Telematics Berlin 2016: Autotrader, Jaguar Land Rover and Gett Tackle the Biggest Issues in the Connected Car

TU-Automotive is delighted to announce the latest additions to the stellar speaker line up with Autotrader, Jaguar Land Rover and Gett signing up to speak at Telematics Berlin. The conference and exhibition will be held on the 17th-18th May 2015 at the Hotel Berlin, Berlin.

([PRWEB](#)) March 23, 2016 -- With dealerships, predictive services and ride sharing being front of mind across the automotive industry, Telematics Berlin delivers insight from the most respected and experienced players in their fields; Nick King of Autotrader, Peter Virk of JLR and one of the shining lights of the ride hailing industry, Justin Hancock at Gett.

At the moment if a customer wants a new car they go to a dealership, but this experience is old, clunky and arguably broken. Nick's presentation will cast light on relearning how to sell cars. Peter's discussion around predictive IVI services and how our cars are learning ever more about drivers will provide invaluable insight into tomorrow's entertainment. While Justin's vital input into the multi modal mobility panel ensures the traditional taxi industry has a voice on stage but in a more future focused guise.

As Europe's best dedicated connected car data forum, Telematics Berlin is growing with new companies joining every week. Head of Insight at Autotrader, Nick King, said "These events are an excellent way to gain insight into the industry from different sources and to build your network of contacts. The consumer adoption of media has changed the way we all interact with retailers. Today's digitally savvy consumer expects transparency in advertising and in many ways the balance of power, traditionally with retailers as they had all the "admittedly limited " data available and then swung towards customers, as social media took hold, is now levelling off. Car retailers have access to more data, which can then be turned into insight."

Data Transforms the Automotive Industry

With an innovative city like Berlin, an industry in flux, and a host of big name speakers already confirmed (BMW, Volvo, Uber, Facebook, UNECE, Ford, etc.) this is the forum to join in 2016.
For more details on the event and to download the brochure visit: http://1.tu-auto.com/LP=7351

The topics that will be covered include:

•   The Billion User OEM - Facebook steps up to utilise its vast consumer insight and data resources to push OEMs to broaden their horizons and look beyond the car buyer and instead start thinking of users. Discover how to leverage a brand to create the first billion-user OEM

•   Whose Data is it Anyway? The revenue that can be generated from the proper use of data is vast but, whose is it in the first place and does increased openness mean increased profits?

•   Urban ADAS – Data's Big Challenge: As Tesla have shown autonomous driving is possible on the highways and autobahns with just car sensors but in the urban jungle more information is needed and for this we need smarter cities and cars that can handle the huge influx of data

•   Who do you think you are? As companies load ever more infotainment options into the car we are faced

with the paradox of choice. Can our data step in to teach the car who we are and what we like?

•   Involving the Innovators: Traditional OEMs have very high barriers to entry for companies wanting to get their apps into the car; we explore what the industry can do to enable a new generation of developers

Expert Insights from key Industry Voices

The handpicked experts who will provide real value on stage:
•   Christoph Weigler, General Manager, UBER
•   Christoph Stadeler, Head of Automotive, Facebook
•   Tommy Hansson-Strand, Director - New Business Creation, Volvo Car Group
•   Martin Wiecker, Research Engineer, Ford
•   Ulrich Fastenrath, Head - Traffic Information Management & Routing Optimization, BMW
•   Peter Virk, Director of Connected Technologies and Apps, Jaguar Land Rover
•   Scott Lyons, Connected Vehicle & Services Organisation, Ford
•   Justin Hancock, Global Head of B2B Marketing, Gett
•   Andrew Scott, Head of Radio & Music for Future Media & Technology, BBC
•   Francois Guichard, Engineer, UNECE
•   Laurianne Krid, Policy Director, FIA
•   Paul Fielden, Global Lead - Automotive Centre of Competence, IBM
•   Niranjan Thiyagarajan, Senior Consultant, Frost & Sullivan
•   Nick King, Head of Insight, Autotrader

To see more of the executive speakers already confirmed for next year, head over to
http://www.tu-auto.com/berlin/conference-speakers.php

Above and Beyond Networking
Some of the off stage highlights to be expected are:

•   250+ executive attendees. The right people in the right place: Use this opportunity to engage with our unique blend of senior people from OEMs, Tier 1 suppliers and content producers

•   Dedicated networking time. With dedicated time slots for networking it's impossible to miss out on those all-important face-to-face meetings

•   The Berlin Effect. As the innovative tech hub of Europe, use this chance to meet with young and aspiring companies currently paving their way in the Berlin automotive scene

•   Policy makers. With some of the top policy bodies in the industry attending and speaking, the event uses this opportunity to be at the forefront of legislative trends

About TU-Automotive:
TU-Automotive is the reference point and communications hub for the evolving automotive technology segment as it converges with consumer electronics, mobile and IoT to re-define connectivity, mobility and autonomous use-cases.

Contact:

Lucas Ainscough
Project Director | TU-Automotive
7-9 Fashion Street, London, E1 6PX, UK
Office: +44 (0)207 375 7586
Email: lucas(at)tu-auto(dot)com

Contact Information
Lucas Ainscough
TU-Automotive
http://www.tu-auto.com/berlin/
+44 2073757178

Emilie Leblanc
TU-Automotive
http://www.tu-auto.com
2073757517

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