Exploring the future of mobility engineering
A one-day conference for mobility technologists and professionals

Headline Sponsor
NIO

Media Partner
PROFESSIONAL ENGINEERING

11 July 2019
County Hall, London
United Kingdom

www.fisita.com/fisitaplus
Welcome

We are delighted to return to County Hall in London for the third FISITA PLUS — our annual one-day conference enabling delegates to explore the future of mobility engineering.

The creation of our FISITA PLUS conference has been an important milestone for the organisation, following its hugely successful launch in 2017 – today’s conference is one unique part of the FISITA international platform that supports this generation as we navigate the way forward, exploring and supporting each other as we develop the safe, sustainable and affordable mobility of tomorrow.

As we all continue to contribute towards this period of significant change within the industry, here at FISITA we’re pleased to open our door to new audiences, to allow others to learn what we already understand, for us to learn from others, and importantly, to allow engineers of different disciplines to engage with our community. So, our quest continues to support the engineering systems community as it evolves and delivers against the need of the industry around it.

Feedback from speakers and delegates last year was extremely positive, so we have retained a similar agenda for 2019, including the popular Leadership Interview, featuring three panellists this year, and Headline presentation at the end of the day. Our guest curators have done a wonderful job in bringing together a fantastic group of speakers, from a real mix of international organisations that are key players in our fast-moving industry – their important insight will be extremely valuable to you and your peers, so we look forward to some lively discussions throughout the day.

Thank you for joining us and whether it’s your first time or not, it’s fantastic to have you as part of our international FISITA community.

Prof. Frank Zhao
FISITA President

Chris Mason
FISITA Chief Executive Officer
About FISITA PLUS

In 2017 FISITA successfully launched its one-day conference, FISITA PLUS, created to explore the future of mobility engineering. We’re delighted that FISITA PLUS returns in 2019 at the prestigious County Hall in London on Thursday 11 July 2019.

The Conference

We look forward to welcoming a prestigious presenter line-up from some of the world’s leading mobility companies:

Speakers will present under the headings of:

- The Mobility Eco-System
- Future Technologies
- Energy and Propulsion Systems of the Future

The day will commence with a video welcome from FISITA President, Prof. Frank Zhao, Professor and Director of Automotive Strategy Research Institute, Tsinghua University, China.

The Leadership Interview hosted by Paul Mascarenas will be the centre-piece of the conference, featuring Ford’s former Chief Technology Officer and current independent director, business advisor and technology executive, in discussion with Dr. Michael Würtengerger, VP Research, E/E Architecture and Technology, BMW Group; Taner Ozcelik, Senior VP and General Manager, Intelligent Sensing Group, ON Semiconductor; and Dr. Mircea Gradu, Senior VP of Quality and Validation, Velodyne Lidar.

The day’s technology focus will culminate with a headline speech by Yifan Tang, Chief Technology Officer at SERES. Yifan will speak about the engineering, testing, manufacturing and world class technical innovation carried out at SERES.

