

At TU-Automotive Detroit Fiat Chrysler Automobiles, Jaguar Land Rover and Panasonic Consider How Tech Will Change Car Design

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

London, UK ([PRWEB](#)) April 10, 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)

Bret Scott, Head of Silicon Valley Future Technologies, Fiat Chrysler Automobiles

Tim Philippo, Product Strategy & Cross Car Line Manager, Jaguar Land Rover

David Taylor, Director, Connected Services, Panasonic

Gareth Williams, Director of Advanced Development, Audio, Video & Communications, Mitsubishi Electric

Moderator: Drew Winter, Senior Editor, WardsAuto

Jack Palmer, Project Director for the event commented, "This panel has generated so much interest already. We could have filled it twice over – so many people have come forward and said they'd like to give their view on the topic. He continued, "Connectivity, on-demand mobility and automation will combine to produce a mobility solution unrecognisable from the car of today".

This keynote session is one part of the 75+ 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

NB. There is a \$200 discount ending this week – (Friday, April 8). Register on the website: <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 or + 44 (0) 207 375 7585 / 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

Contact

Jack Palmer
Project Director
annie@tu-auto.com
TU-Automotive

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Contact Information

Jack Palmer

TU-Automotive

<http://www.tu-auto.com/detroit/>

+44 2073757585

Emilie Leblanc

TU-Automotive

<http://www.tu-auto.com>

2073757517

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