



**auto** MOTIVE  
**seating**  
RELOADED 2013

30<sup>TH</sup> SEPTEMBER –  
1<sup>ST</sup> OCTOBER 2013  
MARITIM PROARTE HOTEL BERLIN, GERMANY

**we.CONECT**  
GLOBAL LEADERS

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**We**  Automotive

## Automotive Seating Reloaded 2013

Innovative development processes & designs | Ergonomics | Smart materials  
30<sup>th</sup> September – 1<sup>st</sup> October 2013 / MARITIM proArte Hotel Berlin / Germany  
<http://automotive-seating.we-conect.com>

*"A challenging brainstorm towards a favorable interaction  
between humans and machines. You.CONECT we create."  
Matteo Durelli, Ferrari Spa*

**we.CONECT** is bringing together an international audience of Managing Directors and leading Managers from OEMs, tier ones and component & material seating suppliers to Berlin, to network, share knowledge and be made aware of the strategic approaches and challenges within the industry.

### What awaits You in 2013?

- More than **20 innovative & interactive sessions** from cutting edge speakers from Europe, Asia & US
- An exclusive format offering: **4 World Cafés, 4 Challenge your Peers Round Tables**, a wonderful **Evening Reception** and **3 surprising Icebreaker Sessions** the evening before the start of the conference.
- More than **100 senior-level executives** from leading OEMs & Suppliers are discussing about challenges and solutions related to cutting edge seating technologies and innovations!
- Leading Business Partners in the industry

Companies like Hyundai Motor Company, Daimler AG, Eurocopter, Recaro Automotive, Aston Martin, Magna, Ford Research Center, Renault, Audi AG, BMW, Faurecia, Liebherr, Trafic Safety Swedish National Road and Transport Research Institute, Faurecia Brieres, PSA Peugeot Citroën, Johnson Controls, Ford Motor Company Limited, Fiat Group Automobiles S.p.A. and Technische Universität Dresden will discuss the latest solutions, challenges and insights of the industry.

**Register online now** for the Automotive Seating Reloaded 2013 by following this link:  
<http://automotive-seating.we-conect.com/en/preview/register/>

### MAIN UPCOMING TOPICS TO DISCUSS IN 2013

#### Seat development process

- Exploring user centered development in seat development process
- Virtual seat engineering and its benefits for the development process
- Today's development challenge: Compromise the need of different markets & standardization efforts

#### Ergonomics & seating comfort

- Defining objective measures of seating comfort
- Determining seating comfort impact on occupants' overall satisfaction
- Latest trends in ergonomic design criteria



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### Smart design

- The impact of EVs on seat design
- Innovative design for seat weight reduction

### Smart material and light weight solutions

- Discover how smart material scan help to reduce weight
- Understand the benefits & costs using light weights

### Seat integration & HMI consideration

- The impact of new development in HMI on seating
- Consequences of using hand held devices for vehicles

Follow this link to download the complete agenda for the **Automotive Seating Reloaded 2013**:

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

### Speakers and Moderators for the Automotive Seating Reloaded 2013:

- Salvatore Demontis, Designer Responsible Front Seat, **Fiat Group Automobiles S.p.A / Italy**
- Kai Bürkle, Scientific Associate, **TU Dresden / Germany**
- Dr. Astrid Linder, Research Director, **Traffic Safety Swedish National Road and Transport Research Institute / Sweden**
- Peter Wiegmann, Manager Cabin Seats Development, **Airbus Operations GmbH / Germany**
- Jessica Rausch, Technical Expert Biomechanics, Vehicle Interior Technologies, **Ford Research Center Aachen GmbH / Germany**
- Professor Rami J. Abboud, Head of Department of Orthopedic and Trauma Surgery / Director of Institute of Motion Analysis and Research, **University of Dundee / UK**
- Rainer E. Grünen, Technical Lead Engineer Ergonomics, **General Motors Europe / Germany**
- Lee Jeong, Research Engineer, **Hyundai Motor Company / South Korea**
- Dr. Valentina Cerato, Senior Materials Engineer, **Ford Motor Company Ltd. / UK**
- Dr. Matthew Corley, Engineer Materials & Testing, **Ford-Werke GmbH / Germany**
- Dr. Virginie Hyerard, Senior Industrial Designer, **Eurocopter, France**
- Reinhard Behrens, Director Acquisition Frames and Mechanisms, **Faurecia Autositze GmbH / Germany**
- Martin Friedrichsen, Manager Development Seat Systems, **Audi AG / Germany**
- Dr. Ignacio Alvarez, Global Director Seat Electronics, **Faurecia Brieres / France**
- Gael Hansen, Seat Expert, **PSA Peugeot Citroën / France**
- Susanne Frohriep, Manager New Technologies, **Johnson Controls / Germany**

With new tracks and workshops, the conversations at the **Automotive Seating Reloaded Conference 2013** are expanding into all facets of **seating** innovation and development processes.

Visit the conference homepage at <http://automotive-seating.we-conect.com/en/> to find more details about the conference.

The [Automotive Seating Reloaded 2013](http://automotive-seating.we-conect.com/en/preview/register/) online registration is now opened for the price of 2.499 Euro + VAT.

Follow this link to complete your registration:

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



### **Team Registration Discount - Bring the Team: Gain a Much Richer Experience of the Event!**

Teams that attend a we.CONECT Event together can not only access all the sessions to maximize their learning, but also have the benefit of a team meeting with a speaker, business partner or other teams, who can facilitate a discussion or advise them on strategic initiatives and key projects. For these reasons, organizations often hold off-site team meetings at we.CONECT events, and incorporate we.CONECT events as part of their training programs.

Register as part of a team of 2 or more and save for each additional participant up to 50%. That's a possible savings of 1.249,50 Euro on the current pricing for a Conference Pass. Please find here [further information regarding our Team Discount](#).

**We look forward to welcoming you at the Automotive Seating Reloaded 2013 from the 30<sup>th</sup> of September to the 1<sup>st</sup> of October 2013 in Berlin.**

#### **Alexander Sladczyk**

Sales Director

**we.CONECT Global Leaders GmbH**

Gertraudenstr. 10-12 | 10178 Berlin, Germany

Tel.: +49 (0)30 52 10 70 3 – 55 | Fax: +49 (0)30 52 10 70 3 - 30

Email: [alexander.sladczyk@we-conect.com](mailto:alexander.sladczyk@we-conect.com)

[www.we-conect.com](http://www.we-conect.com)