

TU-Automotive Announces IBM, Mercedes-Benz & Bridgestone To Speak At Connected Fleets Europe Event

TU-Automotive is pleased to announce the addition of IBM, Mercedes-Benz, Bridgestone and TNT to the TU-Automotive Connected Fleets Europe Conference & Exhibition speaker line-up where they will address the latest challenges in the connected fleet space.

London ([PRWEB](#)) January 28, 2016 -- Senior representatives from IBM, Mercedes-Benz, Bridgestone and TNT will be taking to the stage at Connected Fleets Europe Conference & Exhibition this 19th – 20th April to discuss the latest trends and challenges befalling the connected fleet industry. They will address the impact of innovations in data analytics, integration and cognitive computing on the fleet industry. The implications of such innovations on final mile delivery solutions will also be explored.

Thorsten Lohmeyer, Associate Partner for the Automotive Industry at IBM and speaker at this years Connected Fleets event agrees with his colleague Donna Satterfield, VP Automotive, who states that "the driving experience of the future will include cars that learn a driver's behaviours and sense and respond to the vehicle and the surrounding environment to make the ride safer and more enjoyable."

"Developments in analytics and computing are going to change the way we interact with vehicles. At Connected Fleets 2016 we will be looking at just what these developments mean for the future movement of goods and people across the continent" adds Jamie Muir, Project Director at TU-Automotive.

See the full agenda and speaker line-up on the website: <http://www.tu-auto.com/fleeteurope/>

Joining the latest additions to the speaker line-up will be experts from Scania, Thatcham Research, Leaseplan, Continental and Hertz amongst 20+ others.

Topics include:

- The Data Challenge: Understand developments in advanced mining, analytical and integration techniques
- The Industry is Moving: Map out the changing state of the European and global industry.
- Rental, Leasing & LCVs: Explore the connectivity needs of the biggest growth sectors in the fleet industry.
- The Future of Deliveries: Understand how innovations in delivery tech. will integrate with the future fleet
- ADAS to Autonomy: Assess the impact of ADAS systems on the journey to the autonomous fleet vehicle

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A €300 launch discount is available till the end of the week, Friday 29th January. Register on the website: <http://www.tu-auto.com/fleeteurope/register.php>

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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