

Program Announced for the TU-Automotive Detroit Conference & Exhibition 2017

TU-Automotive today announced the program and speaker line-up for TU-Automotive Detroit 2017 (June 7-8, Novi, MI). The event is the world's largest conference & exhibition dedicated to innovation in automotive technology, covering connected cars, autonomous vehicles and mobility.

([PRWEB](#)) February 10, 2017 -- At TU-Automotive Detroit 2017 (June 7-8) industry leaders and disruptors from General Motors, Volkswagen, Toyota, BMW, Lyft, car2go, Fontinalis Partners and more will lay out their visions for the future of personalized mobility.

The program can be viewed here: www.tu-auto.com/detroit

The message of this year's conference is clear: the need for agile tech innovation and a laser-like focus on putting the customer first; whether in terms of user experience or new business models. For the first time, rapid developments in AI and data analytics make the promise of a truly personalised mobility experience closer to a reality.

Gareth Ragg, Managing Director of TU-Automotive, said "Since the turn of the century TU-Automotive Detroit has united the worlds of automotive and digital. It's the annual event around which the connected vehicle developed from exciting but niche technology into shaping the entire future of mobility."

He continued, "This year, to maximize ROI for attendees we are introducing new conference and networking formats such as roundtables and speed networking. In the self-learning era for auto, no one company or single part of the value chain can do this alone. We are proud to offer the forum for everyone to unite together."

This year's TU-Automotive Detroit promises to answer every pressing question facing the industry, including automation, business strategy, HMI, cybersecurity, the data exchange, smart cities and more. Here are some key topics:

Auto Enters the Self-Learning Era: Deliver the Personalized Mobility Experience

- Pivot from Metal to Mobility: Create customer-first products and services, e.g. dynamic leasing & in-car payments. Engage consumers and diversify revenue streams to unlock the 'new auto business'
- Test Track or Highway? From tech development (perception & AI) to overcoming societal barriers (regulation & trust), map out the billions of miles required to validate AVs. What's the risk/ reward ratio?
- Cybersecurity Never Sleeps: With auto attack surfaces proliferating, collaborate with regulators, associations and partners to create best practices for end-to-end cybersecurity
- Next-Gen Wireless Infrastructure: Evaluate 5G vs. LTE vs. DSRC for the roll out of data-thirsty IVI, critical OTA services and future-proofed ADAS. Which spectrums deliver on speed, safety and security?
- Build the Smart Urban Ecosystem: Think beyond the car and transportation silos in a data-sharing urban mobility mix. Keep auto brands relevant as cities invest millions to become sustainable and smart

Full program can be viewed here: <http://www.tu-auto.com/detroit/conference-agenda.php>

Hear from over 150 leading experts, including:

- Dieter May, Senior Vice President Digital Business Models, BMW
- Burkhard Huhnke, Senior Vice President, E-Mobility, Volkswagen of America
- Jeffrey Massimilla, Chief Product Cybersecurity Officer, General Motors
- Kirk Steudle, Director, Michigan DoT
- Mircea Gradu, Executive Director, Engineering and Quality, Hyundai Motor America
- Robert Grant, Director of Government Relations, Lyft
- Ken Stewart, Chief Business & Technology Officer, Karma Automotive
- Paul DeLong, CEO, car2go N.A.
- James Fish, Chief Innovation Officer, Bosch

Full speaker line-up can be viewed here: <http://www.tu-auto.com/detroit/conference-speakers.php>

NB. There is a \$400 discount ending on Friday, February 17. Register here to secure your pass: <http://www.tu-auto.com/detroit/register.php>

Tickets will sell-out so early booking is advisable. Automaker and government passes are complimentary.

Follow the conversation at #TUDetroit or get involved via detroit@tu-auto.com or + 44 (0) 207 55 19827 / 1 800 814 3459 ext. 7585

About TU-Automotive

TU-Automotive is a world leader in providing events and business intelligence to the automotive technology community, covering telematics, auto mobility, autonomous vehicles and legal & insurance. You can sign up to receive free weekly updates, including exclusive industry analysis, interviews and insights at: www.tu-auto.com

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