

# Review – Automotive Seating Reloaded 2014

Innovative development processes & designs | Ergonomics | Smart materials  
30th September– 1st October 2013 | MARITIM proArte Hotel | Berlin | Germany

*"Interesting mixture of OEMS, Suppliers and Research Institutes,  
wide scope of content, in a refreshing atmosphere"*

Rainer Grünen, Adam Opel AG

From 30<sup>th</sup> September to 1<sup>st</sup> October 2013, we.CONECT invited an international audience of automotive professionals, team leaders and engineering managers from the following departments: Automotive Seating, Interior Technologies, Seats Testing, Lightweight Applications and Design Strategy to the **Automotive Seating Reloaded conference** in Berlin.

More than **80** attendees gathered to discuss current challenges, new approaches and future trends in the field of automotive seating. Participants, speakers and business partners took part in a highly interactive conference and used the opportunity to discuss experiences, to network, benchmark and exchange ideas and best practices.

## **Review of the Automotive Seating Reloaded 2013:**

- More than **80 participants** from over **50 companies from all over Europe, Asia and the USA** discussed future challenges and latest approaches in the area of automotive seating.
- **20+ high level case studies** were presented by companies such as Airbus, Audi, Fiat, Ford, Hyundai, Johnson Controls, Kuraray, Tesla Motors and [many, many more...](#)
- This conference was rated with an average of **4,3** by **65%** of the participants. Where 5 stands for the highest and 1 the lowest.
- The conference offered **4 World Cafés** and **4 Challenge your Peers Round Tables**, a wonderful evening reception and an eventful Icebreaker Session the evening before the conference.

## **More than 20 presentations and keynotes**

Inspiring discussions and presentations regarding the core issues of the conference, including Interior Technologies, Seats Testing, Lightweight Applications fulfilled the participants' expectations.

Throughout the two conference days, interesting case studies were presented and fruitful discussions took place. The exchange of ideas between participants, speakers and business partners was animated and encouraged through different kinds of sessions (e.g. World Cafés and Challenge your Peers Roundtables). The conference aimed to engage all participants in active discussion and debate - and this goal was notably achieved.

## **Overview of the Topics:**

- Innovative Materials for Seating
- Ergonomic Seating versus individual Differences & Demographics
- Establishing an efficient Seat Development Process
- Virtual Seat Development

For more details regarding our exclusive speaker panel, full project descriptions and networking opportunities, please visit our Automotive Seating Reloaded 2013 - conference website: <http://automotive-seating.we-conect.com/en/>

*"Highly interactive and communicative event!"*

Clemens Damschen, IEE S.A.

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

## What is coming up in 2014?

- An exclusive conference-location at the MARITIM proArte Hotel in the heart of Berlin
- More than 30 extraordinary sessions with cutting-edge speakers from all over Europe, Asia and the USA
- An innovative format – offering:
  - Inspiring World Café Sessions
  - Challenge your Peers Round Tables
  - A delightful Evening Reception and Dinner
  - Interactive Morning Sessions and
  - One surprising Icebreaker Session in the evening before the start of the conference

We are looking forward to welcoming you at the 2<sup>nd</sup> Automotive Seating Reloaded Conference 2014 from the 22<sup>rd</sup> to the 23<sup>th</sup> September 2014 in Berlin/Germany!

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Impressions of 2013

