

Record Number of Canadian Attendees Expected at TU-Automotive Detroit 2016

Penton's TU-Automotive announced today that there has been a flurry of registrations from Canadian companies in the run-up to the world's largest connected car and auto-mobility conference and exhibition – TU-Automotive Detroit 2016 (June 8-9, Novi, MI).

([PRWEB](#)) May 13, 2016 -- Delegates from north of the border now number more than 50 of the 1,200 people already signed up for the event. Tech companies confirmed to attend represent the wide ecosystem that defines the connected car space, including wireless communications manufacturer Sierra Wireless, software supplier QNX and insurance carrier Intact. Within the 200,000 sq ft exhibition hall of the event, there will be 8 booths taken up by a delegation organised by the Ontario Ministry of Citizenship, Immigration and International Trade.

Mauricio Ospina, Area Director, ICT sector, International Trade Branch at the Ministry and in charge of leading the Ontario delegation to TU Automotive Detroit 2016, commented "Ontario is home to five major global automotive assemblers, more than 700 auto parts manufacturers and more than 19,000 IT companies. Our delegation is thrilled to be at TU seeking business opportunities".

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 3 ½ football fields.

At the event, there will be over 80 sessions that will tackle the biggest trends within automotive technology, covering connected cars, autonomy, and mobility.

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/>

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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