

# FISITA Intelligent Safety Conference Europe



**FISITA**  
Intelligent Safety  
Conference **Europe**

**13<sup>th</sup> September 2023**  
**International Barcelona Convention Center**



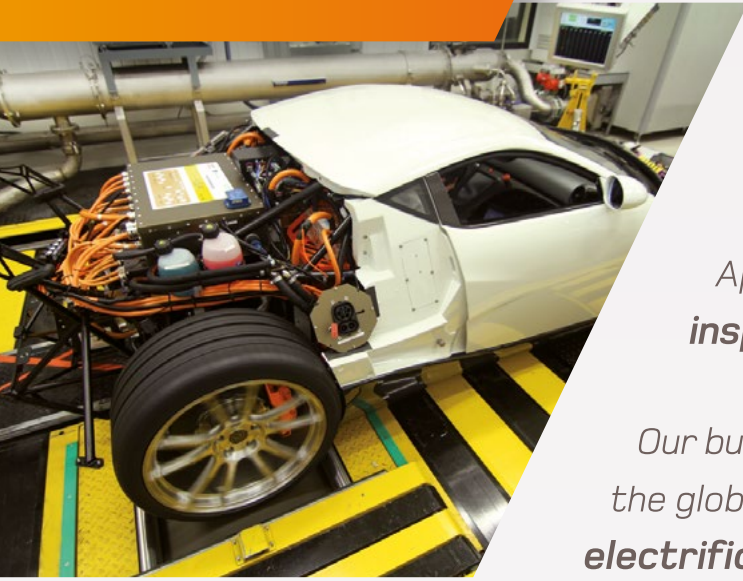
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FISITA Intelligent Safety Conference Europe

**FISITA President**  
Nadine Leclair

**FISITA Chief Executive**  
Chris Mason

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# Welcome to FISITA Intelligent Safety Conference Europe

It gives us great pleasure to welcome you to the inaugural FISITA Intelligent Safety Conference Europe.

The Intelligent Safety Conference Europe has been created following the success of the FISITA Intelligent Safety Conference China, which is now in its fifth year, and will be a unique and exclusive bi-annual meeting of the worlds intelligent safety experts and leaders.

Our intent is to use the conference to enable strategic thought leadership, which will then support the forward agenda of the FISITA Intelligent Safety Working Group and China conference content.

The theme of this inaugural conference is **“Vision Zero – What will a realistic implementation look like?”** and will provide a forum for stakeholders and decision makers from all sectors to discuss the necessary strategic and political next steps for the implementation of Vision Zero.

Through this unique thought leadership programme of presentations and panel discussion, the knowledge shared between speakers and delegates will enable all to come away from the conference with fresh perspectives and considerations which will support the collective goal of achieving Vision Zero.

We would also like to express our sincere thanks and appreciation to this year's Prime Partners for their support: Applus+, CATL and Hyundai Motor Company.



**Dominik Schuster**  
VP Vehicle Safety, BMW Group  
Conference Chair



**Chris Mason**  
Chief Executive, FISITA





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FISITA is the international membership organisation and voice of the automotive and mobility systems engineering community.

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# Organisation

## *Intelligent Safety Conference Europe Development Committee*

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**Dominik Schuster**  
VP Vehicle Safety, BMW Group  
Conference Chair



**Fredrich Charon**  
Managing Director, SIA



**Klaus Kompass**  
Consultant, KKo4Safety



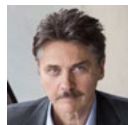
**Nadine Leclair**  
President, FISITA



**Chris Mason**  
Chief Executive, FISITA



**Sven Nitsche**  
Head of Concepts Integrated Safety  
BMW Group



**Rodolfo Schöneburg**  
Road Safety Counsellor



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## ***Your opinion matters Complete the FISITA survey***

FISITA is the international membership organisation and voice of the automotive and mobility systems engineering community.

Please complete the FISITA Future Mobility Readiness Index survey and contribute with your feedback to questions regarding the most important challenges and opportunities facing our industry.

Visit the FISITA stand no. 157 and speak with our team!

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# Programme

Please note that the programme detailed is correct at the time of print (30th August).

