THE FUTURE OF MOBILITY STARTS HERE

sae.org/wcx
COLLABORATE WITH THE BRIGHTEST MINDS IN MOBILITY

When more than 10,000 of the brightest minds in mobility gather in the Motor City for three days of education, idea sharing, collaboration and networking, they shape the future of mobility. Join the full spectrum of the industry at WCX.

WHY WCX?

At the premier event for mobility professionals, industry is driven forward. This is the place where discussions happen. Where business gets done. And where the possibilities are endless.

ATTEND WCX TO:

- Acquire Knowledge on the latest technology shifting the mobility landscape, the hottest issues impacting your business and the newest regulations driving change.
- Build Skills to stay ahead of the competition and on top of the market.
- Create & Cultivate Relationships with all the right people, sharing all the right ideas.
GAIN FOCUSED INSIGHT ON THE WCX EXHIBITION FLOOR

Connect with exhibitors to discover the latest technology and innovation in specialized pavilions—right on the WCX Exhibition Floor:

**Connect2Car Pavilion** is dedicated to advancing the future of autonomous vehicles, connectivity, systems engineering and cybersecurity. Dive into connected cars and all their components at WCX, where forward-thinking professionals in the fields of electronics, technology insertion, systems integration, software development and aftermarket systems engage in interactive learning and explore a rapidly progressing future.

**Start-up Pavilion** showcases emerging innovations from new businesses.

**Korean Pavilion** discover the latest South Korean technology and innovations from both start-ups and well-established mobility players.

**Lightweighting-Materials-Efficiency Pavilion** displays the latest in material development, application and research and development. This pavilion will showcase technologies and innovations that help create a sustainable future through decreased weight, improved powertrain efficiency and reduced emissions, function integration and structural lightweighting, the development of advanced multimaterial/process hybrids, battery drivetrains and more.
DISCOVER INNOVATION ON THE EXHIBITION FLOOR

Everyone can discover the innovations shaping the next generation of mobility by signing up for a FREE Expo-Only Pass.

You will be able to:
- Listen in on Keynote presentations and the evolved Leadership Summit and TechTalks, where pioneers and thought leaders from across the industry discuss technology and concepts that go beyond traditional mobility.
- Go one-on-one with new technology in the Learning Lab, and meet with subject-matter experts in the Knowledge Bar.
- Explore cutting-edge solutions, advanced technology and all that’s new and coming next from the industry’s leading companies and emerging entrepreneurs.
- Gain access to over 200 OEMs, Suppliers, Manufacturers and Start-ups.
- Participate in cutting-edge Connect2Car programs.
- Enjoy free breakfasts, refreshments and evening receptions located right on the exhibition floor.

View the 2019 exhibitor lineup

PROFESSIONAL DEVELOPMENT SEMINARS

Held before, during, and after the event, these convenient seminars cover a wide variety of topics to help you advance in your career. View the course lineup.
INTRODUCING THE WCX KEYNOTE SPEAKERS

TUESDAY, APRIL 9
8:00 a.m.
Charles Payne
Host of “Making Money,” Fox Business
Chief Executive Officer, Wall Street Strategies
Predictions for the Mobility Industry from Wall Street

WEDNESDAY, APRIL 10
8:00 a.m.
Erez Dagan
Executive Vice President of Products and Strategy, Mobileye
Vice President, Intel Corporation
Meeting our Customer’s Expectation of an Autonomous Vehicle
PROCURE NEW IDEAS
ON THE EXHIBITION FLOOR

This is where you need to be—the WCX Exhibition Floor—a comprehensive marketplace of products, ideas, solutions and connections. Start your day with breakfast right in the Exhibition Hall and explore all that’s in store, including:

**Leadership Summit**—The 2019 Leadership Summit will include the new WCX TechTalks where you can hear pioneers and thought leaders from a spectrum of industries discuss technologies, ideas and concepts that go beyond traditional mobility. TechTalks are now directly integrated into The Exchange and will offer ground-breaking insight about the future of transportation technology and topics transferrable to mobility engineering practices and application in short, impactful presentations designed to engage you and challenge current technology outlooks and thinking.

