

## **Telematics West Coast 2015 Returns to San Diego to Shape the Future of the Connected Car**

*TU-Automotive has published the eagerly anticipated agenda for their 5th annual Telematics West Coast 2015 Conference and Exhibition (October 26-27, San Diego). The event will see 250+ executives assemble in California to discuss the future of connected services.*

([PRWEB](#)) August 03, 2015 -- As the connected car sector matured over the last 5 years, Telematics West Coast has cemented its place at the centre of the ongoing discussion. The event focuses on not only the future opportunities, such as big data and innovative new players but also future threats such as the security of our cars, drivers and their data and how to overcome them. This year sees high level speakers from Nissan, BMW, Continental and more address these key topics and lay out the roadmap for success in a climate where car hacking and data privacy make headlines around the world. See the full list of experts speaking this year here: <http://www.tu-auto.com/west-coast/conference-speakers.php>

Lucas Ainscough, Project Director for this year's conference stated: "Telematics West Coast 2015 provides the perfect opportunity for senior stakeholders from across the value chain to come together, learn from subject matter experts and strike up new partnerships. This year is our most exciting one yet, with more of a 'Silicon Valley' flavour than ever before as we hear from a number of auto specific venture companies and put start-ups head-to-head to put their innovations to the test."

### **What to Expect at Telematics West Coast 2015**

The topics covered at the event will revolve around those key industry issues:

- **CYBER SECURITY - CREATING 'FORTRESS CAR'**: With the threat of hacking and remote vehicle access growing by the day, identify and protect the key attack vectors to keep the connected car secure
- **BIG DATA: BIG PICTURE**: From apps and advertising to UBI and diagnostics – break through the siloes to create an all-encompassing analytics platform that fully exploits the power of data
- **WALK THE DEV. CYCLE TIGHTROPE**: Tackle the interplay between standards, OTA updates & modular hardware to deliver cutting edge experiences without compromising safety
- **COMMUNICATING WITH YOUR CAR**: As IVI grows more complex and humans cede further control to ADAS; discover how drivers will interact with these new systems. Is this the end of the traditional cockpit?
- **DEALING WITH DEALERS**: With connected services proliferating and tech. R&D spend skyrocketing; learn to collaborate with dealers to ensure investment in telematics doesn't get squandered on the forecourt
- **AUTOMOTIVE - THE NEXT GENERATION**: Ground-breaking West Coast start-ups are redefining the automotive industry. Hear directly from the disruptors who are taking the connected car where it has never gone before

Expect to See Top Level Speakers Such as:

- Matt Jones, Head of Future Infotainment, Jaguar Land Rover
- Cason Grover, Senior Group Manager, Cross Carline Planning, Hyundai
- Mark Platshon, Senior Advisor, BMW iVentures
- Thomas Gebhardt, President, Panasonic Automotive
- Toshiro Muramatsu, Director - Vehicle Information Technology Division Silicon Valley, Nissan

- Christopher Heiser, CEO, Renovo Motors
- Robert Gee, Head of Product Management, Software and Connected Solutions, Continental
- Brandyn Bayes, Director of IT and Marketing, North American Eagle
- Alan Ewing, President, CCC/MirrorLink
- Catherine McCullough, Executive Director, ICC
- Liz Kerton, Executive Director, AutoTech Council
- Andrew Hart, Director, SBD
- Praveen Chandrasekar, Research Manager, Frost & Sullivan
- Benedikt Brecht, Sr. IT Connected Vehicle Engineer, Volkswagen
- Jason Schulz, Business Development and Partnerships Manager, Toyota

To find out more about TU-Automotive Europe 2015 speaker line up and agenda, head over to: <http://www.tu-auto.com/west-coast/>

Reserve the exclusive TU-Automotive Europe 2015 brochure with the complete programme here: [www.tu-auto.com/west-coast/conference-event-brochure.php](http://www.tu-auto.com/west-coast/conference-event-brochure.php)

Or contact the Telematics West Coast 2015 team at [westcoast@tu-auto.com](mailto:westcoast@tu-auto.com)

Register before Friday, August 7 via the secure link below to take advantage of a \$300 saving on all conference passes: [www.tu-auto.com/west-coast/register.php](http://www.tu-auto.com/west-coast/register.php)

#### 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)20 7375 7586  
USA Toll Free: 1 800 814 3459 ext 7586  
Email: [lucas@tu-auto.com](mailto:lucas@tu-auto.com)



**Contact Information**

**Lucas Ainscough**

TU-Automotive

<http://www.tu-auto.com/west-coast/>

+44 2073757585

**Emilie Leblanc**

TU-Automotive

<http://www.tu-auto.com/detroit/>

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