09:30 – 09:40	<b>Welcome</b> Dominik Schuster, BMW Group / Conference Chair
09:40 – 10:05	<b>Vision zero - what is it about?</b> Kenneth Svensson, Swedish Transport Administration
10:05 – 10:30	<b>How can National Highways achieve vision zero?</b> Nick Reed, Reed Mobility and National Highways
10:30 – 11:00	<b>Break</b>
11:00 – 11:25	<b>Vision zero and the NGO perspective</b> Joachim Damasky, DVR German Road Safety Council
11:25 – 11:50	<b>Vision zero and the automotive industry today</b> Pierre Millette, ACEA
11:50 – 12:15	<b>An update on best practices related to vehicles in traffic to achieve safety</b> François Guichard, UNECE
12:15 – 13:15	<b>Lunch</b>
13:15 – 13:40	<b>How to tackle the technological roadblocks towards a large-scale deployment of autonomous vehicles?</b> Benazouz Bradaï, Valeo and Luc Bourgeois, Groupe Renault
13:40 - 14:05	<b>A walk through the safety of an EV from concept through end of life - a comprehensive life cycle approach to address the safety of electric vehicles</b> Mircea Gradu, Ballard Power Systems Inc.
14:05 - 14:30	<b>From vulnerable to protected: making roads safe for all</b> Cecilia Sunnevång, Autoliv
14:30 - 14:55	<b>Safety by design, safety by V&amp;V and incremental safety case in a model-based approach</b> Christophe Bianchi, Ansys
14:55 - 15:20	<b>Past, present and future of safety ratings</b> Michiel van Ratingen, Euro NCAP
15:20 – 15:50	<b>Break</b>
15:50 – 16:50	<b>Panel discussion: Intelligent safety challenges &amp; opportunities: Vision Zero - what will a realistic implementation look like?</b>  <b>Moderator</b> Sven Nitsche, BMW Group  <b>Speakers</b> Pierre Millette, ACEA Cecilia Sunnevång, Autoliv Kenneth Svensson, Swedish Transport Administration Michiel van Ratingen, Euro NCAP
16:50 – 17:00	<b>Closing remarks, summary &amp; next steps</b> Dominik Schuster, BMW Group / Conference Chair
17:00	<b>Close</b>





# FISITA

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## *Join the FISITA membership community*

FISITA is the international membership organisation and voice of the automotive and mobility systems engineering community.

At FISITA, we bring the technology of mobility community together to progress priority challenges and opportunities via working groups, events and platforms for high level networking within expert peer groups.

Visit the FISITA stand No. 157 and speak with our team!

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# Speaker profiles



## Conference Chair

**Dominik Schuster**

*Vice President Vehicle Safety  
BMW Group*

Dominik Schuster has been Vice President Vehicle Safety for all BMW Group products since 2021. He is responsible for the development of active and passive safety, accident research, as well as the safety aspects of automated driving for all vehicles of the BMW, Mini and Rolls-Royce brands.

After school and military service, he studied mechanical engineering at the University of Applied Sciences in Munich and graduated as Dipl.-Ing. (FH) in 2004. Immediately after graduation, he started his automotive career at BMW as an engineer for passive safety concepts. In the following years, he held various positions in the BMW vehicle safety department.

After serving as department head for body structure, exterior and interior simulation in 2017, he was appointed Vice President Vehicle Safety in January 2021.



## Vision Zero - what is it about?

**Kenneth Svensson**

*Special Advisor Traffic Safety  
Swedish Transport Administration / Vision Zero Academy*

Kenneth Svensson has a profound knowledge on road safety and the Vision Zero, with almost 30 years of experience working at the Swedish Road Administration and the Swedish Transport Administration within the field of road safety.

He has been part of the Vision Zero Academy at the Swedish Transport Administration since it was established, in 2019, as a permanent part of the Administration. Kenneth works on suicide prevention within the transport system and is in charge of the suicide classification work that since 2010 is carried out in cooperation with the Swedish Transport Agency and the National Board of Forensic Medicine.



