



Automotive Seating Reloaded 2013

Innovative Development Processes & Designs, Ergonomics and Smart Materials

Dates: 30th of September – 1st of October 2013, Maritim proArte Hotel Berlin, Germany

Website: <http://automotive-seating.we-conect.com/en/>

The Automotive Seating Reloaded 2013 conference is **approaching!** With more than **100 leading opinion makers and industry experts** in the field of innovative development processes & designs, ergonomics and smart materials, this conference will be the definitive event for automotive seating. Here are some hints regarding exciting speakers and interesting subjects we have prepared for you.

TOP Stories 2013:

Short summaries of our keynote speakers' presentations for the Automotive Seating Reloaded 2013 conference

- **Salvatore Demontis, Designer Responsible Front Seat, at Fiat Group Automobiles in Italy** will center his presentation on the seat development process within Fiat. Mr. Demontis will first describe the main factors inherent to seat design as well as system requirements during this process. His case study will then illustrate the deployment of performance target at component level along with similarities and differences between vehicle applications. Mr. Demontis' final point will consist of an overview of the seat develop process within Fiat Group Automobiles.
- **Jessica Rausch, Research Engineer, at Ford Research & Advanced Engineering in Germany** aims at presenting different biomechanical models to analyze comfort. Her keynote presentation will therefore discuss comfort depending on muscle activations and fatigue, as well as age-scaling. Ms. Rausch will present Ford's approach: the biomechanical model AnyBody and how to use AnyBody for comfort evaluation. The case study will conclude on an example of this model implementation.
- **Dongwoo Jeong, Research Engineer, at Hyundai Motor Company in South Korea** will highlight the development of plastic seat back frame for slim design. Mr. Jeong will discuss the reduction of weight and seat back package alongside with the architecture of seat and choice material at Hyundai Motor Company. Finally, the case study's conclusion will center on the development of a new Hyundai seat backrest.
- **Dr. Virginie Hyerard, Senior Industrial Designer, at Eurocopter in France,** will focus on different technical requirements for developing helicopter seats. Her case study will begin by explaining the concept of weight analysis in helicopter seats, regarding new technologies and materials and will later on discuss the material requirements for these seats, such as UV light and abrasion resistance. Dr. Hyerard will then highlight the safety requirements concerning suspension and crash worthiness that Eurocopter has to fulfill and will conclude on the strong ergonomic requirements for helicopter pilots.
- **Rainer E. Grünen, Technical Lead Engineer Ergonomics, at General Motors Europe in Germany** will focus on ergonomic seating versus individual differences and demographics, answering the question: "Big People – Big Cars? Customer needs on global anthropometrics". Mr. Grünen will then define the concept of global anthropometrics and present consumer ergonomic needs. Understanding the key dimensions of the global population, the General Motors Europe team wonders whether big people need big cars and small people small cars or, in other words, if one size of car fits all General Motors' customer needs.

Further speakers from world leading companies such as **Fraunhofer-Institute for Silicate Research ISC, Kuraray Europe GmbH, ESI Group, Faurecia, Airbus Operations, Audi, , Johnson Controls, strauss processform, Institute for Textile Technology & Mechanical Engineering RWTH Aachen, Swedish National Road and Transport Research Institute, University of Dundee, Saint-Gobain Performance Plastics Pampus GmbH, Brunel University and Technical University of Dresden** will discuss their challenges, approaches with delegates from all over Europe, North America and Asia.



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30TH SEPTEMBER – 1ST OCTOBER 2013
MARITIM PROARTE HOTEL BERLIN, GERMANY

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BOOK NOW >>

Take full advantage and attend:

- Our unique [Challenge Your Peers](#) & [World Café](#) sessions and use the wisdom of the crowd to get the most sustainable results for your daily work
- Gain a unique insight into manufacturing strategies of world leading companies at more than **20 Case Studies**
- See first-hand **how the largest companies operate**
- **Meet our Business Partners**, discuss solutions and see their product showcases
- Take your glass and participate to our [Ice Breaker Session](#) the day before the conference which purpose is to help session attendees get to know each other
- Wake up, get a coffee, listen & discuss cutting edge topics at **our Morning Sessions**
- Take advantage of having **face-to-face business strategy meetings** with our business partners and your peers
- **Discover Berlin**, one of the most exciting cities in the World!

We provide several Icebreaker sessions, interactive Challenge Your Peers and World Café sessions as well as case studies of leading companies to provide participants with an overview of strategies, best practices and solutions along with cutting edge and current topics within the industry!

The conference aims at providing participants with a balanced mix of keynote presentations, networking opportunities as well as chances to discuss viable approaches for the innovative development of processes & designs, ergonomics and smart materials.

Individuals interested in attending, sponsoring or finding out more about the Automotive Seating Reloaded 2013 should follow this link: <http://automotive-seating.we-conect.com/en/preview/register/>

Or contact

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Notes to Editor

About [we.CONECT Global Leaders](#)

- we.CONECT Global Leaders is German-based international B2B conference and training development company focused entirely on providing strategies, tactics and solutions to help individuals become more successful in their professional life and business.
- **At the heart of everything we do is a fundamental belief in the power of people.**
- Our essential ingredient is that we really do care about our customers, our partners and our staff.
- We invest our own time and knowledge into developing something that is far more than an event. This philosophy sets a climate where ideas and people grow. Where minds and hearts open up to fresh thinking and new faces. We believe that there is no substitute for interactive learning, sharing ideas, knowledge and best practices to help every organization reach its goals. Our responsibility is to create a unique learning and networking environment.
- At we.CONECT, the people and their intensive knowledge comes first. With these people we provide more than 40 years research, marketing, event organization and sales experience. we.CONECT delivers more than 20 premier strategic events per annum focusing on best practices, latest business issues, industry trends and future developments of the cutting edge programs.
- We hold the highest standards in developing quality driven content and engaging renowned industry speaking faculties to create a truly unique and worthwhile conference and training experience.
- We are constantly looking for new and innovative ways to deliver high-quality, market focused events to suit your needs. To share your thoughts and suggestions, please feel free to contact us at info@we-conect.com, or visit our website: www.we-conect.com