

Zipcar President Kaye Ceille to Keynote at TU-Automotive Detroit 2016

Penton's TU-Automotive has confirmed that Kaye Ceille, President of Zipcar, will be giving a keynote presentation on day one of the TU-Automotive Detroit 2016 conference & exhibition (June 8-9, Novi, MI)

Detroit, Michigan ([PRWEB](#)) May 11, 2016 -- Penton's TU-Automotive has confirmed that Kaye Ceille, President of Zipcar, will be giving a keynote presentation on day one of the TU-Automotive Detroit 2016 conference & exhibition (June 8-9, Novi, MI). As one of the opening speakers, Ms. Ceille will be sharing Zipcar's vision of a new mobility society before an audience working on connected car and autonomous vehicle technology. She will explore future business models, how mobility is evolving and also analyze the impact of self-driving vehicles on the automotive industry and society.

Annie Reddaway, project director for TU-Automotive Detroit 2016, commented: "We are thrilled to welcome Ms. Ceille at this year's event. As the one of the founders of new mobility, Zipcar is perfectly placed to educate the automotive industry on the potential of these models as consumers' habits evolve. With automotive increasingly looking towards mobility and Zipcar's recent launch of Local Motion, this is a perfect fit."

The full session is outlined below:

Zippering Towards the Future of Auto-Mobility

We're rapidly moving from an era when people buy cars to an era where people buy a trip. Get a key overview of the changing urban transportation landscape and how Zipcar plans to remain a center point in this disruption.

- Explore how the rise of ride-hailing services, bike sharing and increasing numbers of OEMs offering car sharing reflects a massive shift in how city dwellers plan their travel
- Get a first-look insight into how industry revolutionary Zipcar continues to evolve its business model for today's urban dweller, and some of the innovations currently underway
- The Future: Shared and Autonomous? Understand the major role that self-driving cars will play in the shared-use mobility world and how this will affect the industry

This keynote session is one part of the 75+ sessions taking place over June 8-9 in Novi, Michigan for TU-Automotive Detroit 2016 – the world's largest conference & exhibition dedicated to innovation in automotive technology, covering connected cars, autonomy, and mobility.

Over 3,000 executives will attend for the 16th annual event to hear from over 150 speakers and explore the exhibition floor, spanning more than 200,000 sq ft.

Industry leaders and disruptors from Audi, General Motors, Zipcar, Amazon, Ford and more will lay out their visions for the future of the car in the digital society as automotive undergoes a technological revolution.

Find out more here: <http://www.tu-auto.com/detroit/>

NB. There is a \$100 discount ending this week – (Friday, May 6). Register on the website: <http://www.tu-auto.com/detroit/register.php>



Tickets will sell-out so early booking is advisable.

Follow the conversation at #TUDetroit or get involved via [detroit\(at\)tu-auto\(dot\)com](mailto:detroit@tu-auto.com) or + 44 (0) 207 375 7585 / 1 800 814 3459 ext. 7585

About TU-Automotive

TU-Automotive is a world leader in providing events and business intelligence to the automotive technology community, covering telematics, auto mobility, autonomous vehicles and legal & insurance. You can sign up to receive free weekly updates, including exclusive industry analysis, interviews and insights at: <http://www.tu-auto.com>

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