

ATZ live

Electrified Mobility

Improving customer focus, reducing costs
and increasing profitability

2nd International ATZ Congress

12 and 13 November 2019 | Mannheim | Germany

IN CONJUNCTION WITH
■ GRID INTEGRATION OF ELECTRIC MOBILITY

Simultaneous Interpreting
German and English

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MOBILITY

Customer friendly,
connected,
intermodal systems

VEHICLES AND POWERTRAINS

Climate-neutral, zero-
emission technology

ENERGY STORAGE

Batteries and hydrogen
in a new powertrain
portfolio

/// KEYNOTE LECTURES

Klaus Baumgärtner, BridgingIT GmbH | **Prof. Dr. Uwe Dieter Grebe**, AVL List GmbH |
Dr. Falko Schappacher, MEET Battery Research Center, Münster University (WWU)

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Electrified Mobility

WELCOME

Electric mobility is taking off all over the world and the annual production figures of German car manufacturers have now reached six digit number. The network of charging points is growing and billions are still being invested in the technology. A breakthrough for electric mobility is on the cards, but it will not happen until the development of the products and the expansion of the infrastructure are synchronized. The cost remains too high because the profitability levels in many disciplines are low. Without profitability there will be no breakthrough.

With the theme of “Cost down, scaling up,” this year’s ATZ Electrified Mobility conference is focusing on the necessary cost reductions. Making the components cheaper is an important first step, but it is not enough on its own. Leaner processes are also unlikely to do the trick, as some speakers and solution providers are warning. If we do not have the courage to adopt new business models, electric mobility will fail in many areas. A number of prominent studies have also criticized the poor sustainability record of electric mobility. This criticism is justified, but it must be incorporated into a balanced debate and countered where appropriate. However, this will only be possible if our engineers can develop more sustainable innovations. This is the purpose of the presentations and the panel discussions at the conference.

Electric mobility can only succeed if the products and the infrastructure are carefully coordinated. ATZlive is supporting this process with its related conference on Grid Integration of Electric Mobility, which is being held in parallel.

We look forward to welcoming you to both events.

On behalf of the Scientific Advisory Board

Dr. Johannes Liebl

Editor-in-Charge

ATZ | MTZ | ATZelektronik

Markus Schöttle

Senior Editor Automotive Development,

Springer Nature



PARTICIPANTS

The ATZlive Electrified Mobility conference is aimed at managers from the automotive and mobility industries, at powertrain developers, strategic planners from vehicle manufacturers, automotive industry suppliers and development service providers, at research institutions and universities, and at NGOs and decision-makers from the world of politics and from industry associations. The conference will also be of interest to groups working with specialists in grid integration and charging technology.

PROGRAM – MORNING

TUESDAY 12 NOVEMBER 2019

>> PLENARY SESSION

Musensaal

- 9:00 **Welcome and opening of the congress**
Dr. Johannes Liebl, Editor-in-Charge ATZ | MTZ | ATZelektronik,
Springer Nature

KEYNOTE LECTURES I

GRID INTEGRATION OF ELECTRIC MOBILITY

ELECTRIFIED MOBILITY

- 9:10 **How sustainable is electric mobility? Cradle-to-cradle study of different drive systems**
Prof. Dr. Uwe Dieter Grebe, Executive Vice President Global Business Development, Sales & International Operations, AVL List GmbH, Austria
- 9:35 **How to develop customer-centric ecosystems? Agile, digital and open**
Klaus Baumgärtner, Managing Director, BridgingIT GmbH
- 10:00 **Joint app-based discussion of the keynote lectures**
- 10:30 Refreshment break with coffee and tea in the exhibition area

>> PARALLEL SESSION I

Musensaal

NATIONAL AND INTERNATIONAL CONDITIONS

- 11:00 **General conditions for the introduction of zero-emission buses in public transport – the Clean Vehicle Directive**
Martin Schmitz, Managing Director Engineering, Verband Deutscher Verkehrsunternehmen e. V. (VDV)
- 11:30 **How can the Stuttgarter Straßenbahnen AG comply with air pollution control legislation?**
Markus Wiedemann, Business Unit Manager of the Bus Division, Stuttgarter Straßenbahnen AG (SSB)
- 12:00 **Comprehensive assessment of critical raw materials for BEVs and FCEVs**
Aline Hendrich, Consultant Energy & Mobility, B. Reuter, J. Hengstler, S. Kupferschmid, M. Schwenk, thinkstep AG
- 12:30 Lunch in the exhibition area

IN CONJUNCTION WITH

■ GRID INTEGRATION OF ELECTRIC MOBILITY

For electric mobility to achieve a breakthrough, the transport concepts, the vehicles and the infrastructure must interact smoothly. For this reason, our well-established ATZlive events **Electrified Mobility** and **Grid Integration of Electric Mobility** are taking place this year in the same location and at the same time.

