

8th November 2016, pre-summit event
9th – 10th November 2016, annual conference and vision tours



Handelsblatt

Automotive Summit 2016

Re-thinking mobility

Meet the top managers
of the automotive industry.



Harald Krüger
BMW Group



Dr. Dieter Zetsche
Daimler AG



Matthias Müller
Volkswagen AG

Only
a few
places
left

Program
updated



Simultaneous Translation German/English

www.auto-summit.com #autosummit

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**BMW
GROUP**

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EY
Building a better
working world

Design and Organisation:
EUROFORUM
an informa business

Handelsblatt
Substance matters.

Automotive Summit 2016

It is no exaggeration to say that the German automotive industry and its suppliers are the backbone of the German economy. The number and quality of jobs, the level and sustainability of profits and, not least, the innovative processes taking place in this area are invaluable for our country. Germany is envied for its automotive industry all over the world. This diverse automotive engineering grown right in the heart of Europe means to us what Silicon Valley means to the US.

The future is not an extension of the past, however. Today, our automotive industry is probably coming up against the biggest challenges in its 130-year history. Tesla, Google, Uber and other aggressive innovators from Silicon Valley are shaking up established business models and technology concepts, and are even questioning our mobility behaviour as a whole. The conventional automotive industry is facing challenges. The electric car is on its way, and so too is the driverless car. However, the new technology is also changing the processes used in sales and production.

At the 23rd Handelsblatt Automotive Summit, which is being held at BMW Welt in Munich this year, we want to see and understand how far the BMW Group and Mercedes-Benz, Volkswagen, Audi and Porsche, as well as their suppliers, have already progressed in this process of transformation. The vehicle and parts manufacturers from America and Asia, such as General Motors, Ford, Toyota, Hyundai, Bosch, Schaeffler and Yanfeng, will also be reporting in detail. Discussion panels with the top experts from this global industry are scheduled. Workshops are to be held, and those interested are warmly invited to take a test drive.



The three core questions are:
Who is leading?
Who is driving?
Who is following?

The Handelsblatt Automotive Summit will provide the answers.

Warmest regards,

Gabor Steingart

Meet the automotive industry

+ 10
Nations

+ 40
Moderators

+ 400
Participants

90%
decision makers of
15 functional areas

50%
Board members
and CEOs

+50%
OEMs and suppliers

Innovations. Inspirations. Discussions.



SPECIAL TOPICS

- APPLE, GOOGLE, TESLA:** The new challengers from Silicon Valley
- HYBRID OR ELECTRO:** Which is the drive of the future?
- COMPLETELY NETWORKED AND REMOTE-CONTROLLED:** Where is the fun in driving?
- BUY A CAR WITH A MOUSE CLICK:** Digital sales and marketing concepts
- REVOLUTION MEETS EVOLUTION:** Learning new behaviours in the age of driverless cars
- IN A SWARM THROUGH THE CITY:** New mobility concepts for the future
- DREAM CAR 2025:** Five design trends for the car of tomorrow
- BILLIONS FOR PROGRESS:** Sustainable financing concepts in the automotive industry



MODERATION
ALINE VON
DRATELN

SPECIAL SPEAKERS



Harald Krüger
BMW Group



Dr Dieter Zetsche
Daimler AG



Matthias Müller
Volkswagen AG



Winfried Kretschmann
Governor
Baden-Württemberg



Matthias Wissmann
VDA

SPECIAL LOCATION

BMW Welt – the centre for brand experience and vehicle delivery for BMW, Mini and Rolls-Royce, which was set up in 2007, is located right next to the Group headquarters, the main plant and the museum. This extraordinary building is the perfect place to gain an insight into the future.

SPECIAL HIGHLIGHTS

Entertaining and inspiring – cabaret artist Django Asül with his view on things and the band MUNIQUE, which will round off the programme with some music.



Demonstrations. Emotions.

