being forced to pivot their offerings during this time. Showcase your innovations, your strategies and your solutions. We're all learning as we go! Together we can ensure the industry is stronger than ever!
- **EDUCATE** - As we all change how we work and acclimatize to working from home, businesses need to ensure that staff feel appreciated. Assist them is staving off boredom, help them realize their future career goals, and ensure your staff are ahead of the latest trends. All from the safety of their homes.

WE HAVE SEVERAL SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE SUMMER FESTIVAL OF AUTOMOTIVE. TO START YOUR FESTIVAL JOURNEY, EMAIL [SANJAY.SINGH@INFORMA.COM](mailto:SANJAY.SINGH@INFORMA.COM)

## A MULTITUDE OF LIVE AND ON-DEMAND STAGES FOR YOU TO CHOOSE FROM:



ADAS, AV & AUTONOMY



COMMERCIAL VEHICLES



CONNECTIVITY



CYBER SECURITY



DATA



ELECTRIFICATION



INSURANCE



INTERIORS



MARKETS



MOBILITY



PROPULSION



RETAIL



SOFTWARE



UX

## WATCH

TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors Conference and WardsAuto UX Conference are taking part in these year's Summer Festival of Automotive, hosting a series of pre-event webinars to get you excited for the main event in August.

### PANEL DISCUSSION

Entertainment and the Auto Industry – The Future of Infotainment

- With both evolving independently how could these two very different industries work together in the future?
- Will automakers be able to offer the same content in cars as consumers have in the home?
- Will there be a chance for automakers to license specific content from the Hollywood studios or will it simply be a case of offering Netflix, Amazon Prime and other 3rd party services?
- Should automakers start creating their own video content? Can content be tailored to journey duration?

### PANEL DISCUSSION

How are Radio Broadcasters Embracing New Connected Technologies to Remain Relevant

- As in-car media systems advance what is the outlook for radio? Will there still be a place for it in the connected future?
- How are leading radio organizations working to secure a place of prominence?
- What is the best way to share content space with the likes of Spotify. Pandora and other disruptors gaining strength in the market?

### THE STATE OF AUTONOMY

- With ADAS as a steppingstone to full AV is it safer to skip level 3 & 4 and move straight to Level 5?
- Will AV simply become a commodity for MaaS with the real value and CAV revolution coming from Mobility Services?
- Will AVs create the decline of ownership making ridesharing the new black?
- Should automakers stop fixating on the technological side of AV and start focusing more on the commercial side?

### DATA AND PRIVACY ISSUES – READ THE FINE PRINT

- How are data privacy laws especially CCPA going to affect automakers and automotive data in general? What strategies will be needed for best managing this?
- Who owns the data? In the US this isn't clear and is governed by contract, but do you want this contract? If you own it, you must secure it!
- How are we aggregating the data and how is these influencing customer analytics?
- Can we provide a personalised experience that consumers want without aggregating data?

### THE FUTURE OF HD MAPPING

- With so much convolution within the mapping industry, is it time for HD maps to become standardized?
- How can the industry overcome the challenge of updating maps?
- Should these systems be defined as maps?

## LISTEN

We know that you need OnDemand content that fits in with your busy life. We're launching the Informa Tech Automotive Group podcast this summer, which will feature exclusive content including:

- Never-before-heard content from 2019's Informa Tech Automotive Group events
- Exclusive previews of upcoming sessions
- Wards Intelligence Analyst debates
- Interviews with industry experts

## READ

Whether you choose to read the blogs or download the eBooks, there is plenty of content for you to consumer throughout the Summer.

Want to contribute?

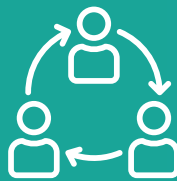
Email

[Freya.smale@informa.com](mailto:Freya.smale@informa.com) for information on how you can become a contributor.

# INNOVATIVE VIRTUAL WAYS TO NETWORK

We know how important it is to meet your fellow attendees. Our virtual event platform offers you a multitude of ways to network virtually. We'll give you time to navigate through the Exhibition Hall and take part in the Virtual Live Product Demonstrations. Speed Networking gives you the opportunity to quickly meet with your fellow attendees. Recorded Virtual Show Floor Tours are available to assist you in navigating around the platform. And that's not all! Take the guesswork out of networking with the Matchmaking Service. A.I. automatically matches you with fellow attendees based on your profile and who you are looking to meet.

