Informa Tech Automotive Combines 4 Conferences and Invites You to Participate

TU-Automotive Detroit has joined forces with TU-Automotive Awards, ADAS & Autonomous Vehicles, WardsAuto Interiors Conference and WardsAuto UX Conference for one year only in a Festival of Automotive. The online event is scheduled for 18-20 August and intends to replace the previously face-to-face events with virtual connections to accelerate business, showcase expertise and education automotive stakeholders.

Historically, GENIVI has held its (very popular) GENIVI Showcase and Reception during the TU-Automotive show normally held during the TU-Automotive Detroit show in June. With the current pandemic, many shows like these are combining and going virtual. GENIVI is a strong believer in industry collaboration over a variety of topics and this “festival” has great promise for such collaborative efforts. Topics for the festival include:

- Driving the Future of Automotive- Trends and Outlook that are Building a New Automotive Roadmap
- How Is Data Commercializing The Automotive Market?
- The Global Roadmap to Electrification

The event has a strong speaker line up from organizations like Arcimoto, General Motors, Hyundai Motor, Sony Pictures Entertainment, Toyota, Volkswagen Group of America, Volvo Cars Tech Fund, YouTube, and ZF.

Interested parties can learn more about the event and register at: https://automotive.knect365.com/tu-auto-detroit/. GENIVI members will receive a 25% discount on the event fee by using “GENIVI25” as a discount code while registering. Note also that start-up organizations may attend free of charge, which is a savings of $395.

While we will miss “seeing you” in person as we have in past TU-Automotive shows, we hope you will enjoy this festival of virtual events.