**Learning Lab**—Hear the latest innovations in mobility products with engineers and suppliers in an intimate theater venue, as well as have the opportunity to ask questions and experience hands-on demonstrations.

**Knowledge Bar**—brings together subject matter experts from TARDEC, General Motors, Honda, Delphi and ORNL, among others, in a casual environment to hold Q&A-driven sessions that provide insight and help solve issues for current and future state technologies.

**Career Corner**—Explore your future career path and match your skills with leading employers and product innovators looking for talent.
ENVISION MOBILITY’S FUTURE AT THE LEADERSHIP SUMMIT

Be a part of the conversation on the future of mobility when you secure your seat at the table among the industry’s leading executives at the WCX Leadership Summit. At this gathering of the senior-level visionaries shaping the landscape of mobility engineering, you’ll explore new ideas, innovations and solutions to the challenges facing the industry.

View full schedule

TechTalk
Intelligent Motorsport - The Most Extreme Proving Ground for Self-driving Cars?
Bryn Balcombe, Roborace
April 9
9:30 - 9:50 a.m.

TechTalk
Artificial Intelligence: The Winter of our Discontent or Mild Spring Frost?
Sky Matthews, IBM
April 9
1:40 p.m. - 2:00 p.m.

Connect2Car Roundtable
Privacy and Customer Acceptance of Data Monetization
April 10
11:20 a.m. - 12:30 p.m.

Roundtable
As Executives, Where are We Spending our Resources?
April 11
2:10 p.m. - 3:20 p.m.
EXPLORE EMERGING MOBILITY SOLUTIONS

**PITCH PIT** Sponsored by FCA

Entrepreneurship takes center stage in the Pitch Pit with FCA, where exhibitors have the invaluable opportunity to reach buyers and key influencers looking to source all of the latest technological advancements. Registered exhibitors can pitch their product directly to top-level executives and buyers in this unique space for up-and-coming innovations.

Note: This area is open to current WCX exhibitors only and requires the submission and approval of a Pitch Pit Request Form.

**WCX CONNECTED VEHICLE CHALLENGE 2019**

Calling all innovators! SAE challenges you to design and build a connected device or software application that demonstrates how vehicle connectivity can have a positive effect on our communities, quality of life and the environment. Compete against engineers from around the world for a chance to win a grand prize.

Five finalists will be selected to present their ideas to a panelist of judges at WCX. Watch the most innovative ideas come alive right on the WCX show floor.

Submit your idea today. the official rules for full details. Deadline is March 5, 2019

**11TH ANNUAL GLOBAL AUTOMOTIVE & MOBILITY INNOVATION CHALLENGE (GAMIC)**

See the next generation of automotive and mobility solutions in their early stages in this annual competition presented by SAE INTERNATIONAL® and MI Innovation Alliance. Twelve finalists competing in four categories present early-stage transportation products and mobility solutions in the hopes of winning $300,000 in commercialization assistance and cash awards.
EXPERIENCE THE MOBILITY OF TOMORROW WITH AUTONOMOUS VEHICLES

At WCX, embark into the future of mobility through this special event that highlights the captivating capabilities of autonomous vehicles.

NEW IN 2019 SAE DEMO DAYS AT WCX

SAE Autonomous Demo Days is a public facing event created to give people hands on experience with automated vehicles and reinforce engineering advancements designed to enable safety and show the differences between ADAS and automated functions. Located on Steve Yzerman Drive (Atwater Street) this city street will be the stage for this driving experience.

In addition to the riding experience in an automated vehicle, we will conduct a pre- and post-ride surveys to gauge comfort, confidence and trust around their autonomous riding experience. This valuable feedback will aid in product development and adoption. SAE has successfully held several Demo Days across the U.S. and we are excited to bring this experience to Detroit.

