

Committed to excellence



DISCOVER
INNOVATION
OF TOMORROW!

1
ST

**RUTRONIK
AUTOMOTIVE
CONVENTION**

October 9, 2024 | Henry Ford Museum | Dearborn, Michigan



of success stories



DISCOVER INNOVATION OF TOMORROW!

The automotive industry in US has always been a development intensive sector and creates a large number of innovations. This is both an aspiration and a necessity, as the technical and quality requirements are becoming increasingly complex. The transition to electric and hybrid drives not only promotes the development of new technologies, but also requires a completely new design concept.

In order to be able to assess the individual components, it is always important to keep an eye on the overall solution. The optimum solution never lies in a single component, but in the interaction of many different components.

Globally positioned distributors such as Rutronik, who have a complete component portfolio and the corresponding technological expertise, provide manufacturers and customers with significant support in the race for pole position. Innovative semiconductor technologies play a decisive role for automotive manufacturers and their suppliers, especially in the trend topics of advanced electrification, autonomous driving and increasing safety and comfort.

Rutronik Germany founded an Automotive Business Unit for this purpose in 2014. This business unit focuses on modern and economical concepts for the automotive mobility of tomorrow, with the aim of promoting precisely those technologies that meet future technical and quality requirements through a high level of consulting expertise.

At our first Rutronik Automotive Convention in the USA, we want to show you the challenges facing the automotive industry and the solutions it is developing for them with forward looking presentations on the current application areas of automotive lighting, electromobility and sensor technology.




Uwe Rahn
Sr. Director Automotive Business Unit
Rutronik Elektronische Bauelemente GmbH



Agenda | 10/09/2024

09:00 a.m. Admission, Registration & Business Breakfast



10:00 a.m. - 10:15 a.m. Opening and Welcome		
	Peter Gresch Managing Director PGUB	Welcome & Introduction
	Uwe Rahn Sr. Director ABU Rutronik	
10:15 a.m. - 10:30 a.m. Keynote		
	David Valletta Corporate Adviser Rutronik	Rutronik at a Glance
10:30 a.m. - 10:50 a.m. Keynote		
	Dr. Joachim Damasky Chief Executive Officer LionSmart	Requirements for Battery Design and Battery Layout for the various Markets based on current Developments
10:50 a.m. - 11:20 a.m. Keynote		
	Arnd Herwig Vice President Engineering BROSE President of the German-American Business Council of Michigan	Electronics in Automotive Mechatronics Systems: Status und Technology Trends
11:20 a.m. - 11:50 a.m. Coffee Break, Networking & Exhibition		
11:50 a.m. - 12:50 p.m. Presentations - Session 1 Lighting		
	Robert Isele Chief Executive Officer INOVA Semiconductors	New Functionality & Zonal Architecture drives Data Connectivity Solutions for Infotainment, ADAS & Light
	Andreas Nebeling Vice President Global Business Development ELMOS	New Innovations for Car Lighting Solutions
	Mihai Pascutiu Sales Director, NA EVERLIGHT	Innovative Mini and Smart LEDs and IR Opto-Devices
12:50 p.m. - 01:50 p.m. Business Lunch, Networking & Visit Exhibition		

01:50 p.m. - 02:50 p.m. Presentations - Session 2 Power & Board Net		
	Mustafa Dinc Sr. Vice President Business Development Automotive Vishay	Light Electrical Vehicles with 48 V
	Neal Enzenauer Field Application Engineer Rutronik	Hybrid Energy Storage System (HESS)
	Peter Blais Senior Director, Head of Technical Marketing & Digital Development Yageo	Wide-Bandgap Semiconductors creating Challenges, driving Automotive Passive Component Innovations
02:50 p.m. - 03:20 p.m. Coffee Break, Networking & Visit Exhibition		
03:20 p.m. - 04:40 p.m. Presentations - Session 3 Automotive Sensors & ADAS		
	Simon Fürst Cooperation Manager Automated Driving BMW Group	Automated Driving – a global View on latest Trends and future Outlook
	Brian Droessler AVP, Automotive Business Development MediaTek	The Role of AI in Automotive Innovation
	Andreas Nebeling Vice President Global Business Development ELMOS	Next Gen. Ultrasonic Sensor Solutions for Automotive ADAS Applications
	Ron Demcko Senior Fellow KYOCERA AVX	Passive Components for ADAS and Sensor based Systems
04:40 p.m. - 05:30 p.m. Panel Discussion and Wrap-up		
	Simon Fürst Cooperation Manager Automated Driving BMW Group	Software defined Vehicle the next Generation, Vision or near Future?
	Dr. Tobias Süner Managing Director, former Sr. Vice President strategic Technologies General Motors PGUB	
	Partha Goswami Principal PG Mobility Analysis	
	Thomas W. Mueller Vice President, CTO Wipro Engineering	
06:00 p.m. - 10:00 p.m. Evening Event - Networking Dinner		



CONVENTION LOCATION - 10/09/2024

The Henry Ford, Lovett Hall, 20900 Oakwood Boulevard, Dearborn, Michigan 48124

EVENING EVENT - 10/09/2024

Participants of the presentation sessions are cordially invited to join us for the dinner event in
The Henry Ford Museum of American Innovation, 20900 Oakwood Boulevard, Dearborn, Michigan 48124.

CONTACT RUTRONIK AUTOMOTIVE

Rutronik Automotive Business Unit: automotive-na@rutronik.com

REGISTRATION & EVENT CONTACTS

Please register before 09/27/2024 online at www.rutronik.com/abu_convention_2024

After your online registration you are listed as a participant and you will receive a confirmation email.

Roxana Cardenas | Event Manager - Rutronik | Tel: +1 954 799 8448 | roxana.cardenas@rutronik.com

Thomas Strohhaeker | Event Manager - Rutronik | Tel: +49 7231 801 1580 | thomas.strohhaecker@rutronik.com

OUR PARTNERS

elmos[®]

EVERLIGHT

KYOCERA
AVX

MEDIA TEK

ME
MICRO CRYSTAL SWITZERLAND

PANJIT
SEMI
CONDUCTOR

PGUB
Management Consultants GmbH

TDK

VISHAY
The DNA of tech.

YAGEO
GROUP

