



PRESS RELEASE

“New Mobility World”: A multifaceted program on the mobility themes of the future

The new exhibition area at IAA Cars in Frankfurt am Main offers a wide variety of lectures and panel discussions involving high-caliber executives from the automotive and IT sectors.

Contact person:

Guido Reinking
Editor in Chief

New Mobility World
c/o CommCode GmbH & Co. KG
Schloss Seefeld (Hochschloss)
82229 Seefeld, Germany

Mobil +49 (0) 173 928 61 06

reinking@newmobilityworld.com
www.newmobilityworld.com

The new exhibition area at IAA Cars in Frankfurt am Main offers a wide variety of lectures and panel discussions involving high-caliber executives from the automotive and IT sectors.

The main events will take place on the two press days, September 15 and 16, along with the two expert visitor days (September 17 and 18). But there will still be numerous informative lectures and panel discussions during the public days from September 19 to 27.

On Tuesday, September 15, the German Automotive Industry Association (VDA) is inviting the press to Media Night, starting at 8 p.m. at the “New Mobility World” forum. After welcoming comments from the hosts, VDA President Matthias Wissmann, and Hesse’s Economy Minister Tarek Al-Wazir, there will be a high-level panel discussion on the mobility of the future. The participants will be Philipp Justus, Google’s managing director for Germany; Anette Bronder, managing director, T-Systems’ Digital Division, Karsten Crede, board member, Global Automotive at Allianz Versicherungs AG; Volkmar Denner, CEO, Robert Bosch; and Dr. Stefan Sommer, CEO, ZF Friedrichshafen AG,

On Wednesday, September 16, between 9:30 a.m. 2:45 p.m., partners and exhibitors will present their products and projects at numerous press conferences. The press conference on mobility services will begin at 9:30 a.m. on the theme park stage for the “Multimodal Market Hall” (Stand A 25). Then, at about 11 a.m., the topic turns to urban transportation solutions and electric mobility. At noon, young entrepreneurs will present their business ideas in the Startup Zone (Stand C 41), and automated driving and the networked automobile will take center stage in the Connected Car Pavilion (Stand B 41).

From 3 to 6 p.m., as part of the Executive Forum, high-ranking representatives of the auto industry and other sectors will present their views on the mobility of the future. The theme of the Executive Forum – which will take place on the main “New Mobility World” stage – is “Innovation, Transformation, Disruption – The New Mobility World.” Please see the separate press release for more information on this event.

On Thursday, September 17, the transportation ministers of the G7 nations will meet at “New Mobility World.” The German Federal Mi-



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nister for Transport and Digital Infrastructure Alexander Dobrindt will officially open "New Mobility World" at the forum at 2:30 p.m. Then the transportation ministers will exchange views with industry experts and, at 4:50 p.m., they will experience the latest developments in automated and networked driving on the outdoor course. Please see the separate press release for more information on the G7 meeting.

The "New Mobility World" forum will be the venue for various lectures and panel discussions on the latest trends in automated and networked driving as well as electric mobility from 10 a.m. to 6 p.m. on Friday, September 18. At 10 a.m. and 2 p.m., Birgit Priemer, deputy editor at "Auto Motor und Sport," will moderate a panel discussion on "Automated Driving" with representatives of auto suppliers Continental, Bosch and ZF. At 11 a.m., the Flex company will present its solutions on the "Smart Connected World" and "From Sketch to Scale" themes. At noon, Guido Reinking, editor-in-chief of New Mobility World, will moderate an expert panel discussion on the topic of "Digital Infrastructure – the NET for connected cars" and, at 1 p.m., he will discuss data security as part of the Auto Executive Talks. In two other discussions, expert panels will deal with connected cars at 3 p.m. and the charging infrastructure for electric vehicles at 5 p.m.

In parallel, there will be a software conference on "Technology-driven Business Model Innovation" from 10 a.m. to 2 p.m. in the "New Mobility World" B2B area. Dr. Robert Wolcott, professor of Innovation Management and Corporate Entrepreneurship at the Kellogg School of Management, will give a short introductory lecture on how new technology is changing individual companies and entire industrial sectors. Representatives of companies such as the automotive software provider Movimento, the navigation system manufacturer TomTom, the IoT platform Jasper and the software and data provider INRIX will offer insights into the latest developments and innovations.

The topic of security in the networked vehicle will be the focus of a panel discussion at 4 p.m. at the forum. Andy Greenberg will join experts from chip manufacturer NXP on the panel. Greenberg, a journalist from "Wired" magazine, recently had a new experience: his Jeep was hacked.