## SPEED NETWORKING



Speed Networking will take place throughout the virtual event and presents the perfect opportunity to make sure you come away from the conference with contacts and conversations to follow up on. Throughout the 3 days, industry-specific Speed Networking sessions will be held. Choose the right session for you. Topics range from Cyber Security to AI, from Data/ Analytics to Start Ups.

## SHOW FLOOR TOURS



Virtual events can be difficult to navigate. Watch our recorded tutorials to get a feel for how to use the platform, how to get the most out of sessions and how to find what you are looking for.

## GROUP CHATS



Network with like-minded attendees through Group Chats. Group Chats will be set up per session and per event theme. Pose a question or offer up your expertise.

## VIP MEETINGS



As always, our dedicated VIP team is here to deliver that extra special experience to high-level attendees. Our team will not only match you to fellow attendees, they will also arrange the meetings on your behalf.

# WHAT OUR CUSTOMERS SAY ABOUT INFORMA TECH AUTOMOTIVE EVENTS...



*I WAS VERY IMPRESSED WITH THE MARKET LEADING EXHIBITORS AND INSIGHTFUL SPEAKING SESSIONS. THIS IS ONE OF THE BEST EVENTS I'VE ATTENDED TO MAKE NEW CONNECTIONS AND LEARN ABOUT BEST PRACTICES IN AUTOMOTIVE TECHNOLOGY AND SMART MOBILITY."*

## Automotive

Global, industry-leading events of automakers, Tier 1s, providers, telco, governments, start-ups, hardware and software suppliers.

## WARDSAUTO™

Engaged, high-quality audience of automakers, Tier 1s, suppliers of all levels, retail and the investing financial community.

## WARD'S INTELLIGENCE™

Expert analysts and researchers in the auto industry, technology, propulsion, volumes and the global markets.



*I WAS FASCINATED BY THE NUMBER OF PARTICIPANTS IN THE EVENT AND THEIR VALIDITY TO OUR BUSINESS NEEDS."*



*AN EXCELLENT CONFERENCE FOR LEARNING THE LATEST TECHNOLOGIES, MARKET TRENDS, AND FOR NETWORKING."*



# WHO WILL YOU MEET?

WHY DOES THE FULL AUTOMOTIVE ECOSYSTEM ATTEND:



## AUTOMAKERS

Explore the future of automotive business strategy through expert content, high-level networking and virtual technology showcases.



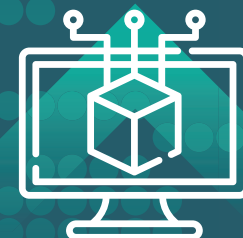
## TIER 1S

Meet and virtually do business with traditional and disruptive automakers. Our audience is looking for new products.



## HARDWARE COMPANIES

Take this opportunity to get your hardware in front of OEMs, Tier 1s and more by virtually showcasing at the event.



## SOFTWARE COMPANIES

Our attendees are looking for you, the software experts, to help develop new ideas on how to build new products, services, solutions, processes.



## INVESTORS

Discover and connect with the brightest minds in automotive technology, including companies working on AI, blockchain, and mobility services.



## MOBILITY SERVICE PROVIDERS

Educate the audience on how connectivity can better enhance automotive product offerings.



## START UPS

Access the auto tech industry's largest gathering of thought leaders, investors and VCs, with multiple networking opportunities that could spark success in your future.



## TELEMATICS SERVICE PROVIDERS (TSPS)

Understand what engagement OEMs want with their customers and what challenges they are facing when monetizing connectivity.



## WIRELESS CARRIERS & NETWORK PROVIDERS

Wireless carriers can learn about and better understand the demands of automotive connectivity.



## INSURERS

Understand where the industry is moving and the potential future impact on the insurance industry.



## AI AND MACHINE LEARNING

Explore the new possibilities AI opens with insight from leading experts tackling AI's greatest challenge - autonomous vehicles.



## DESIGN TEAMS

UX and Interiors teams attend this event to learn about the latest customer-first strategies and ideas.



## ACADEMICS

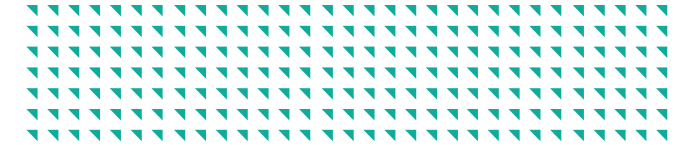
The future of the Automotive industry will be in attendance to learn from the experts about the future of mobility.



