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IFA 2018: Shift AUTOMOTIVE - Drafting a Roadmap for the Future of Driving

First speakers unveiled for the inaugural convention that explores how new automotive technologies are changing the way we think, live and drive.

Berlin – 17 July 2018 – Industry leaders from across the automotive and electronics sector are coming to Berlin on 4 and 5 September to discuss the future of mobility at the inaugural Shift AUTOMOTIVE convention. In a series of keynotes, brief impulse talks, panels and workshops, the event will explore how new technologies emerging in both sectors are rapidly and fundamentally transforming the world of mobility and how we think, live and drive.

Among the confirmed speakers and panelists are:

- John Schoenbeck, who leads strategic partnerships for BMW Designworks, the Bavarian carmakers innovation lab, who will deliver a keynote at the event.
- Daniel Deparis, Head of smartLabs, Daimler
- Karima Delli, Chairwoman of the Transportation Committee at the European Parliament and founder of European Startup Prize for Mobility
- Martin Beltrop, Director of Emerging Products, Nokia
- Prof Peter Wells, Cardiff Centre for Automotive Industry Research
- Rodney Williams, CEO, LISNR
- Patrick Weissert, COO & Founder, German Autolabs

Panels will explore topics such as:

- ▶ Trust me, I'm an autonomous car: How can self-driving cars (re)-gain trust?
- ▶ Integrated mobility: the urban-rural divide
- ▶ Building cars around passengers, not drivers
- ▶ It wasn't my fault, honest: insuring next-generation vehicles

The event will look beyond technological breakthroughs and investigate whether consumers are ready for the change ahead. Will drivers and passengers see transport disruption as a threat or an opportunity? Will new technologies make driving more complex, or less? What happens when drivers become passengers? And are people ready to switch from owning a car to subscribing to mobility experiences?

Shift AUTOMOTIVE is a biannual convention backed by IFA, Messe Berlin, the Geneva International Motor Show and Palexpo.

The new automotive convention will be held twice a year, in Geneva and Berlin, alongside the Geneva International Motor Show and IFA.

About Geneva International Motor Show

The Geneva International Motor show is the only international motor show recognised by the OICA (International Organisation of Automobile Constructors) that takes place annually in Europe and is a member of the "Top 5" worldwide. In 2017, the exhibitors reinforced the prestige and importance of this event by presenting more than 150 world and European premiers before some 10,000 media representatives. During the 11 days of the Motor Show more than 691,000 entries of visitors from around the world were registered. www.gims.swiss

IFA Berlin

IFA is the most significant trade show for consumer and home electronics and takes place from August 31 to September 5, 2018 at the Berlin Exhibition Center (ExpoCenter City). In addition, IFA Global Markets expands from 2-5 September at STATION Berlin, where buyers, OEMs and ODMs meet at Europe's largest sourcing show for the electronics sector. www.ifa-berlin.com

 Messe Berlin



 Consumer & Home Electronics

Press Contact:

gfu
Public Relations
Roland M. Stehle
Tel.: +49 911 3777900
stehle@gfu.de

Messe Berlin GmbH
Emanuel Höger
Press and Public Relations
Director
Corporate Communication
Messe Berlin Group

IFA
Nicole von der Ropp
PR Manager
Tel.: +49 30 3038-2217
vonderropp@messe-berlin.de

About Palexpo

Palexpo, Geneva's exhibition and convention centre situated in the heart of Europe, is an international venue for sporting, economic and cultural shows and events. It hosts prestigious events such as the Geneva International Motor Show, Davis Cup tennis, the Concours hippique international de Genève, the Supercross, the Salon international de la haute horlogerie Vitafoods, Ebace, INDEX ArtGenève, Gem Genève and EPHJ-EPMT-SMT www.palexpo.ch

About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies, developing and hosting hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at Brandenburg Gate. www.messe-berlin.com

For media inquiries please contact:

Shift AUTOMOTIVE:

Tim Weber tim.weber@edelman.com

Jed Just jed.just@edelman.com

GIMS:

Silvia Blattner silvia.blattner@palexpo.ch

IFA:

Nicole von der Ropp vonderRopp@messe-berlin.de