



## PRESS RELEASE

### “Innovation, Transformation, Disruption” – The Executive Forum at “New Mobility World.”

Seefeld, September 2, 2015

Contact person: 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.

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“Innovation, Transformation, Disruption – The New Mobility World.” A high-ranking panel of experts will address these issues between 3 and 6 p.m. on 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. The afternoon is divided into four parts – after a general introduction, the topics turn to innovation, change and the revolution in business models in the mobility field. Due to the international character of the participants, the presentations will be in English. Chris Urmson, the head of the Google driverless car project, is one of the participants.

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 at the start of the second portion, 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 as well as other sectors and society in general.

The third portion will address how these developments will 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. Flex (formerly “Flextronics”) is a leading global developer and contract manufacturer in the high-tech, aerospace and medical technology fields and is becoming increasingly important as a supplier for the networked car.

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,

#### Anschrift

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## PRESSEMELDUNG

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.

3:00 – 3:30 p.m. Introduction – “The future of Mobility” with Dr. Robert Wolcott (Kellogg School of Management) and Thilo Koslowski (Gartner)

3:30 – 4:10 p.m. Innovation – Chris Urmson, Google Car, and Rutt Bridges, (investor and author, “The Driverless Car Revolution – Buy Mobility, Not Metal”)

4:10 – 5:00 p.m. Transformation – Carlos Tavares (Chairman of the Management Board, Peugeot SA), Thilo Koslowski (Gartner)

5:00 – 6:00 p.m. Disruption – Mike McNamara (CEO, Flex), Dr. Joseph Vardi (investor and godfather of the Israeli start-up scene), Nick Sampson (chief product architect, Faraday Future) and Allan Lu, vice president of the electric car project, Letv Holdings.

Detailed information on “New Mobility World” is available at [www.newmobilityworld.com](http://www.newmobilityworld.com); if you have questions, please contact us via email at [office@newmobilityworld.com](mailto:office@newmobilityworld.com)

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