



PRESS INVITATION

INNOVATION, TRANSFORMATION, DISRUPTION" – THE EXECUTIVE FORUM AT "NEW MOBILITY WORLD"

Frankfurt, September 16, 2015

Chris Urmson, the father of the Google Car, PSA CEO Carlos Tavares, Flex CEO Mike McNamara, Nick Sampson, chief developer, Faraday Future, and start-up guru Yossi Vardi discuss the future of mobility.

"Innovation, Transformation, Disruption – The New Mobility World." A high-ranking panel of experts will address these issues between 3 and 6 p.m. on September 16, 2015 (the second IAA press day) at the "New Mobility World" forum, centrally located in Hall 3.1. Besides an in-depth look at the latest developments and innovations, the event will give journalists a chance to pose questions directly to the experts.

Dr. Robert Wolcott, professor of Innovation Management and Corporate Entrepreneurship at the Kellogg School of Management, will deliver a short introductory talk. Then Thilo Koslowski, an industry analyst at Gartner, will report on the new era of smart mobility. Chris Urmson, project manager for the driverless Google Car, will report on his plans, followed by Rutt Bridges, investor and author (The Driverless Car Revolution – Buy Mobility, Not Metal!), who will discuss the effects of the change in mobility on the auto industry.

How will these developments concretely affect companies? Here PSA CEO Carlos Tavares, among others, will report on the impact on current business models. The conclusion of the Executive Form is a series of short presentations on the revolution in business models. For example, Mike McNamara, CEO at Flex, will talk about disruptive innovations in a networked world. Dr. Joseph ("Yossi") Vardi, legendary founder of the Israeli high-tech startup scene, will report on new innovation paradigms. After its introduction of a smartphone and a smart TV, Letv Holdings, a Chinese Internet company, has announced its entry into the mobility business with its own electric vehicle. Nick Sampson, chief product architect at Faraday Future, will report on his plans to bring out a new electric car by 2017. Sampson was previously involved in the development of the Tesla Model S.

Detailed information on "New Mobility World" is available at www.newmobilityworld.com; if you have questions, please contact us via email at office@newmobilityworld.com