SAE in partnership with PAVE [Partners for Automated Vehicle Education] will give the Detroit community a chance to test ride the future.

There will be 3 Public Days: Friday – Sunday, April 5, 6 and 7, a VIP Day: Monday, April 8 and two days for WCX Attendee: Tuesday April 9 and Wednesday April 10

Additional vehicle sponsorships are available if interested.

SAE J3300 DRIVING SKILLS CERTIFICATION RIDE AND DRIVE

Automotive testing organizations have determined that there is a need for a common, global standard for driving skill certification, so they can be assured people planning to drive on their property have previously demonstrated the proper skills to drive a vehicle for the planned dynamic events.

The SAE Driving Skills Certification Criteria establish skill levels to drive motorized vehicles in various configurations and environments. It includes the certification criteria required for a driver to demonstrate proficiency along with the facility and examiner requirements to accurately confirm a driver’s performance.

Experience the driving skills required on the two ride and drive courses. One course will test the base foundational level one driving skill and the second course will provide a trailer towing and backing course.
TECHNICAL SESSIONS
PROPEL YOUR CAREER WITH NEW IDEAS

Over three days at WCX, you’ll gain expert-led insight on the most pressing topics to mobility professionals—from IoT, big data and connectivity to automated and unmanned vehicles, and from safety, blockchain and powertrain to sustainability and cybersecurity.

INTEGRATED DESIGN AND MANUFACTURING
If you are involved in 3D printing, simulation, modeling smart factories, robotics, CAD/CAM/CAE, blockchain, design optimization technologies focused on ICE, electric vehicle and electrification, WCX brings experts from around the world to discuss the critical issues, challenges and applications in 22 sessions over three days designed to enhance your skillset.

ADVANCED PROPULSION/POWERTRAIN
Over 200 hours of technical content has been developed by session organizers for the powertrain/propulsion engineer or engineering manager. They have compiled experts from ICE, hybrid and full electric vehicles, to discuss critical challenges, development and case studies on technologies involved in driveline, engine boosting, fuel economy, fuel injection, IVT/CVT, new engine development, motor and power electronics, battery as well as fuel cell.

CONNECTIVITY/IOT/SMART CITY/AUTOMOTIVE ELECTRONICS
Explore and investigate the ever-growing world of automobile electronics that affect virtually every aspect of today’s vehicle. Topics include intelligent transportation systems, software, electromagnetic compatibility, testing and instrumentation, vehicle diagnostics, simulation and modeling mechatronics, vehicle sensors and actuators, multimedia systems, vehicle information and communication security, safety-critical systems and others.

MATERIALS AND LIGHTWEIGHTING
This track features over 40 sessions and 180 subject matter experts that address the most critical subjects in metallic and non-metallic materials for the advancement of current and future state vehicles. Organizers have brought together subject matter experts to address advances in lightweight materials and high strength steels, material selections for vehicle interiors, applications of automotive grade composites, formability analysis and welding/joining applications.
EMISSIONS/ENVIRONMENT/SUSTAINABILITY

These sessions focus on areas of vehicle emission, environmental impacts and sustainability including thermal management, exhaust emissions, particulates, modeling as well as end-of-life, alternate energy and electrification strategies.

BODY/CHASSIS/OCCUPANT AND PEDESTRIAN SAFETY/STRUCTURE

As we move from SAE levels 1-5 of automated vehicles, the criticality of occupant protection and safety as well as chassis and structure development cannot be underestimated. Organizers bring over 175 critical subject matter experts from OEMs, suppliers and consultants to present at 40 sessions on issues around human factors, biomechanics, vehicle dynamics, aerodynamics, accident reconstruction, ADAS, vehicle impact, crashworthiness, tires, wheels, lights and restraints.

