



EPS Applications, Market Adaptions and Current Challenges | Steering System Development for Different Vehicle Types: Rally Cars, High-performance Cars & Commercial Vehicles | Steering Systems in a Networked Chassis

April 10 - 11, 2014 | Kempinski Hotel Bristol Berlin | Germany | <http://automotive-steering2014.we-conect.com>

The **Automotive Steering Technology 2014** in Berlin is **approaching again in 2014**. With more than **+100 innovative opinion-makers and industry leaders** from the field of automotive steering technology, EPS applications and development, this conference returns in 2014 to represent a highlight-event for automotive steering professionals. The congress is attended by international OEMs, Tier 1s and suppliers, global heads, product development directors, senior engineers, technical directors and project managers from the areas of **Research and Development, Advanced Engineering, Steering Systems, Steering Control, EPS Technology, ADAS, Chassis Development, Electrical / Electronic Systems, Functional Safety, HMI/ MMI and Steering Development**.

TOP Stories in 2014

We.CONECT presents a premier selection of keynote speakers and their presentations for the Automotive Steering Technology 2014:

- **Gustav Neander**, Senior Project Leader, and **Jan-Inge Svensson**, Senior Engineer- Team Leader Steering Functions at **Volvo Group Trucks Technology in Sweden** will present the details of one of the most recent break-throughs in technology - Volvo Truck's Dynamic Steering - allowing the driver to steer a heavily laden truck without the usual effort. Mr. Neander and Mr. Svensson aim at demonstrating to the Automotive Steering Community the challenges and benefits underlying the Dynamic Steering project, key areas from idea to launch, and provide an all-encompassing function overview.
- **Dr. Jin-Woo Lee**, Staff Researcher Perceptions & Vehicle Control Systems at **GM Global Research & Development in USA** will focus on EPS application to the automated lateral motion control features. Dr. Lee starts his case study with explaining the concept of automated steering control in the active safety domain, illustrating it with the automated steering control algorithm for Lane Centering control application. Dr. Lee will go on to present two different approaches: the Front Electrical Power Steer (EPS) and the Active Rear Steer (ARS) system as a possible backup actuator for the EPS fail.
- **Joachim Wittwer**, Manager Steering Development at **Volkswagen AG in Germany** focuses his case study on VW's newly developed Steering System. In particular Mr. Wittwer will discuss steering support optimization in a 12-Volt power supply system, as well as Co2 optimization, with a final goal of achieving a good cost-benefit ratio.

- **Richard Hirschmann**, Head of Technology ThyssenKrupp Chassis at **Presta Steering in Liechtenstein** approaches to answer the question: “Which EPS technology will prevail in the future in different vehicle classes and markets?” Mr. Hirschmann’s presentation will be focused on trends in different segments (A, B, C, D) alongside with the “mid-segment” technologies. Moreover the question of relevancy of technical “weaknesses” considering steering feel and performance of non ball-nut driven rack EPS systems for OEMs and customers will be raised. Understanding the key dimensions of the global market, the Presta Steering team asks whether OEMs will be ready to accept less vehicle dynamics performance to reduce steering system cost in small- and mid-sized vehicles. Mr. Hirschmanns’ final point will provide an overview of different steering systems that prevail in different markets.
- **Dr. Dan Williams**, Chief Engineer, Global Advanced Engineering at **TRW Commercial Steering Systems in USA** turns to the automotive steering community by presenting the concept of synthetic torque feedback in commercial vehicle steering. At the beginning of the presentation, Dr. Williams will provide some essential background knowledge about ColumnDrive-installation and control, passenger Car EPS Control and Hysteresis of Various Control. He will then go on to cover in more depth the concept of Synthetic Torque Command, illustrating it with on-center vehicle performance as well as field experience. The case study will conclude on comparison of Torque and Angle Overlay.

Meet and discuss with speakers from world-leading companies such as **TRW Commercial Steering Systems** , **GM Global Research & Development**, **PSA Peugeot Citroën**, **Saint-Gobain Performance Plastics**, **Continental Automotive GmbH**, **University of Applied Sciences Weihenstephan-Triesdorf**, **AMS Sensor Solutions**, **Frost & Sullivan**, **Bozzio AG**, **TÜV SÜD Automotive GmbH**, **tedrive Steering Systems GmbH**, **Sentient**, **TRW Automotive GmbH** about the most pressing challenges and approaches. Network, benchmark your latest projects and developments with delegates from all over Europe, North America and Asia.



To find more details about the speakers, participants, business partners or general information, please visit the [conference 2014 homepage](#).

We look forward to welcoming you at the **Automotive Steering Technology 2014** from 10-11 April in Berlin. For any enquiry about the conference or registration procedure, please contact:

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