For more information see: www.fisita.com/fisitaplus

Venue Wi-Fi login:
Network — Etcvenues
Password — wifi4079

We encourage delegates to join the conversation by using the official event hashtag: #FISITAPLUS.
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<td>Introduction</td>
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<td>09:20</td>
<td>Welcome</td>
<td>Prof. Frank Zhao&lt;br&gt;Professor and Director of Automotive Strategy Research&lt;br&gt;Institute, Tsinghua University, China&lt;br&gt;FISITA President 2018-2020</td>
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<td>Session 1: The Mobility Eco-System</td>
<td>Guest Curators:&lt;br&gt;Olivia Walker&lt;br&gt;Head of City Development, Mobility Solutions, Bosch&lt;br&gt;Prof. Nick Reed&lt;br&gt;Founder&lt;br&gt;Reed Mobility&lt;br&gt;Speakers:&lt;br&gt;Lucy Yu&lt;br&gt;Director Public Policy, FIVEAI&lt;br&gt;Tom Harle&lt;br&gt;Strategy Principal, ustwo&lt;br&gt;Dr. Jo Dally&lt;br&gt;Strategic City Development Lead, BP, Advanced Mobility</td>
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<td>Session 2: Future Technologies</td>
<td>Guest Curator: Dr. Geoff Davis&lt;br&gt;Chief Strategy Officer, HORIBA MIRA&lt;br&gt;Speakers:&lt;br&gt;Prof. Thomas von Unwerth&lt;br&gt;Professor of Advanced Powertrains, Technical University of Chemnitz&lt;br&gt;Peter Davies&lt;br&gt;Director of Security Concepts, Thales e-Security&lt;br&gt;Dr. Milena Kukova&lt;br&gt;Marketability Engineering Specialist, HORIBA MIRA</td>
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<td>Niclas Brännberg&lt;br&gt;Director CAE, NIO</td>
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<td>The Leadership Interview</td>
<td>Hosted by Paul Mascarenas OBE&lt;br&gt;Independent Director, Business Advisor and Technology Executive&lt;br&gt;Panel:&lt;br&gt;Dr. Michael Würtenberger&lt;br&gt;VP Research, E/E Architecture and Technology, BMW Group&lt;br&gt;Taner Ozcelik&lt;br&gt;Senior VP and General Manager, Intelligent Sensing Group, ON Semiconductor&lt;br&gt;Dr. Mircea Gradu,&lt;br&gt;Senior VP of Quality and Validation, Velodyne Lidar</td>
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<td>Session 3: Energy and Propulsion Systems of the Future</td>
<td>Guest Curator: Prof. Chris Brace&lt;br&gt;Deputy Director of the Powertrain Vehicle Research Centre, University of Bath&lt;br&gt;Speakers:&lt;br&gt;Tomthy D’Herde&lt;br&gt;General Manager, Powertrain Division, Toyota Motor Europe&lt;br&gt;Chris Vagg&lt;br&gt;Head of Electrical Design (Formula E Electric Powertrain &amp; Control Systems), Groupe Renault&lt;br&gt;Chris Evans&lt;br&gt;Director of Products, Ceres Power</td>
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<td>Headline Closing Speaker</td>
<td>Yifan Tang&lt;br&gt;Chief Technology Officer, SERES</td>
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Moderator and Kick-Off Session Speaker

Chris Mason  
Chief Executive Officer, FISITA

Chris joined FISITA as Chief Executive Officer in August 2014, continuing a successful career and now bringing over 30 years’ experience working in the automotive industry.

As CEO, Chris has overseen the extensive modernisation of FISITA, transforming the organisation into a leading platform for global knowledge exchange and facilitating co-operation and support amongst FISITA’s membership and the wider automotive and mobility systems industry. In addition to refreshing the FISITA brand and membership structure and offering, Chris has introduced a number of innovations including the one-day conference FISITA PLUS, a regular series of Technical Webinars and the FISITA International Engineering Community. Chris has also successfully established the FISITA Foundation charity with a number of initial high-profile donors, created to provide financial support for the next generation of automotive and mobility systems engineers.

Prior to joining FISITA, Chris spent 14 years working within Society of Motor Manufacturers and Traders, the UK’s premier automotive trade association, was a member of the senior management team and Managing Director of subsidiary, Motor Codes. During this time Chris became recognised as an expert within the UK automotive industry and received recognition and awards from the industry for his work throughout the years.

Chris is a Fellow of the Institute of the Motor Industry and regularly contributes to international discussions and thought leadership pieces on the continued transition of the automotive and mobility industry.

Prof. Frank Zhao  
Professor and Director of Automotive Strategy Research Institute, Tsinghua University, China  
FISITA President 2018-2020

Prof. Frank (Fuquan) Zhao is a Professor and Director of Automotive Strategy Research Institute at Tsinghua University, China (since May 2013) where he leads a strategic research group on automotive industry policy, corporate management and technology strategies.

Prof. Zhao received a doctorate degree in Engineering from Hiroshima University in Japan in 1992 and has years of on-the-job experience in Japan, United Kingdom, United States, and China.

