



FISITA PLUS

Exploring the future of mobility engineering A one-day conference for mobility technologists and professionals 13 July 2017, County Hall, London, United Kingdom

For the first time, FISITA will open its door to a new audience with the launch of our maiden FISITA PLUS event. This will showcase the very best presentations from our international community in an open and collaborative environment, in order to support this engineering generation's development of safe, sustainable and affordable mobility.

The Agenda

On the day, nine guest speakers, hand-picked by the FISITA Executive Team will deliver their 'real-world' perspective on future mobility at County Hall in London. We welcome a prestigious presenter line-up from some of the world's leading mobility companies:



Speakers will present under the headings of:

- **The Mobility Future**
- **Artificial Intelligence and Mobility Technology**
- **Propulsion of the Future**

The day will commence with a video welcome from FISITA President, Dan Nicholson, VP Global Propulsion Systems at General Motors, live from GM's Technical Centre in Pontiac, Michigan.

The Leadership Interview hosted by Paul Mascarenas will be the centre-piece of the conference, featuring Ford's former CTO and current independent director, business advisor and technology executive, in

discussion with Jon Lauckner, Chief Technology Officer and VP of R&D at General Motors.

The day's technology focus will culminate with a headline speech by Andy Palmer, Vehicle Line Director at McLaren Automotive Ltd. Andy, who is responsible for new vehicle development for one of the world's most recognised and aspirational brands, will deliver an insight into what drives McLaren Automotive and how they reflect their people's passion and energy into shaping the future.





FISITA PLUS



Commercial opportunities

FISITA is offering an exclusive opportunity for select companies to be part of this event, which will be attended by technical leaders and feature speakers from the global mobility industry. We have created a limited number of sponsorship, programme advertising and exhibition opportunities to generate valuable brand visibility:

- Headline sponsor
- Gold sponsor
- Silver sponsor
- Bronze sponsor
- Full/half page advert
- Exhibition stand

- Reinforce your brand profile with the Automotive, Mobility and engineering industry
- Position your organisation as a thought leader on key Mobility issues
- Build relationships with key executives
- Engage with key stakeholders including policy makers and the media

The Audience

Our new one-day mobility conference features speakers from some of the world's largest automotive companies and an audience of over 200 mobility technologists and professionals.

Whether you are a senior industry technologist, engineer, communicator, strategist or academic, FISITA PLUS offers the ideal platform to develop your knowledge, business capability and position within the emerging, international mobility systems landscape.

Find out more:

www.fisita.com/fisitaplus

For further information on these exclusive opportunities, please contact:

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