Other events and panel discussions at the "New Mobility World" forum are planned for Saturday, September 19, through the end of IAA Cars on Sunday, September 27. Participants in a four-day Alps crossing on a Pedalec report on their experiences at 11 a.m. and 3 p.m. on Sunday, September 20. An expert forum on automated driving hosted by the VDA will take place from 10 a.m. to 1 p.m. on Monday, September 21, in the B2B auditorium 1. A meeting of experts organized by VDA and IG Metall will deal with the topic "Startup Automotive Industry: Electric, Networked and Automated?" from 2:30 p.m. to 4:30 p.m. On Tuesday, September 22, the VDA will hold a forum showcasing electric mobility from 9:30 a.m. to 3:30 p.m. in B2B Auditorium 1. A sympo-



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sium on "Urban Mobility 2030" will also take place from 10 a.m. to 1:30 p.m. on Thursday, September 24, in B2B Auditorium 1 as well. It is being hosted by the VDA and the Youth Forum of the German Association of Transportation Sciences (DVWG). The German Federal Ministry for Transport and Digital Infrastructure will report on its ideas on the topic of "Smart City -- Orientation in an Intelligent World" from 11 a.m. to noon at the forum.

"New Mobility World" is the exhibition area where classic auto manufacturers and suppliers, information and communication technology companies, and other relevant industries present their solutions and ideas for the mobility of the future. The forum – intended for expert visitors, media representatives and the general public – is at the center of the approximately 18,000 square meter Hall 3.1, where everything revolves around five general topics: "Connected Car," "Automated Driving," "E-Mobility," "Urban Mobility," and "Mobility Services." Besides the eight theme parks, the E-Gallery, and the indoor and outdoor courses, the lectures and panel discussions at the forum and the neighboring B2B area offer a unique opportunity to quickly gather information on the key developments and innovations in this fast-changing market.

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

Short Overview

Tuesday, September 15 (1st Press Day)

08:00 p.m. Forum: Media Night with official welcome by VDA President Matthias Wissmann and Hesse's Economy Minister Tarek Al-Wazier, followed by panel discussion and get-together.

Wednesday, September 16 (2nd Press Day)

09:30 – 02:30 Mobility World theme press conferences

10:00 – 11:00 B2B workshop room 1: Board Talk, Allianz Versicherung AG on insurance solutions for new mobility services

03:00 – 06:00 Forum: "Innovation, Transformation, Disruption – The New Mobility World"

Thursday, September 17 (1st Expert Visitor Day)

10:00 – 11:00 Forum: Auto Executive Talks (Guido Reinking as moderator)

02:30 B2B area: Meeting of transportation ministers of the G7 nations, official opening of "New Mobility World" by German Federal Transport Minister Alexander Dobrindt

02:45 – 04:45 Lectures and panel discussions by G7 transportation ministers

04:50 – 05:40. Outdoor course: Presentation and test of driver assistance systems and electric vehicles.

Friday, September 18 (2nd Expert Visitor Day)

10:00 – 02:00 B2B area: Software conference "Technology-driven Business Model Innovation"

10:00 – 11:00 Forum: Automated Driving (Birgit Priemer as moderator)



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11:00 – 12:00	Forum: "Smart Connected World" (Guido Reinking as moderator)
11:00 – 04:00	B2B Workshop room 1: Smart City Forum technical discussion
12:00 – 01:00	Forum: "Digital Infrastructure – the NET for connected cars." (Guido Reinking as moderator)
01:00 – 02:00	Forum: Auto Executive Talks – "Data Security" (Guido Reinking as moderator)
02:00 – 03:00	Forum: Automated Driving (Birgit Priemer as moderator)
02:00 – 06:00	B2B Auditorium 2: Symposium on DLR automated driving systems
03:00 – 04:00	Forum: "Connected Cars"
04:00 – 05:00	Forum: Panel discussion "Safety in the Networked Vehicle"
05:00 – 06:00	Forum: "How do we charge tomorrow?"

Sunday, September 20

11:00 – 12:00	Forum: Lecture "Crossing the Alps on a Pedelec"
03:00 – 04:00	Forum: Lecture "Crossing the Alps on a Pedelec"

Monday, September 21

10:00 – 01:00	B2B Auditorium 1: VDA expert forum on networked and automated driving
02:30 – 04:30	Forum: "Startup Automotive Industry: electric, networked and automated? (VDA and IG Metall)"

Tuesday, September 22

9:30 – 03:30	B2B Auditorium 1: VDA forum highlighting electric mobility
02:00	B2B Auditorium 1: Presentation by the Schröder company
05:30 – 06:30	Forum: hr-Info focus on "Integrated Mobility"

Wednesday, September 23

9:00	B2B Auditorium: Discussion forum "Smart Urban Electro-Mobility"
10:00	B2B Auditorium 2: SIMPLI-CITY/PETRA Workshop
10:00 – 06:00	"Start-up & Venture Capital Day," with the High Tech Founder Fund, startup pitches

Thursday, September 24

10:00 – 1:30	B2B Auditorium 1: Symposium "Urban Mobility 2030" by the Youth Forum of the German Association of Transportation Sciences and VDA
02:00 – 6:00	"New Mobility" at train stations & with railway companies as well as airports & airlines
11:00 – 12:00	Forum: BMVI presentation "Smart City – Orientation in the Intelligent World"
02:00	B2B Auditorium 2: Presentation by the Schröder company

As of September 8, the complete program will be listed at www.newmobilityworld.com.