8th November 2016 | BMW-Doppelkegel

FIRESIDE-CHAT

6.00 pm

Registration

8.00 pm

Opening

Gabor Steingart, Chairman of the Handelsblatt publishing group and Publisher of Handelsblatt

Silicon Valley challenging the Germany Car Industry

Dr Christoph Grote, Senior Vice President Electronics, BMW Group
Johann Jungwirth, Chief Digital Officer, Volkswagen Group
Sajjad Khan, Head of Digital Vehicle and Mobility, Daimler AG

The “Mobility Imperative”

It's time to stop for a moment and reflect.
Amusing, entertaining and forward-looking.
Django Asül, cabaret artist

End 11.00 pm



9th November 2016 | BMW Welt

DAY OF EXECUTIVES

Moderation: Aline von Drateln

9.30 am

Reception with coffee and tea

10.00 – 10.10 am

Welcome
Car industry in transition

Gabor Steingart

10.10 – 10.30 am

Shaping the future of mobility

Harald Krüger, Chairman of the Board of Management of BMW AG

10.30 – 10.50 am

More than just a new drivetrain: Daimler and the future of mobility

Dr Dieter Zetsche, Chairman of the Board of Management, Daimler AG, Head of Mercedes-Benz Cars





10.50 – 11.10 am

Making it simple: Why we need to think differently in the new mobility world

Matthias Müller, Chairman of the Board of Management, Volkswagen AG



11.10 – 11.40 am

Talk with Gabor Steingart



11.40 am – 12.10 pm Break with coffee and tea at the exhibition

12.10 – 12.50 pm

Challenges of Decarbonisation

Matthias Wissmann, President, VDA

Winfried Kretschmann, Governor Baden-Württemberg

Moderation: Sven Afhüppe, Editor-in-Chief, Handelsblatt



12.50 – 2.00 pm Lunch



2.00 – 2.10 pm

Revolution meets evolution: The brain during an autonomous drive

Dr Henning Beck, Neurobiologist, Science Slam-Champion



2.10 – 2.30 pm

Rethinking – From automobile manufacture to a connected mobility service provider

Dr Karl-Thomas Neumann, Chairman of the Board of Opel Group GmbH



2.30 – 2.50 pm

Building a vibrant brand in Europe

Jim Farley, President, Ford of Europe

2.50 – 3.15 pm Break with coffee and tea at the exhibition



3.15 – 3.40 pm

The future of the automotive sector: Pirelli's perspective

Marco Tronchetti Provera, Executive Vice Chairman and Chief Executive Officer of Pirelli & C. S.p.A



3.40 – 4.00 pm

The future of braking and autonomous driving

Roberto Vavassori, Business Development & Marketing Director,

Member of Executive Committee, Brembo S.p.A., President of Clepa



4.00 – 4.30 pm

From push to posh. The future of sales

Dr Jens Thiemer, Vice President Marketing, Mercedes-Benz Pkw

Hildegard Wortmann, Senior Vice President Brand BMW, BMW Group

Jochen Sengpiehl, Vice President Marketing/CMO, Hyundai Motor Europe

Moderation: Frank Doppeide, CEO, Handelsblatt Group



4.30 – 5.10 pm

CFO Challenge: 10 ways to finance the future – and unexpected expenses

IMPULSE-PRESENTATION

Peter Fuß, Senior Advisory Partner Automotive, EY

DISCUSSION

Dr Friedrich Eichiner, Member of the Board of the Management of BMW AG, Finance

Bodo Uebber, Member of the Board of Management of Daimler AG
responsible for Finance & Controlling and Daimler Financial Services

Hans Günter Wolf, Geschäftsführer Metzler Corporate Finance, B. Metzler GmbH



5.10 – 5.40 pm Break with coffee and tea at the exhibition

5.40 – 6.10 pm

Shaping the future: The planned revolution

Alexander Mankowsky, Futures Studies & Ideation, Daimler AG

Matthias Horx, Futurologist, Zukunftsinstitut Horx GmbH

Moderation: Sven Afhüppe



6.10 – 6.40 pm

New Business Intelligence: Data Mining for New Mobility

Kurt Sievers, Executive Vice President & General Manager Automotive Business,
NXP Semiconductors