Prior to joining Tsinghua University, Prof. Zhao had the experience of Vice President of Zhejiang Geely Holding Group, President of Zhejiang Geely Automotive R&D Center, President of Zhejiang Automotive Engineering Institute, and Chairman of DSI company of Australia since November 2006; Vice President of Shenyang Brilliance JinBei Automobile Company Limited and General Manager of its R&D Centre since 2004; and Engineering Specialist and Research Executive of Technical Affairs at DaimlerChrysler since 1997.
Session 1: The Mobility Eco-System

Guest Curators and Speaker

Olivia Walker  
Previously Head of City Development Mobility Solutions, Bosch  
As part of a global team, Olivia leads the development of Bosch’s work with cities on the future of mobility, based in London.

Prior to that, she was a consultant for thirteen years focused on how long-term macro trends disrupt the traditional industry.

An active participant in the debate and work on how we can achieve safe, clean and accessible travel in cities, Olivia has a strategic understanding of city mobility and associated business models.

Prof. Nick Reed  
Founder, Reed Mobility  
Coming from a psychology background, Prof. Nick Reed has worked in transportation research for more than fifteen years.

From early studies using driving simulators to examine driver behaviour, he has since been instrumental in connected and automated vehicle projects in the UK to the value of more than £50m. Nick was Academy Director at TRL (the UK’s Transport Research Laboratory) before becoming Head of Mobility R&D at Bosch, the world’s largest automotive supplier.

Retaining a visiting professorship at the 5G Innovation Centre, University of Surrey, he has departed Bosch to create Reed Mobility – an independent expert consultancy on future mobility topics.

Lucy Yu  
Director Public Policy FIVEAI  
Lucy is director of public policy at FiveAI, Europe’s largest self-driving vehicle company, developing automated vehicles to deploy as passenger transportation in cities.

Lucy’s background combines roles at several high profile British technology startups with over a decade of technology policy and regulation in government, including establishing the Mobility as a Service policy team at the UK Department for Transport.

She has also worked at the Cabinet Office, the Centre for Connected and Autonomous Vehicles (CCAV) and the International Telecommunication Union, leading a variety of work focused on new mobility services, regulating emerging technologies, the social impact of technology, and national security.

She represents the tech sector on the City of London Transport Strategy Board, is a Non-Executive Director at the Institute for Ethical AI and Machine Learning, and a founding director of Ada, the National College for Digital Skills.
Speakers

Tom Harle  
Strategy Principal, ustwo

Ustwo is a digital product studio on a mission to launch products and services that have meaningful impact in people’s lives.

The global independent studio works across healthcare, automotive, finance, education and immersive entertainment, sometimes all at the same time. So, Tom’s work has always explored the application of technology in spaces with complex stakeholder relationships.

As a Strategy Principal at ustwo auto, Tom partners with mobility clients to shape the next essential parts of their customer offering, through developing a rich and evolving understanding of user needs around the world.

Dr. Jo Dally  
Strategic City Partnership Lead, BP, Advanced Mobility

Dr. Jo Dally leads on Global Strategic City Partnerships for BP’s Advanced Mobility Unit. Jo’s role focuses on developing partnerships with cities and their networks to respond to new and disruptive trends in mobility.

Before joining BP, Jo held various roles that had science, evidence and innovation at their core. Most recently she was Head of Policy at the Royal Society, where she was responsible for policy portfolios ranging from Research Culture to the UK’s Exit from the EU. Before this, Jo worked in the Civil Service. Her roles included Deputy Director for Horizon Scanning and Emerging Technologies, Head of Innovation in the Government Office of Science, and leading the Nuclear Security team in the Foreign and Commonwealth Office.

She also spent two years as Private Secretary to the Government’s Chief Scientific Adviser and in an earlier role in Parliament was a Specialist Adviser to Select Committees.
Session 2: Future Technologies

Guest Curator and Speaker

Dr. Geoff Davis
Chief Strategy Officer, HORIBA MIRA

Dr. Davis joined HORIBA in 2015 following its successful acquisition of MIRA, where he had previously held a number of commercial, technical and strategic executive roles. He first joined MIRA in 2009 following ten years at Ricardo.