## PRESS

The media attends Informa Tech Automotive Group events to stay ahead of the latest news, announcements and product launches.

# AUTOMAKER AND TIER 1 ATTENDEES INCLUDE:



# LET'S GET DOWN TO BUSINESS...

AS ALWAYS, THE EARLIER YOU BOOK, THE MORE YOU SAVE.

	ALL ACCESS PASS	ALL AUTOMAKER & TIER 1 PASS	START UP	WARDS INTELLIGENCE SUBSCRIBER PASS	DIGITAL EXPO PASS
Ends Friday June 26	\$295	\$195	FREE	FREE	FREE
Ends Friday July 26	\$395	\$195	FREE	FREE	FREE
Final Price	\$495	\$195	FREE	FREE	FREE

All of our passes are available online at <https://automotive.knect365.com/tu-auto-detroit/registration/>

## START UP

Giving you access to:

- Premium Keynotes
- Premium Conference Tracks
- Roundtables & Working Groups
- Sponsored Workshops/ Roundtables
- Networking Opportunities
- Awards Ceremonies
- On Demand Slides/ Videos
- Pre and post-event access to virtual environment
- Access to the Virtual Exhibition Hall
- Free Conference Track
- Summer Festival of Automotive Freemium Content

This pass is only available to early stage start ups that meet the below criteria:

- Under 3 years old
- Pre-revenue
- Fewer than 10 employees
- Self-funded or under \$5 million funding

## WARDS INTELLIGENCE SUBSCRIBER PASS

Giving you access to:

- Premium Keynotes
- Premium Conference Tracks
- Roundtables & Working Groups
- Sponsored Workshops/ Roundtables
- Networking Opportunities
- Matchmaking Services
- Awards Ceremonies
- On Demand Slides/ Videos
- Pre and post-event access to virtual environment
- Access to the Virtual Exhibition Hall
- Free Conference Track
- Summer Festival of Automotive Freemium Content

## DIGITAL EXPO PASS

Giving you access to:

- Access to the Virtual Exhibition Hall
- Free Conference Track
- Summer Festival of Automotive Freemium Content

## ALL ACCESS PASS

Giving you access to:

- Premium Keynotes
- Premium Conference Tracks
- Roundtables & Working Groups
- Sponsored Workshops/ Roundtables
- Networking Opportunities
- Matchmaking Services
- Awards Ceremonies
- On Demand Slides/ Videos
- Pre and post-event access to virtual environment
- Summer Festival of Automotive Premium Content
- Access to the Virtual Exhibition Hall
- Free Conference Track
- Summer Festival of Automotive Freemium Content

## AUTOMAKER & TIER 1 PASS

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- Matchmaking Services
- Awards Ceremonies
- On Demand Slides/ Videos
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- Free Conference Track
- Summer Festival of Automotive Freemium Content

REGISTER ONLINE TODAY AT

[AUTOMOTIVE.KNECT365.COM/TU-AUTO-DETROIT/REGISTRATION](https://automotive.knect365.com/tu-auto-detroit/registration)



Detroit  
Co-located with  
TU-Automotive  
E-Mobility

**Paul Myles, Editor-In-Chief, TU-Automotive**

My money is on the long-term evolution of hydrogen technology that will become the true champion of green technology that BEV cannot. I foresee the automobile become part of the energy storage story that Japan and Korea are scripting where sustainable electricity production will be stored in hydrogen form, free from the leakage and degradation of lithium-ion batteries, and then used to convert back into electric energy as and when it is required, offering long-range travel fuelled by a well proven 'gas-station' infrastructure.

**Jan Walker, Communications, Research and Events Manager, 5G Americas**

As we move through semi-autonomous into autonomous technology, I see that has being revolutionary, game changing, and basically making our automotive experiences of 2020 look archaic by 2040. Whether those vehicles will be flying or on the roads it will be an entirely different experience and change people lives in significant ways. This will probably look like more convoy like travel, thus much more efficient and less delays; safe travel for children getting to school or activities, with busy parents no longer having to rely on buses or others to drive their children; greener cities with autonomous vehicles, through more green spaces being created within this entirely different ecosystem.