Dr Dirk Hoheisel, Member of the Board of Management, Robert Bosch GmbH

Phil Eyler, Executive Vice President and President Connected Car Division, HARMAN

Moderation: Franz W. Rother, Manager, Verlagsgruppe Handelsblatt



From 7.30 pm

BMW Group Classic DINNER

8.00 pm Welcome: **Maximilian Schöberl**,
Head of Communications, BMW



MUSICAL HIGHLIGHT

BAND MUNIQUE: artists Tommy Reeve and Vanessa Ekpenyong, who are based in Germany, have a wide range of sounds in their repertoire, including soul, RnB, funk, rock and pop. Both of them have performed in various parts of the world and have published and produced songs for various artists. They also had numerous chart successes with their own albums. This band will make your evening unforgettable. The programme is totally different to everything you've seen before.

11.00 pm End of the evening event



10th November 2016 | BMW Welt

DAY OF VISIONARIES



Moderation: Aline von Drateln

8.30 – 9.00 am Reception with coffee and tea



9.00 – 9.05 am

Kick Start: “Visions make the world go round”

Sven Afhüppe



9.05 – 9.20 am

Shaping the technology of the future

Klaus Fröhlich, Member of the Board of Management of BMW AG, Development

9.20 am – 1.00 pm

VISION TOURS & WORKSHOPS IN BMW WELT

PRODUCTION 4.0.:

A tour of the BMW production plant in Munich

AUTONOMOUS DRIVING:

Techniques and services for accident-free road traffic

ACTIVE WORKSHOP:

Alternative drives of the future, with a focus on hydrogen

DIGITISATION:

The networked car on tomorrow’s roads

1.00 – 2.00 pm

Lunch

With musical entertainment by Ingrid Arthur plus guitar player



INGRID ARTHUR, THE VOCAL SENSATION

Ingrid Arthur, former singer from The Weather Girls, is internationally renowned as a “goddess of soul, gospel and pop“. During her career, she has worked with greats such as Cissy Houston, Bette Midler and Paul McCartney, was a lead singer on James Last’s European tour and appeared in the supporting programme for President Obama at the Brandenburg Gate.

2.00 – 2.40 pm

Connectivity, Digitalization, Share Economy: Look into our future



IMPULSE-PRESENTATION

Peter Schwarzenbauer, Member of the Board of Management of BMW AG,
MINI, BMW Motorrad, Rolls-Royce, Aftersales



DISCUSSION

Christoph Weigler, General Manager, UBER

Christoph Stadeler, Head of Automotive Strategy, Facebook

Sebastian Hofelich, Managing Director, DriveNow GmbH & Co. KG



2.40 – 3.25 pm

The Future of Mobility. New chances for suppliers

Prof. Dr Peter Gutzmer, Deputy CEO and Chief Technology Officer, Schaeffler AG

Han Hendriks, Chief Technology Officer, Yanfeng Automotive Interiors



3.25 – 4.25 pm

Dreamcar 2025: Turning five Designtrends into the Car of the Future

Adrian van Hooydonk, Senior Vice President, BMW Group Design

Michael Mauer, Director of Design, Porsche AG and Head of Design, Volkswagen AG

Laurens van den Acker, Head of Design, Groupe Renault

Thomas Ingenlath, Senior Vice President Design, Volvo Cars

Moderation: Franz W. Rother, Manager Verlagsgruppe Handelsblatt

Prof. Paolo Tumminelli, Director, Goodbrands Institute for Automotive Culture



4.25 – 4.40 pm

Mission accomplished: A quick Round-up

Franz W. Rother

4.40 pm End of the Handelsblatt Automotive Summit 2016



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Handelsblatt-Journal

Decision-maker scope:

282,000

Publication date:

9th November 2016

Further information:

www.handelsblatt-journal.de

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