He is an experienced engineering consultancy professional with a background in automotive engineering, with insight on some of the latest automotive technologies and trends and first-hand experience of working across a wide range of overseas territories and industry sectors building new business operations and delivering engineering and strategic consultancy projects for clients.

Moving to MIRA in 2009, Dr. Davis was part of the team of four executives that delivered the re-birth of what is the UK’s foremost transport R&D organisation, subsequently selling the business to HORIBA in 2015.

He is now part of the global management team for HORIBA’s Automotive business unit where he spends the majority of his time focussed on corporate strategy, technology development, and marketing. He also dedicates time to supporting the Automotive Council as part of their technology working group.

His current areas of focus include the fast-paced changing areas of Connected Autonomous Vehicles and related subjects in Vehicle Resilience and Cyber Security.

Prof. Thomas von Unwerth
Professor of Advanced Powertrains, Technical University of Chemnitz

Thomas von Unwerth, Professor of Advanced Powertrains and Director for the Institute of Automotive Research at TUC, Technical University of Chemnitz, prepares the next evolutionary step for e-mobility.

His research work is mainly on fuel cells and fuel cell systems for automotive applications as well as on series manufacturing technologies for key components.

He joined TUC in 2010 from Volkswagen AG corporate research, Wolfsburg, where he was responsible for fuel cell systems and later for fuel cell fleet implementation at Shanghai Volkswagen, China. Nowadays he is founder and CTO of fuel cell developers, FCP Fuel Cell Powertrain GmbH, in Germany.

He is chairman and initiator of the hydrogen and fuel cell cluster ‘H2wo’ in Saxony, Germany, and is a member of the consulting committee for propulsion and energy management within the Association of German Engineers (VDI) and the commission for hydrogen and fuel cells.
Speakers

Peter Davies
Director Security Concepts, Thales e-Security

As a Technical Director of Thales in the UK, Peter has been their leading expert on cryptography responsible for providing cryptography and information security direction and expertise on a variety of products and projects. Previous work includes the development and certification of flexible and interoperable commercial security solutions that are also widely used by governments; these solutions are available worldwide and support the security of both communications and informatics in an international, multi-grade environment. Peter’s specialist knowledge is at the core of the cyber defence and forensics activities that he undertakes combatting existential threats against businesses. Peter has interacted on security and products at every level from the Prime Minister, through to Board, to deep technical; including Certification Labs and partners developing and sustaining business opportunities worldwide. Peter has generated patents in the area of digital DNA and his research covers aspects of technical security as well as aspects of super-identities and their role in combatting human based cyber-attacks.

Dr. Milena Kukova
Marketability Engineering Specialist, HORIBA MIRA

Dr. Milena Kukova is a Marketability Engineering Specialist at HORIBA MIRA. Occupying a unique position between marketing and engineering, Milena ensures that market research is fed into the engineering process so customers’ preferences are accurately reflected in vehicle development programmes. Her pioneering approach adopts traditional and innovative techniques to bring market research practices up to date with the current and expected changes in the automotive market, with the aim to increase the success and relevance of vehicles in the market place. Milena joined HORIBA MIRA in 2014, whilst completing her PhD in Market Research at Coventry University. Prior to completing her PhD Milena has achieved an engineering degree in Computer Science, an MA in Design and Branding Strategy and has worked for over ten years in design and branding roles. With her academic knowledge combined with professional experience, Milena is in an ideal position to provide expertise on Marketability Engineering.
The Leadership Interview

Host and Panellist

Paul Mascarenas
Independent Director, Business Advisor and Technology Executive

Paul Mascarenas OBE is Chairman of FISITA (UK) Ltd. Previously, he was President and Chairman of the Executive Board of FISITA from 2014 - 2016.

Paul is a Member of the Board of Directors at ON Semiconductor and the U.S. Steel Corporation; he is also Special Venture Partner with Fontinalis Partners. Paul is also President for FISITA Member Society SAE International.

Previously, Paul served as Chief Technical Officer and Vice President - Engineering, Global Product Development, at Ford Motor Company. In that role, he led Ford’s worldwide research organisation, overseeing the development and implementation of the company’s technology strategy and plans.