**William Rotramel, Consultant, AVL**

The advancement of automated driving functions will have a major impact on mobility methods, vehicle architecture and most importantly vehicle occupant safety. In addition, with connectivity and automated driving we will see many mobility options emerge, particularly in urban areas, which will result in reduced traffic congestion, improved energy usage and will accelerate propulsion system methods toward EV's and fuel cell vehicles. Most importantly, we will see a dramatic reduction of vehicle accidents and occupant deaths and injuries over this time period as more safety-oriented AD functions are developed and integrated into mass market vehicles.

**Stephan A. Tarnutzer, President, AVL**

The virtual development and testing tools – with the ever-increasing complexity of technologies used on a vehicle, future developments and deployments cannot happen without virtual simulation tools.

**Scott J McCormick, President, Connected Vehicle Trade Association**

I believe the technology with the biggest impact over the next 20 years will be the development of aluminium air batteries. Lithium is a finite resource as oil and creates more issues with spent battery disposal and charging infrastructure. Aluminium-air batteries can produce substantially more energy for greater range than lithium ion and are recyclable.

**Phil Magney, Founder & Principal, VSI-Labs**

Automated vehicle technologies will have the biggest impact of them all. These technologies are enabling a new era of safety and convenience features. Simultaneously, further evolution of AV technologies are leading to driverless robotaxis that will enhance the safety of vehicular transportation while disrupting traditional business models greatly.

**Dave Zoia, Executive Director - Research, Wards Intelligence**

Artificial intelligence. AI-based software will dominate in nearly every facet of the automobile of the future, from how it drives to how safety-systems work to how it connects and interacts with everything around it.

**WHAT AUTO TECH DO YOU PREDICT WILL HAVE THE BIGGEST IMPACT IN THE NEXT 20 YEARS, AND WHY?**

WE ASKED OUR PARTNERS WHAT TECHNOLOGY THEY ARE KEEPING THEIR EYES ON OVER THE NEXT 20 YEARS.

**Doug Newcomb, Senior Industry Analyst, Mobility, Wards Intelligence**

Autonomous technology. As with the advent of the Internet 20 years ago and smartphones a decade later, autonomy will be a disruptive technology that will have second- and third-order effects we can't anticipate at this point – the same way we couldn't have predicted things like crowd-sourced content via YouTube and social media platforms like Facebook and Twitter that have become billion-dollar businesses.

**James Raia, The Weekly Driver:**

I think autonomous driving will provide the biggest impact in the automotive industry in the next 20. Progress has advanced and regressed, but in two decades I think the autonomous driving industry will be integral part of city and highway driving and steadily increase in popularity.

**Juergen Daunis Head of IoT CV Sales Engagement, Ericsson**

Industrial Cellular Connectivity (e.g. 5G) will have a huge impact enabling a reliable business transformation including new mobility and transportation concepts and Autonomous Driving (AD) for specific use cases.

**Drew Winter, Director, Content, WardsAuto:**

AI - The most significant technology of the next two decades will be artificial intelligence. This will be reflected not so much by flashy Sci-Fi examples, but in the way, it makes production and design faster and more efficient, and by the way it makes our everyday lives easier with natural language recognition, cabin monitoring and voice and gesture recognition.

**Andrew Jackson, Research Director, PTOLEMUS:**

I predict we'll see manufacturers have no choice but to hybridise as there isn't the maturity in the EV supply chain (i.e. not enough batteries) to suddenly start manufacturing "full" EVs at a scale that would be required for mass adoption throughout Europe and/or the world. Arguably we're starting to see this already (just think about how many hybrids you see advertised today in mainstream media and how "acceptable" they are; 20 years ago, hybrids were ridiculed!)

I'll leave it there for now as safety is more conceptual than just a "thing"/component etc... But in simple terms, car safety today is incredible compared to what it once was 20 years ago. Motorist fatalities have falling 30% in the last 20 years in the UK alone.

**Bob Gritzinger, Industry Analyst, Advanced Propulsion and Technology, WardsAuto:**

While fully autonomous self-driving vehicles in the wild are still well off (if ever), adaptive cruise control (along with lane-keeping and blind-spot detection) will be the technology that enables semi-autonomous driving in many situations, including open-highway cruising and the painful commuter stop-and-go traffic we have all come to despise. In my vision of the near future of semi-autonomous driving, we'll make better use of our available highway traffic lanes by designating "Adaptive Cruise Control Lanes" that, like today's HOV lanes, will be open to only vehicles equipped with ACC. Slip into the lane at designated lane breaks, set ACC to the posted speed limit and recommended following distance – and become part of a "train" of cars whizzing smoothly along without the usual hiccups and slowdowns that occur for no apparent reason (but likely caused by one driver, miles ahead, brake tapping).

