

SAE 2013 WORLD CONGRESS: ACHIEVING EFFICIENCY

This year's SAE World Congress focuses on perhaps the automotive engineering community's biggest challenge: improving efficiency in everything from design and engineering to vehicle production and functionality. The SAE 2013 World Congress on April 16-18 also presents the engineering community with an unprecedented opportunity to connect with peers, track rapidly shifting technologies and achieve greater understanding of the major issues shaping the global auto industry.



Joseph Guertin

Joseph Guertin, Director of Powertrain Operations. He describes the upcoming Congress and its value to engineers.

What makes the SAE 2013 World Congress a must-attend event?

There are four big reasons to attend this year's event: the technical program, opportunities for peer-to-peer networking, the engineering management program and the free innovators-only exhibition with more than 10,000 attendees.

This year's technical program will enable engineers to learn first-hand from more than 1,500 technology experts on such topics as safety, alternative propulsion and advanced materials. The management program brings together more than 60 industry leaders for a "big picture" look at automotive technology trends. The networking opportunities simply cannot be matched by any other venue. And the free-admission expo gives attendees an exceptional opportunity for one-on-one contact with more than 150 companies displaying their latest concepts and products on the show floor.

It's hard for me to imagine people not wanting to participate in an event like this year's Congress. It offers such a huge opportunity to interface with thousands of engineers, interact with suppliers and gain a better understanding of how the major issues facing the automotive industry are affecting our peers, co-workers and competitors.

Why is attendance especially important this year?

Our industry has been challenged with very demanding new regulations in the U.S., Europe and elsewhere for fuel economy and carbon dioxide emissions. Meeting those regulations will be virtually impossible without new materials, technologies and processes. The next few years will be especially interesting as the industry integrates new technologies to achieve its goals. In my view, the 2013 World Congress will be the best opportunity to gain insight into the issues and options driving this period.

Achieving efficiency will be extremely important in the years ahead. It's not just improving the efficiency of the vehicle; it's also how we develop and manufacture the

vehicles themselves. There has never been a more critical time for the engineering community to be aware of the forces that are driving and molding these issues—and to find ways to work together to realize responsible mobility.

How does the Congress promote networking?

There are multiple channels, starting with color-coded name badges that indicate the primary technology interest of each attendee. There are opportunities to chat with experts at panel discussions, in technology lounges, during daily receptions and lunches in the exhibit hall and, of course, between sessions.

More structured networking opportunities are available for Congress during the SAE Fellow receptions and dinner, special attendee networking receptions located on the exhibit floor, the SAE awards ceremony and a Detroit Section reception and dinner.

What about programs for management?

The 2013 Congress will offer a full schedule of thought-provoking sessions for managers. These meetings will be held on the Expo floor in the AVL Technology Leadership Center and FEV Powertrain Innovation Forum. This year's panels will be assessing driver distraction regulations, autonomous driving options, advanced propulsion systems, new fuels, systems engineering, powertrain innovations such as automatic engine stop-start, energy load management and a discussion about which technologies have the largest potential to deliver the best possible vehicle fuel efficiency.



Who are the featured speakers at this year's Congress?

This year's featured speaker will be Sergio Marchionne, Chairman and CEO of Chrysler Group. He will address the annual banquet on Thursday, April 18. Keynoters are Mary Nichols, chair of the California Air Resources Board; George Whitesides, CEO and president of Virgin Galactic; and Bob Lutz, retired vice chairman of General Motors at the AVL Center on Tuesday and Wednesday.

What additional activities are scheduled during the Congress?

Our popular Career Fair and ride-and-drive sessions will be returning. Other notable events will include an AWIM Jet Toy Olympics and student exhibits and poster competition by the SAE Detroit section. There will be SAE Foundation activities. We also will be conducting SAE standards, business and history committee meetings.

To learn more about SAE 2013 World Congress or register, please click [HERE](#) or visit sae.org/congress.