Paul also led the establishment of Ford’s Silicon Valley Research and Innovation Center, which supports the company’s vision to provide uncompromised personal mobility for people around the world.

Dr. Michael Würtenberger
VP Research, E/E Architectures and Technology, BMW Group

Michael Würtenberger is VP Research E/E Architecture and Technologies for BMW. He is leading the centre of excellence, driving new technologies for Digital Systems and Artificial Intelligence.

Michael’s background combines different roles in digital product development and E/E systems including user interaction and interior. He was responsible for the launch of Connected Drive in 1997, in-car head-up displays in 2003, and the launch of Mini Connected, one of the first smartphone apps for cars in 2011.

On the technology side, he established software competencies and implemented an open source policy for BMW Group.
Panellists

Taner Ozcelik
Senior VP and General Manager,
Intelligent Sensing Group,
ON Semiconductor

Mr. Ozcelik joined ON Semiconductor in August 2014 as the Senior Vice President of the Aptina Imaging Business, and on 20 February 2015, he was named the Senior Vice President and General Manager of the Intelligent Sensing Group of ON Semiconductor and SCI LLC.

Mr. Ozcelik has served at the intersection of semiconductors, consumer electronics, computing and automotive industries for more than two decades. Before joining ON Semiconductor in August 2014, he served as Senior Vice President of Aptina’s Automotive and Embedded business.

Prior to this, Mr. Ozcelik served as Vice President and General Manager of NVIDIA’s automotive business from 2012 to 2014, and as General Manager of the Avionics, Automotive and Embedded Business of NVIDIA from 2006 to 2012.

At NVIDIA, he developed several award-winning firsts in automotive, which spanned a variety of applications including infotainment systems, digital instrument clusters, automotive tablets and ADAS, which are now featured in cars worldwide. During his career, Mr. Ozcelik has also held positions as President and CEO at MobileSmarts and as Vice President and General Manager at Sony Semiconductor for its Digital Home Platform Division.

Dr. Mircea Gradu
Senior VP of Quality and Validation,
Velodyne Lidar

Dr. Mircea Gradu is the Senior Vice President of Quality and Validation at Velodyne Lidar, leading the company’s efforts to design, develop and manufacture world-class products compliant with the international quality standards.

Dr. Gradu is an Officer of SAE International and the 2018 President and Chairman of the Board. With over 25 years of experience in the automotive and commercial vehicle industry, Dr. Gradu started his career at Daimler-Benz AG in Stuttgart, Germany, served as Vice President of Transmission Powertrain and Driveline at Fiat Chrysler Automobiles and, prior to Velodyne, led Engineering and Quality at Hyundai Motor America.

An SAE Fellow, Dr. Gradu has been awarded 56 patents on mechatronic automotive systems, published over 40 technical papers, was honored with the SAE Edward N. Cole Award for Automotive Engineering Innovation, and listed among the 50 most influential Automotive Executives by Motor Trend, being credited with the revival of the rear-wheel-drive automotive platforms through the introduction of the novel and fuel-efficient transmission solutions. He holds a master’s degree in mechanical engineering from the Polytechnic Institute of Bucharest and a doctorate in mechanical engineering from the Technical University of Stuttgart, Germany.
Session 3: Energy and Propulsion Systems of the Future

Guest Curator and Speaker

**Prof. Chris Brace**
Professor of Automotive and Deputy Director of the Powertrain Research Vehicle Research Centre, University of Bath

Chris Brace is Professor of Automotive Propulsion and Deputy Director of the Powertrain Vehicle Research Centre at the University of Bath. He leads the Advanced Propulsion Centre Spoke for ICE System Efficiency, based at Bath.

Chris leads a wide portfolio of propulsion systems based research including ICE systems; advanced transmission systems; hybrid and battery electric concepts. The research requires the intensive measurement of multi-physics processes, leading to greater insight into system behaviour under dynamic operating conditions.

**Timothy D’Herde**
General Manager, Powertrain Division, Toyota Motor Europe

Timothy is Toyota Motor Europe’s Powertrain Division General Manager. His team focuses on the development of powertrains for the European market and on introducing leading technologies for Toyota’s global implementation.

