



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

we.CONECT Global Leaders invites to the **2nd annual Automotive Steering Technology 2014**. The conference will focus on steering system development for different vehicle types including steering systems in a networked chassis, EPS application and market adaptations.

Taking place on **April 10-11, 2014** at the Kempinski Hotel Bristol Berlin, the Automotive Steering Technology 2014 will gather more than 100+ steering specialists, project managers and senior-level executives from all over the world that will share their wisdom and announce some of the biggest developments to hit the industry over the next 12 months.

The [Automotive Steering Technology 2013](#) was already one of the leading conferences in the field of steering technology, EPS applications and market adaptations in 2013. Participants, speakers and business partners joined one of the biggest European conferences on this topic to exchange experiences, widen their network and present best practices, powerful project solutions and strategic approaches.

*"It has been a great and memorable experience to attend the AST 2013, a very well organized event with high quality contents and participation. Hope I see it growing up rapidly, and becoming a very influential and dominant event for automotive steering technology and community."*

Xiao-Dong Sun

Technical Specialist - Vehicle Control System TRW Conekt /UK

#### Review of the [Automotive Steering Technology 2013](#)

- More than **80+ participants** from over **50 companies** from all over Europe gathered to discuss about future challenges, latest approaches and future progresses in the context of steering technology.
- **20+ high-level case studies** were presented by companies such as Audi, Continental Automotive, Flanders' DRIVE, TNO, GM Global Research & Development, Bozzio, Cranfield University, Neusoft Technology Solutions, The Steering Guy, Siemens AG, Frost & Sullivan, Tata Motors, ThyssenKrupp Presta, Continental Teves, Ford Optomotive Sanayi, Pailton Engineering, Technical University of Kaiserslautern, TRW Conekt and Sentient Sweden.
- This conference was rated on a scale from 1-5, with an **average rating of 1,6** by **75%** of the participants, where 1 stands for the highest and 5 the lowest.
- **4 World Cafés**, **4 Challenge-your-Peers Round Tables**, a wonderful evening reception and an eventful **Icebreaker Session** the evening before the conference highlighted the event in 2013.
- **3 leading Business Partners** – Sentient Sweden, Bourns Sensors GmbH and Nylacast Limited – introduced cutting-edge product-solutions, management strategies and outstanding technologies.

[Automotive Steering Technology 2014](#) will focus on the most pressuring topics and market challenges:

- **EPS applications, market adaptations and current challenges**
  - EPS penetration world-wide
  - EPS technology for different vehicle segments
  - Low-cost versus high-cost performance of EPS
  - The impact of volatile raw materials markets on EPS development
  - Coping with packaging, increasing chassis complexity and NVH issues
  - MMI / HMI considerations and the creation of a natural steering feel
  - The implementation of ISO 26262
  - The impact of the 48 Volt energy supply system on steering systems
  - EPS as an enabler for advanced vehicle functionalities
  - How much intelligence can be put in the EPS ECU?
  - Innovative steering wheel concepts
  
- **Steering system development for different vehicle types: Rally cars, high-performance cars & commercial vehicles**
  - Realizing steer-by-wire technology: Technological and legal issues
  - Developing steering technology for rally cars – what are the differences in comparison to mass production cars?
  - Developing steering technology for high performance vehicles – what are the differences in comparison to mass production cars?
  - Advanced steering technology for commercial vehicles: Improving comfort and fuel efficiency
  - Advanced components for steering systems
  - Hardware & software development for advanced steering technology
  - AUTOSAR and its impact on the development of steering software
  
- **Steering systems in a networked chassis**
  - Steering architecture and control strategies
  - Active front steering and its influence on vehicle's driving performance
  - Innovations in rear wheel steering technology
  - The role of steering systems in active vehicle safety
  - Data fusion and system integration and its impact on modern steering systems

To explore the complete list of the main upcoming topics of discussion in 2014, please click [here](#).

[Keynote speakers from worldwide leading companies in 2014:](#)

- **Dr. Jin-Woo Lee** Staff Researcher Perceptions & Vehicle Control Systems **GM Global Research & Development / USA**
- **Gustav Neander**, Senior Project Leader, & **Jan-Inge Svensson**, Senior Engineer- Team Leader Steering Functions, **Volvo Group Trucks Technology / Sweden**
- **Dr. Dan Williams** Chief Engineer, Global Advanced Engineering **TRW Commercial Steering Systems / USA**
- **Dr. Xiao-Dong Sun** Technical Specialist -Advanced Control **TRW Conect Ltd. / UK**
- **Heiko Jausel** Director Steering Applications **Continental Automotive GmbH / Germany**
- **Richard Hirschmann** Head of Technology **ThyssenKrupp Chassis - Presta Steering /Liechtenstein**
- **Dr. Gergely Pinter** Software Group Leader **ThyssenKrupp Presta Hungary Ltd. / Hungary**

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

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

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