## How can National Highways achieve Vision Zero?

**Nick Reed**

*Founder, Reed Mobility  
Chief Road Safety Advisor, National Highways*

Nick Reed has worked at the cutting edge of 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, including leadership of the GATEway project in Greenwich and the creation of London's Smart Mobility Living Lab.

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.

He has since founded Reed Mobility, an independent expert consultancy on future mobility topics, working across the public, private and academic sectors to deliver transport systems that are safe, clean, efficient, ethical and equitable.

Nick is a trustee of the road safety charities Brake and RoadSafe, a non-executive director of the FISITA UK Board and, in 2021, he was appointed as the first ever Chief Road Safety Adviser to National Highways, the strategic roads authority for England.



### **Vision zero and the NGO perspective**

**Joachim Damasky**

*Board Member*

*DVR German Road Safety Council*

Joachim studied electrical engineering at the TU (technical university) Daemstradt, Germany. After gaining his doctorate in 1995, he held a number of posts, including those of product division manager at Hella KGaA and commercial manager at Behr Hella Service GmbH.

From August 2008 to September 2015, Joachim served as Board Member at Webasto SE (formerly Webasto AG) responsible for Thermo & Comfort.

From May 2016 to June 2022, he was the Managing Director for Products & Value Creation at the German Association of the Automotive Industry (Verband der Automobilindustrie e.V. Berlin VDA), responsible for the areas Technology, Norming, Production, Logistic, Aftermarket, Research and Quality (QMC).

He joined BMW Group July 2022 as Senior Advisor Corporate and Government Affairs.

Since January 2023, he is also Chairman of the VDI Society Automotive and Traffic Systems Technologies. He is also a Board Member of Board Member of DVR German Road Safety Council since 2016.



### **Vision zero and the automotive industry today**

**Pierre Millette**

*Chief Technical Officer*

*ACEA*

Pierre Millette is Chief Technical Officer at ACEA, the European Automobile Manufacturers' Association.

Trained in mechanical engineering and in business administration, his two decades of experience in the automotive industry have been spent working in North America, Asia, and Europe.

His areas of expertise include passenger car safety, vehicle dynamics, automated driving, and regulatory policy.



### **An update on best practices related to vehicles in traffic to achieve safety**

**François E. Guichard**

*Secretary to the Working Party on Automated/Autonomous and Connected Vehicles (GRVA)*

*United Nations (UNECE)*

François E. Guichard is an engineer and works at the United Nations Economic Commission for Europe (UNECE). He currently holds the position of Secretary for both the Working Party on Automated/Autonomous and Connected Vehicles, as well as the Group of Experts drafting a new legal international instrument for the use of automated vehicles in traffic. François heads a unit that oversees technical regulations for vehicle automation and connectivity and is acting as the Intelligent Transport Systems and Automated Driving focal point for UNECE.

Prior to his current role, François served as a line manager at Daimler AG, where he successfully advocated for the introduction of Advance Emergency Braking Systems (AEBS) in international legislation, making a significant impact on road safety. He also provided guidance to several countries on environmental strategies, utilizing his background as a noise, greenhouse gas, and pollutants emission testing engineer. François' career began as an International Management Associate at Mercedes-Benz, gaining valuable experience in Germany, South Africa and the United States.





### **How to tackle the technological roadblocks towards a large-scale deployment of autonomous vehicles?**

**Benazouz Bradai**

*R&I Director & Master Expert in Autonomous Driving*

*Valeo Comfort and Driving Assistance – CDA*

Benazouz Bradai is the R&I Director and Master Expert in Autonomous Driving at Valeo. He is leading autonomous driving research and innovation at Valeo with several major scientific and industrial contributions in ADAS and autonomous driving.

He holds a PhD degree in Automatic Control from Haute Alsace University in France. His expertise and research interest includes multi-sensors fusion, precise localisation and mapping as well as system architecture.

He is a member of different professional associations such as IEEE, ADASIS Forum, SENSORIS Consortium, SAE and SIA (Société des Ingénieurs de l'Automobile) as an ADAS/AD Experts Community member.