See the full program schedule

IMMERSE YOURSELF IN THE LATEST TECHNOLOGY AND INNOVATION

Every corner of the industry is covered in more than 1,000 hours of technical programming. This year, subject-matter experts from around the globe will also provide insight on:

- Advanced Powertrain/Propulsion
- Biomimicry Cybersecurity
- Automated Vehicles
- AI and Machine Learning
- Blockchain
- V2X
- ADAS
- HMI and Interiors
Discover solutions in electronics, technology insertion, systems integration, software
development and aftermarket systems at Connect2Car™, where present day and the
future converge through demonstrations, panels and next-generation products. Now
integrated with WCX, Connect2Car is the source for expert insight into the future of
connected vehicles.

Experience Connect2Car in:

**Leadership Summit**—Glean groundbreaking insight about the future of
transportation technology and topics transferrable to mobility engineering practices
and application. Automotive engineering industry experts and executives address the
links between business and technology.

**Connect2Car Pavilion**—Explore new products, software and technologies
from leading vendors making connected mobility a reality.

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**FEATURED SESSION**

**What Do Autonomous Vehicles Mean for Regulation?**

Moderator:
David Zuby, Insurance Institute for Highway Safety

Panelists:
Nat Beuse, Uber
Kelly Nantel, National Safety Council
Glen De Vos, Aptiv
Desi Ujkashevic, Ford Motor Company
Tim Johnson, NHTSA
David Woessner, LM Industries
MAKE NEW CONNECTIONS AT WCX 2019

NETWORK. COMMUNICATE. COLLABORATE.

At WCX, like minds intersect, new ideas emerge and solutions are uncovered. Join 10,000 of your colleagues from across the industry and around the globe—and set the wheels in motion for a prosperous future. Delve even deeper into potential partnerships and new opportunities at these special events.

DAILY RECEPTIONS
4:30 – 5:30 p.m.
Tuesday and Wednesday: Hall C

WCX GALA

Engage with leaders on the cutting edge of mobility.
April 11, 2019
5:00 - 7:00 p.m.
Cobo Atrium

Connect with industry executives and celebrate visionary innovation at the new 2019 WCX Gala, featuring cocktails, a strolling dinner with action food stations, dessert and live entertainment.

Tickets can be purchased for $75 per person through the WCX Registration site. Conference registration is not required. Simply register for the complimentary “Expo Only three Day Pass” registration category and add Gala tickets to your order.

Attire: Business Casual
WOMEN’S PANEL AND NETWORKING BREAKFAST
Sponsored by TOYOTA
“New Mobility—Women Leading Disruptive Innovation”
The Exchange, Hall C
Thursday, April 11, 7:30 - 9:00 a.m.
This event is included with your registration.

The global landscape of the automotive industry is changing rapidly. New players, new markets and new technologies are disrupting the status quo faster than ever before. More than ever, women are helping to lead this vehicle evolution through start-ups—but less than half of the industry’s top 20 companies have women on their executive teams.

Hear female thought leaders in start-ups discuss the challenges and opportunities they face in the industry today, as well as the cultural transformation organizations need to make to successfully handle complexity, uncertainty and volatility to take advantage of disruption.

EXPLORE THE FUTURE OF FUEL EFFICIENCY AT HEICE
Maximize your investment by attending the SAE 2019 High-Efficiency IC Engine Symposium (HEICE). Held immediately prior to WCX, this cutting-edge event combines state-of-the-art education with collaborative networking opportunities for professionals interested in fuel-efficiency technologies. Learn more.

Special Offer: Register for both HEICE and WCX and use code ACTNOW to save $200 on your HEICE registration. Register by March 22.
TRANSFORM THE FUTURE OF MOBILITY

Join 10,000 of your fellow automotive industry leaders to advance the next generation of mobility innovation.

Three days of education, inspiration and collaboration await. Register today

Before you leave for WCX, download the SAE International Events app for easy access to the full schedule of sessions, speakers and special events.