TU-Automotive: CIO of Toyota Europe and CTO of IBM Automotive Join Speaker Line-up at TU-Automotive Europe

TU-Automotive announced today that Pierre Masai, Chief Information Officer of Toyota Motor Europe, and Sebastian Wedeniwski, Chief Technology Officer of IBM Automotive, have joined the already stunning list of speakers at Europe's largest connected car and mobility conference – TU-Automotive Europe, Stuttgart, 2nd-3rd November 2015.

([PRWEB](#)) August 05, 2015 -- TU-Automotive announced today that Pierre Masai, Chief Information Officer of Toyota Motor Europe, and Sebastian Wedeniwski, Chief Technology Officer of IBM Automotive, have joined the already stunning list of speakers at Europe's largest connected car and mobility conference – TU-Automotive Europe, Stuttgart, 2nd-3rd November 2015.

The addition of both of these speakers reflects the new level of speaker seniority at the conference as the concepts of connectivity, autonomy and mobility move from R&D labs to the boardrooms of major European OEMs, tier 1s and consultancies. As drivers get younger and demand personalised, on-demand mobility solutions, these notions can no longer be seen as only complimentary to the core business of selling vehicles. Entrenched players in the ecosystem, slow at first to react to the efforts of disruptors, have now kicked into gear to offer consumers new mobility services. The carefully researched agenda at TU-Automotive Europe will serve to illustrate how connectivity, autonomy and mobility are converging together to create the car of the future.

About Pierre Masai, Chief Information Officer of Toyota Motor Europe

Mr Masai has been involved in the development and coordination of Toyota's telematics activities for many years, aiding the delivery of the segment first Touch & Go starting with Yaris in 2011, the second generation of Multimedia/Telematics for Lexus and Toyota cars in 2013. He is now preparing the next generation of connected car activities with his Car IT team, in his position as CIO of Toyota Motor Europe. Mr Masai will give the conference a C-level view of how Toyota Europe envisages the future opportunities and challenges of auto mobility.

About Sebastian Wedeniwski, Chief Technical Officer of IBM Automotive

Mr Wedeniwski leads the technical strategy for data-centric business models and connected vehicles to create new solutions to address the physical and virtual mobility demands of the industry. Mr Wedeniwski's session will focus on the digitalisation of the value chain and discuss how new vertical markets surrounded by historical structures are creating a kind of 'Amazon of mobility' within the broader mobility cosmos.

Europe's Top Automotive Technology Minds All on One Stage in One Place

Here is a snapshot of who else to expect amongst 120 thought leaders at TU-Automotive Europe -
•	Dieter May, SVP for New Digital Data and Business Models, BMW
•	Robert Henrich, CEO, Moovel
•	Dr Aravind Bharadwaj, SVP Advanced Technology for Automotive, Mahindra Mahindra
•	Peter Frans Pauwels, Co-Founder, Head of Product Innovation, TomTom Management Board
•	Thierry Le Hay, Director, Innovation, Peugeot Citroen Alliance

- Martin Kristensson, Director Connectivity Strategy, Volvo Cars
- Mike Bell, Global Connected Car Director, Jaguar Land Rover
- Jürgen Dickmann, Leader for Research & Development – Active Sensors, Daimler
- Francois Guichard, Transport: Vehicle Regulations & Transport Innovations, United Nations

Topics: The Trends Driving On Demand, Sustainable, Consumer-Driven Mobility

The 2015 agenda is now available. As ever, there will be an acute focus on telematics and connectivity, but to reflect the other hot trends in the industry right now, TU-Automotive Europe will also cover mobility and autonomous technology.

- Data - The Industry's Holy Grail? Streams of in-car data promise a new frontier of services but how do we best feel the full weight of its power?
- Mobility Transformed: Electric? Automated? Shared? Discover how disruptors and automakers will develop tech for emerging use cases to create the car of tomorrow.
- From ADAS to Autonomous: Take a step-by-step approach to overcome hurdles relating to active safety, regulations and consumer acceptance as the car becomes more automated.

Industry Endorsements

"TU-Automotive Europe was indeed the Paris Motorshow of the telematics world" Kia
"The show was very well organized and gave a comprehensive overview of the main trends in the main telematics market segments" Ford Europe
"One of the best industry shows I have been at from an industry networking perspective" Microsoft
"TU-Automotive is really a great opportunity to get so many market insights and new contacts in such short time period" Audi

Contact the TU-Automotive Europe team at europe(at)tu-auto(dot)com

About Us
TU-Automotive is the reference point and communications hub for the evolving automotive technology segment as it converges with consumer electronics, mobile and IoT to re-define connectivity, mobility and autonomous use-cases.

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