### **How to tackle the technological roadblocks towards a large-scale deployment of autonomous vehicles?**

**Luc Bourgeois**

*Expert Leader ADAS and AD Systems*

*Groupe Renault*

A passion for embedded systems and automation has led Luc to work 13 years for aircraft industry in different positions at Thales, developing avionics systems such as flight management systems and flight guidance systems.

Then in 2000, Luc joined the Renault Group as Manager of Embedded Software and Systems Control. Since 2010, Luc acts as "Expert Leader" for Systems Control and ADAS and Autonomous Driving Systems.

Luc is also President of ADAS and AD SIA community and is the FISITA representative to Genova regulation WP29.



### **A walk through the safety of an EV from concept through end of life - a comprehensive life cycle approach to address the safety of electric vehicles**

**Mircea Gradu**

*Senior Vice President & Chief Engineering Officer*

*Ballard Power Systems, Inc.*

Mircea Gradu is the Chief Engineering Officer at Ballard Power Systems, responsible for developing next-generation fuel cell module technology and zero-emission engines with industry leading performance and costs. He has extensive executive-level industry experience, including a track record of product development and deployment with leading global automotive OEMs and suppliers.

He previously led Engineering and Quality at Hyundai Motor America, served as Vice President, Transmission Powertrain and Driveline at Fiat Chrysler Automobiles, as Executive Director, Engineering at Timken Automotive, and in product development and engineering project management roles at Schaeffler Group and Daimler AG. He most recently held the position of Senior Vice President, Automotive Programs at Velodyne Lidar, a provider of smart lidar technology solutions for vehicle autonomy.

A former President and Chairman of the Board of the Society of Automotive Engineers (SAE) International, an SAE Fellow and FISITA Board Member, he is also an Adjunct Professor at the University of California Irvine. He holds a Doctorate in Engineering from the Technical University of Stuttgart, an MSME from the Politechnica University of Bucharest, has been extensively published, was awarded 56 patents, and honored with the Edward N. Cole Award for Automotive Engineering Innovation.



### **From vulnerable to protected: Making roads safe for all**

**Cecilia Sunnevång**

*Vice President Research  
Autoliv*

Cecilia Sunnevång is Vice President Research at Autoliv, a global market leader for automotive safety systems that saves more than 30,000 lives annually. In her role, she drives research and innovation towards maximizing real-life impact, and to provide solutions for mobility and society.

During her 20 years within Autoliv, she has worked with development and engineering before joining the research department, in 2006, as a biomechanical expert. She has a PhD degree from Umeå University, in Sweden, and has published and presented her work extensively in scientific journals and conferences.



### **Safety by design, safety by V&V and incremental safety case in a model-based approach**

**Christophe Bianchi**

*Chief Technologist  
Ansys*

Christophe Bianchi is Chief Technologist at Ansys, the world leader in digital simulation software. He graduated with a Master of Science and a Doctorate in electronics, as well as an MBA in economics and entrepreneurship from Imperial College. Christophe combines technical and business acumen that has led him to hold multiple management positions within international software companies during his 35+ year-long career.

In 2012, he side-stepped into the healthcare industry to start Feeligreen, a company that develops patented technologies based on iontophoresis, capable of significantly improving treatment protocols in drug-delivery, cosmetics, and sports.

Christophe joined Ansys in 2019, with the mission of strengthening Ansys' presence and pursuing its strategic development in the European market. To achieve this, he works closely with a team distributed across the continent and coordinates cross-functional projects.

Beyond his human, technical and business capabilities, Christophe is driven by the desire to unite the ecosystem of Ansys customers, partners and employees around common passions: technology and innovation.



### **Past, present and future of safety ratings**

**Michiel van Ratingen**

*Secretary General, European New Car Assessment Programme  
Euro NCAP*

Michiel van Ratingen, PhD, PDEng, MSc, studied at the Eindhoven University of Technology, in the Netherlands, and completed his PhD at Eindhoven and the Medical University of Maastricht.

Michiel joined the Crash Safety Research and Development Unit at TNO Automotive in 1995. In 2005, he became Technical Director at First Technology Safety Systems (now Humanetics Innovative Solutions) in the USA. Since 2007, Michiel is the Secretary General of the European New Car Assessment Program Euro NCAP in Belgium.