**Vivek Jaikamal, Director of Business Development, AVL**

If you consider impact on the environment and sustainable transportation, it will be the adoption of more recycled and recyclable materials in the automobile (up to 98%) as well as the large-scale replacement of ICE vehicles with BEVs. This is important as the total lifecycle of an automobile will be reduced significantly, and they will need to be replaced more often.

# C.A.S.E. - CONNECT. ACCELERATE. SHOWCASE. EDUCATE.

## CONNECT.

Connecting with your customer is vital to doing business. We offer you a variety of ways to speak face-to-face with your audience.



### VIP SERVICES

#### PRIVATE GROUP CHATS

We will assist in organizing group chats for your session or virtual booth, so that you can meet with the executives right for your business.

#### EXCLUSIVE BREAK AREA

Network with other VIP's in our private section, dedicated to facilitating the conversations you want.

#### SECURE THE ATTENDEES YOU WANT

Our VIP services will contact and pursue the individuals you want to meet to discuss business.



### ROUNDTABLE HOSTING

Host an interactive roundtable for Automotive leaders and gather real time data on their current needs.



### NETWORKING

Take advantage of our the multitude of virtual networking opportunities. Or host your own sessions and impress the world with your expertise.

## ACCELERATE.

We offer multiple solutions designed to accelerate your business in 2020 and beyond. With automotive industry leaders seeking new technologies, you can't miss this opportunity to do business.



### PRODUCT LAUNCHES

This event is the ideal platform for launching a new product or service to the market. Virtual product demonstrations are a fantastic way of showcasing your company's new capabilities.



### MARKET POSITIONING

Position your business and get a step ahead of your competitors by involving your company in the world's first significant automotive technology show since the emergence of COVID-19.



### BRAND EXPOSURE

Keep your brand front of mind with multiple digital branding opportunities before, during and after the event.



### LEAD GENERATION

Generate new business opportunities from a highly targeted audience.

## SHOWCASE.

Connecting with your customer is vital to doing business. The following options are designed to enable you to speak face-to-face with your audience.



### PRODUCT SHOWCASE

Leverage this opportunity to share your story and demonstrate your technology to the people that really matter.



### VIRTUAL BOOTH

Virtual Booths are a fantastic way of having a dedicated space for your business development team during the event. You can customize your booth with your branding, videos and any collateral you have for the audience to take home in their virtual 'goodie-bags'.



### START-UP ELEVATE

If you're a hot new start-up looking to demo your innovations, this fast-paced feature is your opportunity to pitch.



### ENTERTAIN CLIENTS

Entertain your clients at the event via a live demo.

## EDUCATE.

Demonstrate your talent, expertise, experience and passion on the stage and establish yourself as a trusted thought leader.



### PRESENTATIONS

Take ownership of the conversation with a solo-content presentation. Leverage Informa Tech Automotive Group's extensive expertise. We'll assist you in creating an interactive and engaging digital session.



### USE CASE PRESENTATIONS

Demonstrate best practice in these case study style sessions. The audience is primed to hear real-world stories about how your solution benefits the industry.



### PANELS

An audience favorite. These live discussions ignite debate! Sit alongside other industry leaders and position yourself as a thought leader.



### ROUNDTABLES

Host an invitation-only, intimate roundtable around a specific topic and invite automotive technology leaders to debate with you.

WE OFFER UNIQUE PACKAGES AND OPPORTUNITIES TO SUIT YOUR BUSINESS NEEDS. SIMPLY REACH OUT  
SANJAY SINGH AT [SANJAY.SINGH@INFORMA.COM](mailto:SANJAY.SINGH@INFORMA.COM) TO START YOUR JOURNEY!

# PACKAGE BUILDER

Going virtual offers you, our sponsors and exhibitors, even more chance to **Connect** with prospects, **Accelerate** your business, **Showcase** your expertise and **Educate** the industry about your products/ services.

Informa Tech Automotive Group's unique 'Sponsor Package Builder' enables you to build a custom bundle of opportunities that suit your business needs.

