

Automotive steering technology 2013

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

22nd – 23rd of April 2013, Berlin, Germany

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

"A challenging brainstorm towards a favorable interaction between humans and machines. You.CONECT, we create."

Matteo Durelli, Ferrari Spa

we.CONECT is bringing together, for the second time, an international audience of Managing Directors and leading Managers from the most influential steering system developers, OEMs & major automotive suppliers, engineering & research companies 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 **25 innovative & interactive sessions** from cutting edge speakers from Europe & US.
- An exclusive format offering: **6 World Cafés**, **6 Challenge your Peers Round Tables**, a wonderful **Evening reception** and **2 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 steering technologies and innovations!
- Primary Business Partner **Bourns Sensors GmbH**

Companies like GM Global Research & Development, Audi AG, Tata Motors Ltd., TRW Conekt Ltd., Continental Automotive GmbH, INFINITI Motor Company Ltd., Porsche AG, Ford Otomotiv Sanayi A.S., 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 the latest solutions, challenges and insights of the industry.

Register online now for the Automotive Steering Technology 2013 at:

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

MAIN UPCOMING TOPICS TO DISCUSS IN 2013

1. **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

AUTOMOTIVE Steering 2013

we.CONNECT
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

2. Steering system development for different vehicle types: Rally cars, high-performance cars & commercial vehicles

- Realising 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

3. 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

Follow this link to download the complete agenda for the Automotive Steering Technology 2013:

<http://automotive-steering.we-connect.com/en/preview/agenda/>

With new tracks and workshops, the conversations at the **Automotive Steering Conference 2013** are expanding into all facets of **steer-by-wire** systems development.

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

The [Automotive Steering 2013](#) online registration is now opened for the price of 2.499 Euro + VAT.

Follow this link to complete your registration:

<http://automotive-steering.we-connect.com/en/preview/register/!/registerType/industryDelegate>

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

Teams that attend a we.CONNECT 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.CONNECT events, and incorporate we.CONNECT 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 are looking forward to welcome you at the Automotive Steering 2013 from the 22nd to 23rd of April 2013 in Berlin.

Peter Haack

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