He is trustee of the Towards Zero Foundation, technical consultant to the Latin NCAP programme and a Council member of the International Research Council on Biomechanics of Injury (IRCOBI).

He is the recipient of the TNO Crash Safety Award and the 2016 Bertil Aldman Award. In 2017 he received the U.S. Government Special Award of Appreciation. In 2018, he was awarded with the ASC Pathfinder Award, the highest award given by the Automotive Safety Council, the U.S. automotive safety supplier trade association.

# PRIME Partners



**Applus+ / Booth: 127**

Applus+ is a Spanish corporation and a worldwide leader in the testing, inspection and certification (TIC). It is a trusted partner, enhancing the quality and safety of its client's assets and infrastructures while safeguarding their operations. Its innovative approach, technical capabilities and highly-skilled and motivated workforce assure operational excellence across multiple sectors in more than 70 countries. The Group, which has over 25,000 employees, is committed to sustainability.

We have the accreditations and recognition of the main control bodies of the countries in which we operate, which certify our operational excellence and independence. Our services and business strategy are aligned with the significant global megatrends of energy transition, electrification, and connectivity. We are strongly committed to innovation and digitalisation, which

has resulted in 151 current patents from 34 different families and more than 210 research projects, some of which were developed under the umbrella of Applus+ Ventures, our corporate venturing programme. Our digital transformation processes have received prestigious international awards, such as the AVA Digital Awards, Globee Awards and SAP Quality Awards. We have renowned talent development programmes, including the Global Management Development Programme (GMDP), designed exclusively for Applus+ by the Instituto de Empresa (IE Business School). Health and safety in the workplace is the main focus of Safety Day, our biggest annual corporate event.

Applus+ helps clients reduce their environmental impact, improving the safety and sustainability of their products and assets. The company

sets ESG (Environmental, Social and Governance) targets every year and monitors their fulfilment. These actions have attracted external recognition: above-average scores by S&P Global (54, 81% percentile), Sustainalytics (15.6, "Low risk"), MSCI ESG Ratings (AA), from the CDP (B), from Gaia (71/100), from Standard Ethics (EE+, "Very Strong"), and the inclusion of Applus+ within the FTSE4Good Index Series of Ibex. We are also part of the Ibex Gender Equality Index, and we have joined the UN Global Compact and the international Science Based Targets initiative (SBTi) to reduce global warming and fight climate change.

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## Contemporary Amperex Technology Co., Limited (CATL)



Contemporary Amperex Technology Co., Limited (CATL) is a global leader in new energy innovative technologies, committed to providing premier solutions and services for new energy applications worldwide. In June 2018, the company went public on the Shenzhen Stock Exchange with the stock code 300750.

Headquartered in Ningde, China, CATL has established thirteen battery manufacturing bases worldwide, namely in Ningde, Fujian Province; Liyang, Jiangsu Province; Xining, Qinghai Province; Yibin, Sichuan Province; Zhaoqing, Guangdong Province; Lingang Special Area of China (Shanghai) Pilot Free Trade Zone, Shanghai; Xiamen, Fujian Province; Yichun, Jiangxi Province; Guiyang,

Guizhou Province; Jining, Shandong Province; Luoyang, Henan Province and Erfurt, Germany; Debrecen, Hungary. At the same time, CATL has opened subsidiaries in Munich, Germany; Paris, France; Yokohama, Japan; Detroit, USA as well as other places.

To achieve the goal of fossil fuel replacement in stationary and mobile energy systems with highly efficient electrical power systems that are generated through advanced batteries and renewable energy, and promote the integrated innovation of market applications through electrification and intelligentization, CATL maintains continuous innovation in four dimensions, namely material and electrochemistry system, structure system, extreme manufacturing and

business model.

In H1 2022, the company's global sales revenue totaled 113 billion yuan (about 16.84 billion U.S. dollars), up 156% YoY, and its net profit reached 8.2 billion yuan (about 1.22 billion U.S. dollars), up 82% over the previous year. The sales revenue of EV battery systems and energy storage systems increased by 160% and 171% respectively YoY. Moreover, revenue in overseas market increased by 123% YoY. According to SNE Research, CATL's EV battery consumption volume ranked first in the world from 2017 to 2021 consecutively, and its market share in the global EV battery market reached 34.8 percent in H1 2022. CATL also enjoys wide recognition by global OEM partners. According to ICCSino, CATL ranks first in the market share of global



energy storage battery production in 2021.

