

Automotive Steering Technology 2013

EPS applications, market adaptations and current challenges, steering system development for different vehicles and steering systems in a network chassis

Dates: 22nd & 23rd April 2013, Berlin / Germany

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

we.CONECT is bringing together an international audience of global Executives, Managing Directors, Head of's and responsible people from departments of industry's most influential steering system developers, OEMs & major automotive suppliers, engineering & research companies.

With the world's leading corporations in the field of EPS applications, methods, strategies and technologies **the Automotive Steering 2013 Conference** is the definitive event for steering system development.

TOP STORIES 2013:

Short summaries of our keynote speakers' presentations for the CiMi.CON Evolution 2013 conference

Mahesh Shinde, Head of Indoor Testing, **at Tata Motors Ltd in India**, will start with a discussion about concept and validation of low cost, then talk about limited function PLC controlled Electric Power Steering System (EPS). Further, Mr. Shinde will explain a conceptual design and work model which will then be followed by comments on functionality aspect – steering assist during / in parking and at low vehicle speeds. In addition, Mr. Shinde argues for the usage of available sensor signals and low cost program logic controller. Besides, Mr. Shinde will demonstrate the simple basic hardware of reversible electric motor and reduction gear box. All in all, the presentation will be finished with dispute over algorithm with constant rate steering assist.

Dr. Nikolai Moshchuk, Staff Researcher Electrical and Control Systems Research Lab, **at GM Global Research & Development in USA**, will open his performance with debate about collision avoidance manoeuvre through EPS. Additionally, he will treat the topic about EPS requirements for performing or assisting in collision avoidance manoeuvre. This will be followed with a dispute about torque command versus road wheel command. Furthermore, Mr. Moshchuk will deal with EPS actuator delay compensation and different approaches to control and vehicle test results. For closing, Mr. Moshchuk will explain thoroughly driver interaction when it comes to automotive steering technology.

Xiao-Dong Sun, Technical Specialist, **at TRW Conekt Ltd. in UK**, is going to showcase the technical challenges of Steer-by-Wire (SBW) systems. Moreover, Mr. Sun highlights the technical challenges and requirements for SBW systems. In addition, Mr. Sun will provide an overview of Milestone Programs and Experience at TRW. In conclusion, Mr. Sun will discuss the possible future for SBW.

In addition speakers from world leading companies such as Audi AG, TRW Conekt Ltd., Continental Automotive GmbH, INFINITI Motor Company Ltd., Porsche AG, Continental Teves AG & Co. oHG, Coventry University, Bozzio AG, Prodrive Ltd., ThyssenKrupp Chassis, TNO, Frost & Sullivan, The Steering Wheel Guy, TU Kaiserslautern, Neusoft Technology Solutions GmbH and Cranfield University **will discuss their challenges and approaches with delegates from all over Europe and the US.**

Take full advantage and attend at

- Our unique World Café 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 at our Ice Breaker Session the day before the conference, the purpose is to help session attendees get to know and appreciate each other
- Take the advantage to have face2face business strategy meetings with our business partners and your peers
- And discover Berlin, one of the most exciting cities in the World!

Several Icebreaker sessions, interactive roundtables as part of the a World Café, case studies of well-known companies to provide participants an overview of strategies, best practices, solutions and cutting edge topics as well.

The conference aim is to provide participants a balanced mix of lectures and many opportunities as possible to discuss viable approaches for the development of a high class technology and processes for automotive steering using different tools and systems.

Individuals interested in attending, sponsoring or finding out more about the Automotive Steering 2013 Conference should visit:

<http://automotive-steering.we-conect.com/en/preview/register//registerType/solutionProvider>

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.

AUTOMOTIVE **Steering** **2013**

we.CONECT
GLOBAL LEADERS

22ND – 23RD APRIL 2013
STEIGENBERGER HOTEL BERLIN

**PUSH YOUR
BUSINESS**



More than 15 Case Studies
Icebreaker Session
Challenge your Peers
World Café Session

- 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