

## **Panasonic to Join Fiat Chrysler Automobiles & Jaguar Land Rover to Consider How Tech Will Change Car Design at TU-Automotive Detroit**

*Penton's TU-Automotive: Panasonic has confirmed today that it will join Fiat Chrysler Automobiles, Jaguar Land Rover and Mitsubishi Electric at the TU-Automotive Detroit Conference & Exhibition 2016 (June 8-9, Novi) to discuss how technology is changing the face of the vehicle.*

([PRWEB](#)) May 03, 2016 -- The future feel, shape and look of in-car HMI will be determined by which approach to vehicle automation and on-demand mobility emerges triumphant. Should the “Google” model win (fast-forwarding to full automation) then instrumentations may be minimalistic with interiors that are utilitarian and comfortable. Alternatively, should the incremental improvements path hold strong (following automation levels) then we will see OEMs roll out more advanced active safety technology.

The following panel session has been designed to consider both eventualities:

### The Changing Face of the Vehicle -

Connectivity is changing the design of the car in many more ways than simply losing the tape deck. We take a look at how the shape, look and feel of automobiles is evolving.

- Forget Driving - Designed for Living! Debate the proliferation of in-car entertainment features and workspace functions as the role of the human as a driver is minimized
- Import your Digital Life – Extend the vehicle lifecycle by allowing consumers to transfer their digitized preferences so that all cars are truly personalised and contemporary
- Welcome to the Design House – Balance the grand designs of Auto Shows with practical reality to predict what the car of the future might look like (e.g. types and styles of interiors)

David Taylor, Director, Connected Services, Panasonic Bret Scott, Head of Silicon Valley Future Technologies, Fiat Chrysler Automobiles, Tim Philippo, Product Strategy & Cross Car Line Manager, Jaguar Land Rover, Gareth Williams, Director of Advanced Development, Audio, Video & Communications, Mitsubishi Electric Moderator: Drew Winter, Director, Content, Wards Auto

“Today’s consumer faces critical gaps in their experience with technology— there are too many sources for information, and gathering it all in one place can be frustrating and dangerous at times, especially if one is operating a vehicle,” said David Taylor, director, connected services, Panasonic. "Our job is to close that gap to provide consumers with a seamless, connected journey. Global Panasonic's ability to study the consumer experience chain through our involvement in multiple sectors enables us to synthesize predictive patterns of travel and errands, removing the need for drivers to manually select information that complements their route. This is the next step towards an ultimate connected experience for drivers.”

This keynote session is one part of the 80+ sessions taking place over June 8-9 in Novi, Michigan for TU-Automotive Detroit 2016 – the world’s largest conference & exhibition dedicated to innovation in automotive technology, covering connected cars, autonomy, and mobility.

Over 3,000 executives will attend for the 16th annual event to hear from over 150 speakers and explore 300 booths on the exhibition floor, spanning more than 200,000 sq ft.



Industry leaders and disruptors from Audi, General Motors, Zipcar, Amazon, Ford and more will lay out their visions for the future of the car in the digital society as automotive undergoes a technological revolution.

Find out more here: [www.tu-auto.com/detroit](http://www.tu-auto.com/detroit)

NB. Panasonic has a \$100 discount code that can be used with all types of passes – 4312PANASONIC.

Register on the website here: <http://www.tu-auto.com/detroit/register.php>

Tickets will sell-out so early booking is advisable.

Follow the conversation at #TUDetroit or get involved via [detroit@tu-auto.com](mailto:detroit@tu-auto.com) or + 44 (0) 207 375 7585 / 1 800 814 3459 ext. 7585

#### About Panasonic Automotive Systems Company of America

Panasonic Automotive Systems Company of America is a division company of Panasonic Corporation of North America and a leading global supplier of automotive infotainment and connectivity system solutions. Panasonic Automotive Systems Company of America acts as the North American affiliate of Panasonic Corp.'s Automotive & Industrial Systems Company, which coordinates global automotive and industrial systems and components operations. Panasonic Automotive is headquartered in Peachtree City, Georgia, and with sales, marketing and engineering operations in Farmington Hills, Mich. For more information on Panasonic Automotive, please visit: <http://us.panasonic.com/automotive>.

#### About Panasonic Corporation of North America

Panasonic Corporation of North America provides a broad line of digital and other electronics products and solutions for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. In Interbrand's 2014 annual "Best Global Green Brands" report, Panasonic ranked number five overall and the top electronics brand in the report. As part of continuing sustainability efforts, Panasonic Corporation of North America relocated its headquarters to a new facility, adjacent to Newark Penn Station in Newark, NJ. It is the first newly constructed office tower in Newark to earn both LEED Platinum and Gold certifications from the U.S. Green Building Council. Learn more about Panasonic at [us.panasonic.com/news](http://us.panasonic.com/news).

#### 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](http://www.tu-auto.com)

#### About Penton

Penton is an innovative information services company that empowers nearly 20 million business decision makers in markets that drive more than 12 trillion dollars in purchases each year. Our products inform with rich industry insights and workflow tools; engage through dynamic events, education and networking; and advance business with powerful marketing services programs. Penton is the way smart businesses buy, sell and grow. Headquartered in New York, Penton is privately owned by MidOcean Partners and Wasserstein & Co., LP. For more information, visit <http://www.penton.com> or follow us on Twitter @PentonNow.

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