

Conference Program

„Automotive Electronics – Electrifying the Future“

December 7, 2009: Pre-Conference Program

13:00 Meeting of the ZVEI-Application Group Automotive
19:00 Dinner Reception with Guest Speaker Lars Thomsen, Chief Futurist and CEO of “future matters”:
A whole new world - The future dimensions of automotive electronics

December 8, 2009		
09:00	Opening & Welcome	Peter Gresch (Chairman) <i>Chairman APG and Managing Director, Brose Fahrzeugteile</i>
09:30	<i>Keynote:</i> ElectroMobility - Hype or Trend	Prof. Dr. Wolfgang Steiger, <i>Director Future Technologies, Volkswagen</i>
10:00	SYNC – A Flexible Infotainment Platform for Global Applications	Christof Kellerwessel, <i>Chief Engineer EESE, Ford Europe</i>
10:30	Development of a citybus with hybrid powertrain - requirements, experiences and results	Dr. Hans Welfers, <i>Director Engineering EE Systems, MAN Nutzfahrzeuge</i>
11:00	Coffee Break	
11:45	Lithium-Ion Batteries - Challenges for Automotive Applications	Dr. Joachim Fetzer, <i>Executive Vice-President, SB LiMotive Germany GmbH</i>
12:15	Mechatronic interfaces for x-by- wire systems in electrical vehicles	Dr. Ludger Laufenberg, <i>President & CEO, Leopold Kostal GmbH & Co. KG</i>
12:45	Lunch	
14:00	Strategy for the electrification of drive trains from a semiconductors perspective	Peter Bauer, <i>CEO, Infineon Technologies AG</i>
14:30	Innovative Electronic Component Solutions for Cars of the Future	Dr. Werner Faber, <i>COO, EPCOS AG</i>
15:00	Coffee Break	
15:30	Challenges and Opportunities of e-Mobility - an Energy Utility perspective	Thomas Theisen, <i>Senior Manager R&D Grid Department, RWE Energy</i>
16:00	Low cost telematics - connected cars become reality in the mass market	Lars Reger, <i>VP Strategy & Business Development Automotive, NXP Semiconductors Germany GmbH</i>
16:30	3 rd generation of the Toyota Prius, electronics as key for efficiency increase in hybrid power trains	Hans-Peter Wandt, <i>Consultant to Toyota Motor Europe</i>
17:00	Final Remarks	Peter Gresch (Chairman)