CATL attaches great importance to R&D, and it has set up R&D centers in Ningde, Liyang, Shanghai, Xiamen and Munich. In the first half of 2022, CATL invested about 5.8 billion yuan (about 864.2 million U.S. dollars) in R&D, up 107% YoY. There are 12,132 CATL staff members engaged in R&D, with 2,233 of them holding master's degrees and 193 holding Ph.D. degrees. Its R&D system covers a wide range of fields including material research, product development, engineering design, testing and analysis, intelligent manufacturing, information systems, project management among others. The company boasts the National Engineering Research Center for Electrochemical Energy Storage Technology, the Key Laboratory of Lithium-ion Battery Enterprise of Fujian Province, as well as the Test and Validation Center certified by the China National Accreditation Service for

Conformity Assessment. Moreover, CATL has set up the 21C Lab, which focuses on the frontier research of the fundamental matters in the field of energy storage and conversion, and established the Postdoctoral Research Workstation and the Fujian Academician Expert Workstation. CATL's issued and pending patents amount to 12,924 worldwide, and it has contributed to the drafting or amending of over 70 industry standards at home and abroad.

In 2021, CATL's Ningde facility was recognized by the World Economic Forum as a Lighthouse Factory, and its Yibin plant was certified as the world's first zero-carbon battery plant. CATL is now establishing a new energy industry ecosystem that integrates electrification and intelligence based on its technological leadership and supply chain integration capabilities. The company has launched innovative solutions such as intelligent BESS charging stations, electric vessels,

electric smart unmanned mines and battery swapping heavy-duty trucks. EVOGO, its battery swap service brand featuring modular battery swapping, is launching services across the country. CATL aims to build a closed loop of full life battery service through new business models such as battery rental and purchasing, swapping and recycling based on the separation of vehicles and batteries. In the future, CATL will actively fulfil corporate social responsibilities and make outstanding contributions to the cause of global new energy development.

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## Hyundai Motor Company / Booth: 126



Established in 1967, Hyundai Motor Company is present in over 200 countries with more than

120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation

Into a Smart Mobility Solution Provider. The company invests in advanced technologies

Such as robotics and Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions,

While pursuing open innovation to introduce future mobility services. In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

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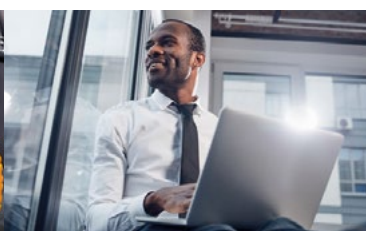
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# FISITA

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## ***Donate to the FISITA Foundation***

FISITA is the international membership organisation and voice of the automotive and mobility systems engineering community.

FISITA has been supporting the automotive engineering community since 1950 and with over 70 years expertise we are dedicated to supporting young talent and future generations of young engineers.

### **Donate today**

Donations to the FISITA Foundation will create opportunities for young people to take advantage of the FISITA Travel Bursary and more, in order for them to fulfil work experience opportunities within our industry.

Thank you for contributing to the FISITA Foundation and supporting us nurture up-and-coming engineering talent!

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# FISITA Intelligent Safety Working Group

**Join us in the Knowledge Lounge –  
Thursday 14th 10:00 – 12:00  
Intelligent Safety Introduction**

Within FISITA, the Intelligent Safety Working Group (ISWG) represents a global network of safety engineers, providing a platform for a pre-competitive exchange of safety relevant information and experience in order to further improve traffic safety.

In 2020 FISITA ISWG published the first White Paper on the Safety Aspects of Assisted and Automated Driving view [here](#).

The response to this publication was well received and informed us on how we could progress our work in this area and share further information and insight through a second White Paper, this time focusing on the safety aspects of Electric Vehicles (EV).