Timothy joined Toyota Motor Europe in 2002. Initially starting as Diesel Engine Design Engineer, moving on to petrol engines and subsequently electrified powertrains (including Hybrid Electric Vehicles, Battery Electric Vehicles and Fuel Cell Electric Vehicles). He has been working several years at Toyota Motor Corporation Japan, where he was a key contributor to the team responsible for developing Toyota’s New Global Architecture (TNGA) internal combustion engines.

Timothy also experienced the implementation of Toyota Production System (TPS) principles during his time at TMUK Deeside Engine Plant, optimising the engine assembly line by significantly reducing the cycle time. The Advanced Powertrain department in his division is working closely together with Universities and European engineering companies studying future technologies creating ever-better cars.
Dr. Chris Vagg is currently Head of Electrical Design (non-F1) at Renault Sport Racing France. He has been responsible for the Formula E electric powertrain since the beginning of the series in 2014 as well as consulting on other high-performance electric powertrain projects in the Group.

He studied Mechanical Engineering as an undergraduate at the University of Bristol, graduating in 2009, before taking a placement at the Brawn GP Formula 1 Team between 2009-2010. He subsequently undertook a PhD at the University of Bath on the subject of energy management in hybrid electric vehicles, before moving to Renault Sport Racing in 2014.

In his time with Renault, Chris’ responsibilities have grown with the Formula E project and now include the electric powertrain, from architecture to final design and validation, as well as all VCU software. Chris has a strong interest in all forms of electrified, intelligent and connected transportation.

Chris Evans is Director of Products at Ceres Power. He is a Control Systems engineer by background and modelled hybrid powertrains for his dissertation at Oxford.

He started his career at Ricardo, working on advanced combustion system control, engine simulation and model-year programmes with Ford and BMW Mini. He now leads Product Development Programmes at Ceres Power, responsible for the development of the core fuel cell stack for integration into a range of stationary and motive applications.
Yifan Tang
Chief Technology Officer,
SERES

Headline Speaker

Yifan Tang is Chief Technology Officer at SERES based in Silicon Valley, USA. At SERES, he leads the development of electric powertrain technologies and products, as well as the development of advanced battery cells and autonomous driving systems.

He is also a board director at Tiveni, a battery module startup company with offices in the USA and Germany. SERES, partnering with its main strategic investor, Chongqing Sokon Industry Group, aims to produce intelligent electric vehicles and their key components for worldwide markets.

Previously, he held technical and management positions at (most recent first) Facebook, Lucid Motors, Tesla Motors, Trimble Navigation, IBM and Curtis Instruments — all in Silicon Valley, since 1999. He holds a master’s degree from Tsinghua University in China and the PhD degree from Ohio State University in the US.

Niclas Brännberg
Director CAE,
NIO

Sponsor Speaker

Since 2016, Niclas Brännberg has led NIO’s global CAE operations from its Advanced Engineering Centre in Oxford. Overseeing a team of 45 engineers, Brännberg is responsible for advanced concept engineering and simulation for the Chinese manufacturer that develops smart, high-performance, electric vehicles.

With over 30 years of experience in engineering and automotive research and development for OEM, tier-one suppliers and technology companies, Brännberg has developed extensive knowledge of simulation, with an emphasis on passive safety systems and structures. Prior to joining NIO, Brännberg was responsible for the Interior CAE team at China Euro Vehicle Technology (CEVT) in Gothenburg Sweden.

Between 2011 and 2014, he led the CAE department at Qoros Automotive Co in Shanghai, China, and preceding that, worked as director of Product Design at Altair Engineering AB in Sweden. During this period, Brännberg focussed on CAE crash simulation and analysis for a broad range of OEMs including Volvo, Porsche and smart.
Venue

The venue for FISITA PLUS is London’s iconic County Hall, featuring views over the River Thames to the Houses of Parliament and Big Ben. The venue was brought back to life following a multi-million pound investment to help restore the original parquet floors and art deco windows.

