

Ford's Don Butler to Keynote TU-Automotive Detroit 2016

Penton's TU-Automotive has confirmed that Don Butler, Executive Director, Connected Vehicle and Services for Ford Motor Company will give an opening keynote for the TU-Automotive Detroit 2016 Conference and Exhibition (June 8-9, Novi, MI).

([PRWEB](#)) May 12, 2016 -- Mr. Butler will be joining Roger Lanctot, Associate Director of Strategy Analytics' Global Automotive Practice, for an exclusive fireside chat on the morning of June 8. They will discuss the future of connectivity and Ford's vision for a smart mobility society. As the head of Ford's connectivity strategy, Mr. Butler will speak on the plans for Ford's connected car strategy, as well as how this fits in to Ford's wider business.

TU-Automotive Detroit conference director, Jack Palmer, commented "We are very excited to welcome Don Butler back to the TU-Automotive Detroit stage, and are looking forward to hearing his comments on what connectivity means for businesses and consumers. As a leading global automaker, I am sure the audience will be listening keenly to what is next for Ford."

Ford will have a key presence at the show, with further presentations from Global Lead, Business Development & Partner Management, Scott Burnell, and also Ford's Director of Enterprise and Emerging IT, Rich Strader alongside Github. Ford will also participate on a panel discussing legal considerations of the connected car. For full session information see here: <http://www.tu-auto.com/detroit/conference-agenda.php>

These sessions are 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, Volvo, Nissan, and more will lay out their visions for the future of the car in and how collaboration across the industry can put automotive in the IoT driving seat.

Find out more here: www.tu-auto.com/detroit

NB. Tickets are going fast so early booking is advisable. Register on the website: <http://www.tu-auto.com/detroit/register.php>

Follow the conversation at #TUDetroit or get involved via [detroit\(at\)tu-auto\(dot\)com](mailto: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



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