## INSPIRING THE AUTOMOTIVE TECH COMMUNITY TO DESIGN, BUILD AND RUN A BETTER DIGITAL WORLD

Recognized brands trusted for research, education and networking



Marketing expertise to deliver real results to marketers

Specialized content & insights to drive better strategic and operational decisions



Unrivalled reach to decisionmakers in the technology marketplace

## YOUR PARTNER FOR BUSINESS TRANSFORMATION



Maximise Your Brand Reach



Amplify Your Message



Generate New Business



Global Community Reach of +300,000

## THOUGHT LEADERSHIP

**POSITION YOURSELF AS AN INDUSTRY THOUGHT LEADER IN A CUSTOM ONLINE EVENT TO A HIGHLY TARGETED AND ENGAGED AUDIENCE.**

The virtual event offers the same great thought leadership opportunities that you are used to. Whether you choose to share expertise through a solo presentation, or take part in a panel or roundtable, there are a multitude of options available.

- Presentation
- Panel
- Roundtable
- Masterclass
- Workshop

What's more – all sessions are not only hosted live but are also shared OnDemand post-event. This expands your audience significantly. Full engagement analytics are also provided post-event.

You can also choose to sponsor a Pre-event Webinar as part of the Summer Festival of Automotive. Take your prospects on a journey in 2020 by telling your story through the Informa Tech Automotive Group.

**Our platform's interactive features include group messaging, voting and polling, video and audio streaming.**

## BRAND AWARENESS

**RAISE AWARENESS OF YOUR BUSINESS' EXPERTISE AND GET YOUR BRAND IN FRONT OF THE AUTOMOTIVE INDUSTRY.**



Position yourself as an industry leader through extended digital signage opportunities. Multiple banner, column ad, and sponsored virtual rooms enable to display your logo in pride of place. Prime positions are reserved for high-level sponsorship.



**AWARD SPONSORSHIP**

Help the industry celebrate by sponsoring the Virtual Awards or take ownership of a specific category that is close to you and your company's heart.

Your logo will be featured across all the marketing collateral, including the shortlist guide, brochure, all emails and the virtual awards room itself.

## LEAD GENERATION

**EXPAND YOUR AND GENERATE DEMAND FOR YOUR PRODUCTS AND SOLUTIONS.**



**CONTENT MARKETING**

Get in front of our 300,000+ strong network of automotive stakeholders. We'll host your content on custom landing page aligned to the most relevant Informa Tech Automotive Group brand for 1 year. Dedicated email promotion to our audience, along with newsletter inclusions, and social media promotion will drive leads for your business. Lead reports are provided including name, email, address, phone, title, company, industry, company size & any requested custom questions.



**VIRTUAL BOOTHS**

Virtual Booths are a fantastic way of having a dedicated space for your business development team during the event. You can customize your booth with your branding, videos and any collateral you have for the audience to take home in their virtual 'goodie-bags'.

**Other features include:**

- Instant Video Calls with lead scoring
- Live chat with sales staff
- Inbound meetings
- Showcase products
- Live stream product demos with Q&A



**SPONSOR PRODUCT GALLERY**

Host your own dedicated product gallery or share your content in our Sponsor Product Gallery. Available during and post-event, attendees are able to navigate your various offerings at their leisure.



**MATCHMAKING SERVICE**

Your business development team will benefit from Our interactive platform's unique A.I. matchmaking algorithm. You can save time with this A.I. tool, as it will recommend the best attendees to meet with based on your customer persona. You are still able to search through the entire attendee list and cherry pick prospects. With advanced filters, we've made this easy for your team!

As a sponsor, you can live chat with anyone at any time and see which attendees are online, so you can reach out to them at the right time. Your business development team can share documents, and add notes, ratings, or tags to leads in real-time so when you export, you have a mine of information to work from.



**VIP MEETINGS**

Let us do the hard work for you. Our dedicated team of VIP Relations Managers are available to high-level sponsors. They will assist your team in setting up meetings. They also "virtually" chase anyone who is late to attend on your behalf.

**START CREATING YOUR CUSTOM PACKAGE TODAY, EMAIL [SANJAY.SINGH@INFORMA.COM](mailto:SANJAY.SINGH@INFORMA.COM)**

*\*We have limited options available for Start Ups who are looking to do more than just attend. Email [Sanjay.singh@informa.com](mailto:Sanjay.singh@informa.com) for more information.*

# THANK YOU FOR READING.



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