Last occupied by the Greater London Council in the 1980’s, County Hall is now firmly established as a world class venue, attracting delegates from across the globe. FISITA is proud to be hosting FISITA PLUS at this historic venue, which will be recognised by delegates from around the world.
NIO’s mission is to shape a joyful lifestyle by offering premium smart electric vehicles and providing the best user experience. NIO was founded in November 2014 as a global electric vehicle company. The company has over 9,000 employees working across world-class research and development, design and manufacturing centers in Shanghai, Beijing, San Jose, Munich, London and six other locations.

In 2015, NIO was the title sponsor for the Drivers’ Championship winning team during the inaugural ABB FIA Formula E season. In 2016, NIO unveiled one of the fastest electric cars in the world, the EP9. The EP9 set the lap record for an electric vehicle at the Nürburgring Nordschleife and three other world-renowned tracks.

In 2017, NIO unveiled its vision car EVE and announced that the NIO EP9 set a new world speed record for an autonomous vehicle at the Circuit of the Americas. NIO officially began deliveries of the ES8, the high-performance electric flagship SUV, to the general public on June 28, 2018.

NIO was listed on the New York Stock Exchange on September 12, 2018. NIO officially launched the high performance long-range electric SUV, NIO ES6, at NIO Day on December 15, 2018.

www.nio.com
Media Partner

Professional Engineering is the official membership publication of the Institution of Mechanical Engineers (IMechE), covering cutting-edge developments in aerospace, automotive, biomedical, construction, energy, environment, manufacturing, process, technology, training and transport in an engaging, informative and entertaining way.

Reaching 53,646 IMechE members with each issue, Professional Engineering is the largest ABC audited engineering publication in the UK. All stories also appear on its website:

www.imeche.org/news
Reach an influential audience of forward-thinking engineers shaping the automotive sector

The Professional Engineering and IMechE media portfolio gives you the chance to share your message with one of the fastest-growing engineering institutions in the world. Our omnichannel approach – targeting an engaged audience of more than 120,000 members in multiple engineering sectors – will ensure your campaign meets your core objectives and delivers genuine ROI.

To discuss how our channels can best help you meet your objectives, contact Think:

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Addionics provides specialised improved rechargeable batteries by redesigning their architecture.

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Aurora Labs is pioneering Self-Healing Software for connected cars to enable automotive manufacturers to proactively support future vehicle software architectures, processes, and services.

Aurora Labs’ Line-Of-Code Maintenance™ technology is the foundation of its In-Vehicle Software Management solution. Using machine learning algorithms to uniquely address all four stages - detect, fix, update and validate - of a software management solution, Aurora Labs future-proofs the next generation of software-driven automotive features.

From detecting line-of-code faults to predict downtime events, fixing errors on-the-go to provide a safety-net for new software rollouts, enabling reliable and cost-effective rollouts of new automotive features to all ECUs in the vehicle without any downtime for the user and validating changes to the software to facilitate homologation, Aurora Labs is paving the way for the age of the self-healing car.

www.auroralabs.com
Quobyte transforms the way today’s volumes of data in the automotive and mobility industry are handled. Its software storage system delivers on the promise of providing massive performance to operate with the exploding amounts of sensory data required to train machine learning & AI models for autonomous driving.

The software speeds up iteration cycles and gets faster results, accelerating time-to-market. With storage capacity doubling every 18 months, Quobyte customers benefit from its mastery in data management. The software allows customers to easily maintain the enormous quantities of unstructured data and replace storage silos with a single, scalable storage system that saves manpower, money, and time.

www.quobyte.com

RoboK is a Cambridge-based start-up in computer vision developing cost-effective 3D sensing algorithms for advanced driving applications.

RoboK's proprietary software achieves real-time performance for object detection on low-cost stereo cameras and low-power computing platforms. The company is backed by Amadeus Capital Partners and Cambridge Enterprise and is currently collaborating with leading industrial and Tier 1 automotive suppliers on developing cost-effective, enhanced advanced driving functionalities.

https://robok.ai
Startup & Innovation Zone

SimuQuest is the leading provider of a new class of model-based tools that seamlessly integrate with other model-based tools such as Simulink to enable agile model-based development, even with the most complex systems.

