



Review - Automotive Steering Technology 2013

EPS applications, market adaptations and current challenges | Steering system development for different vehicle types: Rally cars, high performance cars & commercial vehicles | Steering systems in a networked chassis

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

*"Thank you for a very well performed business event –
yes, it was much more than a conference!"*

Per Adolfsson, Sentient Sweden

From the 22nd to the 23rd of April 2013, **we.CONECT** invited an international audience of global directors, heads of, team leaders and senior engineers from the following departments: Steering Systems, Steering Control, EPS Technology, Chassis Development and Advanced engineering to the **Automotive Steering Technology conference** in Berlin.

More than **70** attendees gathered at the **Automotive Steering Technology 2013** to discuss current challenges, brand new approaches and future trends in the field of steering technology. Participants, speakers and business partners joined in on one of the most interesting conferences on this topic and had the opportunity to exchange experiences, widen their network and debate upcoming challenges.

Automotive Steering Technology 2013

- More than **70 participants** from over **50 companies from all over Europe** discussed new approaches, technological trends and future developments in the field of Automotive Steering Technology Management
- 39 % of the participants has been OEMs
- **20+ high-level case studies** with companies and organizations like Audi, Continental Automotive GmbH, Daimler AG, Fiat Group Automobiles S.p.A, GM Global Research & Development, Renault, Siemens AG, TRW Conekt Ltd etc.
- This conference was rated in a scale from 1-5 with an average of **1,8** by **75% of the participants**. Where 1 stands for the highest and 5 the lowest.
- **4 World Cafés, 4 Challenge your Peers** Round Tables and an eventful **Icebreaker session** on the eve before the conference
- **3 leading Business Partners** - Sentient Sweden, Bourns Sensors GmbH and Nylacast Limited - presented cutting-edge product-solutions, services and technologies

*"Very good presentations, very high skilled persons, very good
mixture of presentations and interactive sessions."*

Konrad Pfaller, Audi

Top-speakers - Pioneers & Leaders shared their wisdom and announced some of the biggest developments of the industry.

If you are interested in the program, please download the PDF: <http://automotive-steering.we-conect.com/en/download-form/>

More than 25 presentations and keynotes

Inspiring discussions and presentations regarding the core issues of the conference, including: Steering Systems, Steering Control, EPS Technology, Chassis Development and Advanced engineering, fulfilled the expectations of the participants to a maximum.

USB-DOCUMENTATION PACKAGE & PREMIUM MEDIA CENTER ACCESS (Complete Conference Documentation)

- ✓ You didn't have the time to attend this year's event?
- ✓ Now you have the chance to order the complete event documentation for just € 495!
- ✓ Order quickly and easily online or call Alexander Sladczyk, Sales Director on +49 (0)30 52 10 70 3 – 55.
- ✓ Or order online <http://automotive-steering.we-conect.com/en/preview/order-docpack/>

Enjoy the *BEST IN CLASS CONTENT* you can get - with we.CONECT!

"You really connected global leaders!"

Prana Tharthiharan Natarajan, Frost & Sullivan/India

In retrospect, the Automotive Steering Technology 2013 has been a very interesting, diversified and highly interactive networking platform for International OEMs, Tier 1 and Suppliers, Product Development Directors, Senior Engineers, Technical Directors and Project Managers from all over the world.

we.CONECT wants to thank the team, participants, speakers, business partners and media partners for a very successful annual forum 2013.

Share knowledge, experiences and solutions at the **Automotive Steering Technology 2014** from the **10th to 11th of April 2014!** Get in touch with 100+ senior level executives from major companies of the automotive industry, engineering companies & consultants to discuss challenges and solutions for steering systems and chassis developers across all over the World!

What can you expect from we.CONECT?

- **COMMUNITY:** The only conference that will discuss challenges & solutions in organizational implementation of end-to-end processes in the automotive industry and impact on effective process management.
- **DELEGATES:** 100+ senior level executives from major companies of the automotive industry, engineering companies & consultants to discuss challenges and solutions for steering system development across all over Europe!
- **SPEAKERS & MODERATORS:** 25+ Pioneers & Leaders will share their wisdom and announce some of the biggest developments to hit the industry over the next 12 months.
- **NETWORKING:** Multiple opportunities for networking start planning your meetings now / Exclusive networking event. Meet and greet with those hard-to-meet executives in a relaxed and social setting.

- **SESSIONS:** 20+ innovative sessions to ensure all the key topics are covered / 20+ hours of networking with top level executives from across the chemical industry with targeted networking coffee breaks
- **FORMAT:** 3 Icebreaker Sessions, more than 20 Case Studies, 4 World Cafés & 4 Challenge your Peers Round Tables

Upcoming Topics of the Automotive Steering Technology 2014

- EPS applications, market adaption's and current challenges
- EPS penetration world-wide
- EPS technology for different vehicle segments
- E-Motor Technology
- Steering systems for commercial vehicles
- Realizing steer-by-wire technology: Technological and legal issues
- Autonomous driving
- Steering systems in a networked chassis
- Steering architecture and control strategies
- Functional Safety issues

If you want to get new ideas, fresh approaches and an action-plan of how to optimize your production of steering control systems and chassis development you can't miss this conference!

The 2nd Annual Automotive Steering Technology conference will discuss challenges and solutions for steering systems manufacturers across all over the World!

we.CONECT is looking forward to welcoming you at the 2nd annual **Automotive Steering Technology Conference 2014** from the 10th to 11th of April 2014 in Berlin.

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GLOBAL LEADERS