The Safety of mobility is an essential part of sustainability; however, we have not yet met our target or vision of zero traffic fatalities. Every year the lives of approximately 1.3 million people are taken globally because of road traffic crashes.

Today, car occupants can survive accidents which, just a few decades ago, would have resulted in severe injuries or fatalities. In the past few years a strong focus has been on the protection of car occupants: modern vehicle structures allow for the absorption of even higher crash forces, substantial and highly effective restraint systems protect the occupants; and keep the loads on a biomechanically acceptable level, the fuel system integrity was improved even more to reduce the risk of crash related fire events even further in many countries.

Today around 50% of the fatalities occur outside of the vehicles: pedestrians, cyclists and other vulnerable road users are at the greatest risk.

To improve the level of safety this successful engineering work must continue. After all these achievements the focus today should consider the following aspects: collision avoidance and mitigation systems the protection of vulnerable road users specific demands deriving from modern technologies and the evolution of traffic

As with many technological evolutions, the emergence of EVs has presented the automotive community with new opportunities to improve safety. Indeed, the transition from vehicles with traditional liquid fuel powertrains to EVs means that consumers are likely to benefit from a vehicle with the latest occupant protections and driver assistance systems.

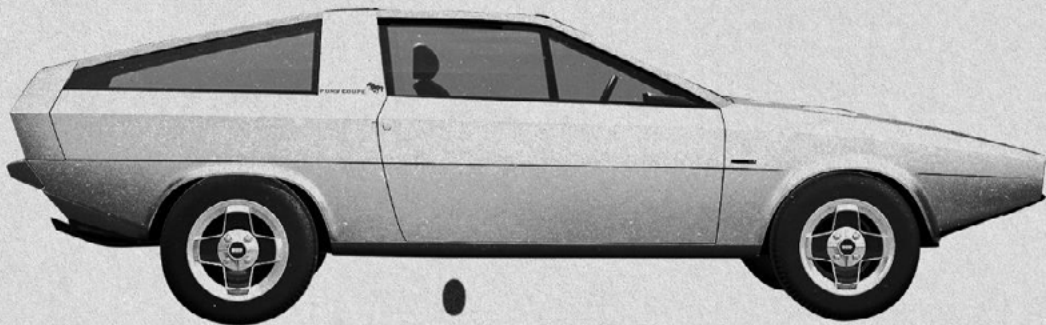
This White Paper shall highlight the safety relevant specifics of EVs, offer guidance on how to develop, manufacture, handle and use those throughout their entire life cycle. It documents the state of the art, provides best practices, and shall serve as a quasi-standard for product quality, integrity and the level of reasonable safety.

It is relevant for so many who deal with electric vehicles: engineers which develop and test new cars, first responders and firemen approaching an accident scene, maintenance technicians repairing such vehicles, recycling staff, dismantling components and much more.

The content was generated by a team of dedicated experts in this area. Each chapter is led by an individual with extensive experience relating to the specific topic. [BUY NOW!](#)



# 49 years



Back in the 70s,  
an ambitious designer sketched out the  
most mesmerizing car you've never seen.  
It was sleek. It was powerful. It was a work  
of art on wheels — an icon that inspired  
icons, such as a time-traveling car from  
a famous sci-fi movie and even our  
N Vision 74. This machine paved the way  
for progress, influencing our own vision of  
the future. But not a single ad was ever  
made for this car. It didn't even see  
the production light.

# in the making.

So, we are honoring this jaw-dropping  
machine — with the ad that should have  
been. Finally here, in all its glory. Anyway,  
if you've read up to this point, you're  
officially part of a select crowd that reads  
long copy ads in 2023. The point: the car  
that got away 49 years ago has arrived today.