These intelligent, easy-to-use tools enable real-time validation, easy collaboration, custom rule checking, automated error-free integration, and more. Build, test, and simulate with confidence. What does this mean? Solve real problems, quickly. Embrace change without fear. Rapid iterative development. A competitive advantage.

www.simuquest.com

UVeye sets the future standard of vehicle inspection. The company’s AI-based technology enables customers to automatically detect and identify anomalies, modifications or foreign objects from all sides of any vehicle, in a matter of seconds and throughout the entire lifecycle of the vehicle — from the moment its parts are placed on the conveyor belt to the time it hits the road.

This technology is beneficial for the security industry, in order to detect bombs and drug smuggling, as well as the automotive industry, in order to expose oil leakages, scratches, damage to the tires, brakes, and exhaust system, as well as any other potentially hazardous mechanical issues.

UVeye also partnered recently with Skoda, Toyota and other multinational OEMs, becoming an integral process of today’s vehicle inspection process by improving accuracy while reducing manual labor and unnecessary costs.

www.uveye.com
FISITA World Congress 2020 has become an established world mobility event during its over 70 years of history, and was attended by more than 1500 delegates in 2018. FISITA offers a significant technical programme of more than 300 technical papers and features about 100 international exhibitors. FISITA World Congress attracts a global audience of engineers, scientists, academics, executives and students from different mobility branches from more than 40 countries and serves as a platform for sharing technical knowledge and ideas.

FISITA World Congress 2020 offers an efficient congress programme at convenient location in the heart of Europe. The congress main topic “From Automobile to Mobility. New Roles. New Challenges.” reflects the exciting changes in the sector.

FISITA World Congress 2020 partnership packages and accompanying technical exhibition offer an ideal opportunity to present your company’s innovative products, services and technical capabilities to key decision makers from established industry brands to recently grounded start-ups. The congress will help you to build new relationships with the leading specialist in automotive industry and mobility.

Take advantage of great value partnership and exhibition packages, which include delegate attendance visibility in the programme and promotion throughout the FISITA network of member societies representing 210 000 mobility engineers from 37 different countries and furthermore attention of established media.

IF YOU HAVE ANY QUESTION, PLEASE CONTACT LIAISON OFFICER MARTIN ROUCEK DIRECTLY UNDER ROUCEK@GUARANT.CZ OR +420 777 151 395.
About FISITA

**FISITA is the international membership organisation that supports the automotive and mobility systems sector in its quest to advance technological development.** Having delivered against this mission for every generation of engineers since 1948, we are uniquely placed to promote excellence in mobility engineering and the development of safe, sustainable and affordable mobility solutions.

Since creation, FISITA has seen significant growth in influence and relevance. Today our network of Member Societies and Corporate Members extend a reach to over 210,000 engineers in 37 countries, placing us at the heart of the industry and enabling members to connect with each other, network, share technological advancements and collaborate in a pre-competitive environment.

FISITA facilitates dialogue between engineers and industry, governments, academia, and environmental and standards organisations, across all areas of automotive and mobility systems technology. Achieved through organising and delivering internationally-acclaimed technical events, including the World Congress, World Mobility Summit, FISITA PLUS conference and EuroBrake, the world’s largest braking technology conference; as well as endorsing the significant events run by our Member Societies.

The FISITA Roadmap to 2020 strategic engagement plans see our organisation’s continued investment in the next generation of engineers through the ‘Your Future in Automotive’ initiative, and the long-term ‘Engineer 2030’ project, while our Industry Committee is pioneering our strategic tracking of the evolving mobility sector through the FISITA Eco-System mapping project – ensuring that our organisation continues to deliver leadership and a relevant community to this and future generations of engineers.

Engineers create solutions, FISITA continues to support them to do so.

[www.fisita.com](http://www.fisita.com)
FISITA Members

FISITA membership provides access to a range of international technical events, knowledge sharing, committee activities and technical networking opportunities. As well as engaging with the world’s technical leaders, FISITA also provides a platform to inspire the next generation to choose a career within the automotive mobility industry. Find out more about joining FISITA at www.fisita.com/membership

Member Societies
Corporate Members

Strategic Partners