

## **SAE International 2016 Brake Colloquium & Exhibition Featured Speakers Announced**

*SAE 2016 Brake Colloquium & Exhibition announces its keynote speakers for the September 25-28 event in Scottsdale, Arizona. On Monday, September 26 two keynote sessions will be held featuring David Strickland and Steven Szakaly.*

WARRENDALE, Pa. ([PRWEB](#)) August 31, 2016 -- [SAE 2016 Brake Colloquium & Exhibition](#) announces its keynote speakers for the September 25-28 event in Scottsdale, Arizona. On Monday, September 26 two keynote sessions will be held featuring David Strickland and Steven Szakaly. Strickland will utilize his experience to address regulations, global harmonization of standards, customer acceptance and the effect of gas prices on the future of vehicle development and sales. Szakaly's Automotive Economics Keynote will address the current economic state of the automotive landscape and discuss potential trends that may impact the future for global automotive sales and vehicle development.

The Honorable David Strickland, currently a partner at the national law firm Venable LLP, served as the 14th Administrator of the National Highway Traffic Safety Administration (NHTSA) from 2010 – 2014. During his tenure he oversaw the creation of the first national fuel economy program in conjunction with the EPA, the launching of the Safety Pilot for the Vehicle to Vehicle Communications program for the U.S. Department of Transportation/NHTSA, and issued the first statement of policy regarding the testing of automated vehicles on public roads. Prior to his appointment to NHTSA, Mr. Strickland served as Senior Counsel to the U.S. Senate Commerce Committee, where he was responsible for the staff oversight of the Federal Trade Commission, the Consumer Product Safety Commission and NHTSA from 2001 – 2009.

Steven Szakaly is chief economist of the National Automobile Dealers Association (NADA), a trade group that represents more than 16,000 new-car and commercial truck dealerships with both domestic and international franchises. In this role, he is NADA's lead forecaster, data analyst and strategy principal on industry and public policy issues.

Mr. Szakaly has a long history working in the automotive, mining and manufacturing industries with expertise in product planning, large scale mining projects, automotive market research and new product pricing. His broad background brings a unique perspective to NADA and to the automotive industry. Mr. Szakaly's insightful comments have been quoted in numerous media outlets, including The Wall Street Journal, The New York Times and Automotive News. He has also appeared on CNBC, CNN and NPR.

The technical program will also feature nine technical expert panels including Braking for Motorcycles. The panel will address European motorcycle requirements, the US motorcycle aftermarket, performance and racing applications, technology transfer, emerging business opportunities and lessons learned between 4-wheel and 2-wheel braking industry players and partners. Participants for the panel include Kurt W. Person and Robert L. Dennert of HAYES Performance Systems, John Waraniak of Specialty Equipment Market Association, Erik F. Buell of EBR Motorcycles LLC, Christoph Kern of Gustav Magenwirth GmbH & Co. KG, and Adam R. Loukus of REL Inc..

SAE 2016 Brake Colloquium & Exhibition will offer a rich attendee experience, comprised of a four-day conference program exploring critical developments in both the ground vehicle and motorcycle industries. For more information about SAE 2016 Brake Colloquium & Exhibition, the conference program, or to register for



the event, please visit [www.sae.org/brake](http://www.sae.org/brake).

To request media credentials, email [pr\(at\)sae\(dot\)org](mailto:pr(at)sae(dot)org) or call 1-724-772-8522.

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