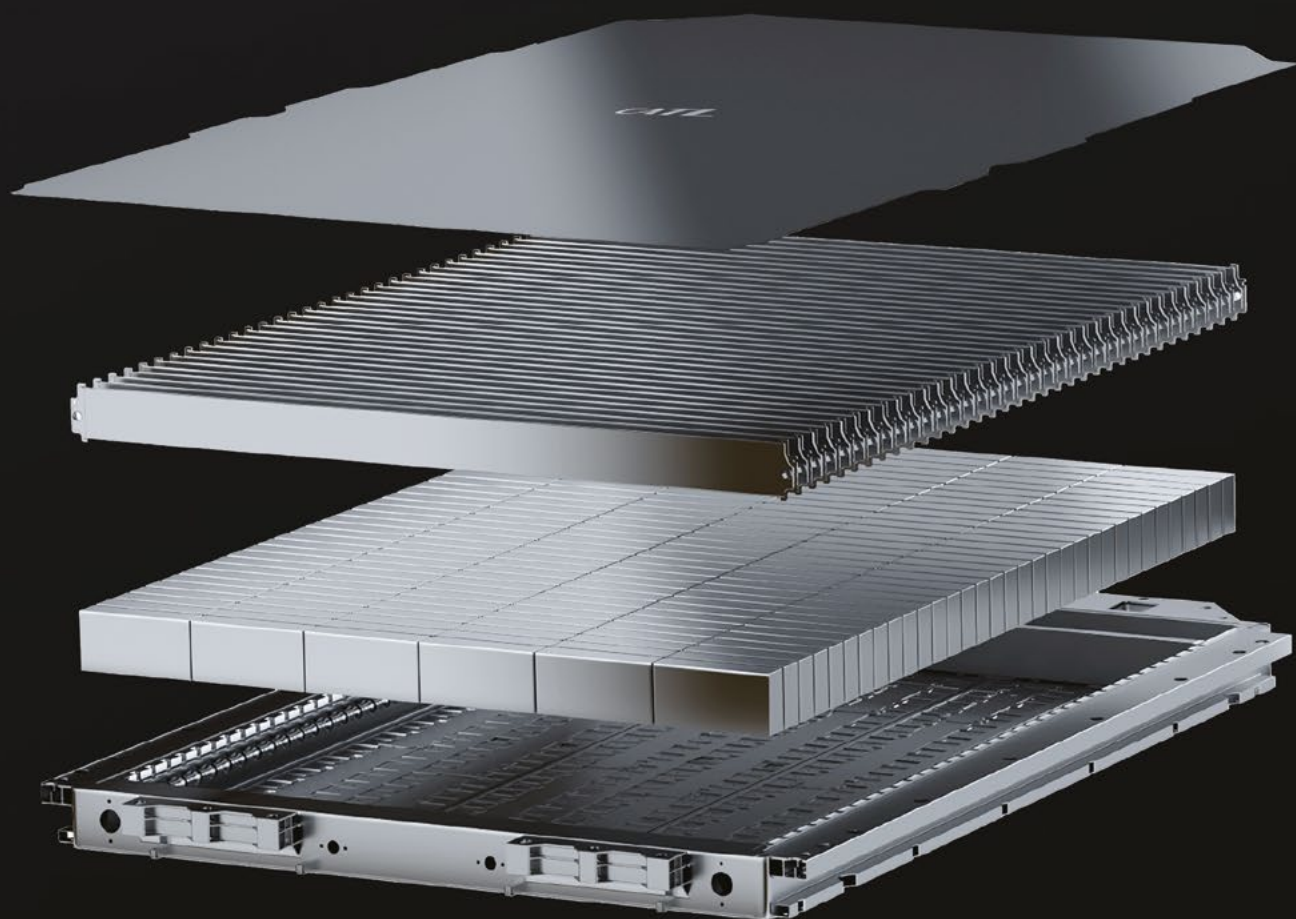
The Pony Coupe concept.  
Restored, revitalized, and ready to  
blow everyone away. Again.



This ad shows the Hyundai Pony Coupe concept. The image is 3D rendered.  
The vehicle is not available for purchase.

CATL

# QILIN BATTERY



Up to **72%**  
Volume utilization efficiency



Within **10min**  
Fast charging **10-80%** SOC



Over **1000km**  
in a breeze



## Notes

[illegible]

Handwriting practice lines consisting of 20 horizontal blue lines.



FISITA Intelligent Safety  
Conference Europe



# FISITA

Intelligent Safety  
Conference **Europe**

13<sup>th</sup> September 2023  
International Barcelona Convention Center

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