The participants have the option of moving over to the parallel conference and broadening their horizons.

You can find the complete program for the Grid Integration of Electric Mobility conference online:

www.atzlive.de/en/grid



>> PARALLEL SESSION II

Bruno Schmitz Saal

ELECTRIC CHARGING

- | | |
|-------|---|
| 11:00 | Smart charging of EVs: barriers and possible solutions
Baerte De Brey, Chief International Officer, L. Driessen,
ElaadNL, Netherlands |
| 11:30 | What economic and technical benefits do integrated charging solutions bring for high power charging (HPC) parks?
Roman Scholdan, eMobility Consultant, S. Schrader,
P3 group GmbH |
| 12:00 | Wireless charging of electric vehicles –
from pre-development to volume production – a field report
Thomas Nindl, Chief Operating Officer, BRUSA Elektronik
(München) GmbH; H. Stauss, BRUSA Elektronik AG,
Switzerland |
| 12:30 | Lunch in the exhibition area |

PROGRAM – AFTERNOON

TUESDAY 12 NOVEMBER 2019

>> PARALLEL SESSION I

Musensaal

ENERGY STORAGE SYSTEMS I

- 14:00 **Second life: Benefiting from the untapped potential of EV batteries**
Florian Mayr, Partner, Apricum GmbH
- 14:20 **Battery-as-a-Service: the key to the crucial cost reductions in electric mobility**
Dr. Wolfgang Bernhart, Senior Partner, Global Co-Head of Technology Team – Automotive, Roland Berger GmbH
- 14:40 **Germany as a location for battery cell production – the first companies and joint ventures position themselves**
(Speaker inquired)
- 15:00 **Joint app-based discussion of the energy storage systems I session**
- 15:30 Refreshment break with coffee and tea in the exhibition area

>> PLENARY SESSION

Musensaal

INTRODUCTORY PRESENTATION AND PANEL DISCUSSION

- 16:00 **Introductory presentation: Demystifying electric mobility – how to scale up a sustainable and profitable industry?**
Patrick Schaufuss, Associate Partner, McKinsey & Company, Inc.
- 16:20 **Panel discussion: Cost down and scaling up – electric mobility in ramp-up mode, but with modern costing models**
- approx.
- 17:45 End of the first day of the congress

-
- 19:30 **Networking Dinner**
Enjoy a pleasant evening and interesting conversations over dinner with colleagues and speakers.

>> PARALLEL SESSION II

Bruno Schmitz Saal

VEHICLES

- 14:00 **The differing electric mobility market expectations of China and Europe – challenges from the perspective of Chery Automobile**
Jochen Tüting, Managing Director, Chery Europe GmbH
- 14:20 **Electric mobility in China – China revolutionizes the car market by taking a leading role**
Franco Bellillo, Deputy General Manager, Vice President Purchasing, Beijing Electric Vehicle Co. Ltd.
- 14:40 **nextmove – Long-term experience of 400 rental cars from various manufacturers in an everyday EV test**
Stefan Möller, General Manager, O. Raguse, nextmove
- 15:00 **Joint app-based discussion of the Vehicles session**
- 15:30 Refreshment break with coffee and tea in the exhibition area



PROGRAM – MORNING

WEDNESDAY 13 NOVEMBER 2019

>> PARALLEL SESSION I

Musensaal

MANAGEMENT AND MARKETS

9:00 **Future multi-modal mobility**
Jürgen Schlaht, Vice President Innovation Management,
Siemens Mobility GmbH

9:30 **The role of a contract manufacturer in the era of electrification**
Kurt Bachmaier, Vice President Sales & Marketing,
Magna Steyr Fahrzeugtechnik AG & Co KG, Austria

10:00 **Electric mobility in Norway – highly developed and yet still facing challenges**
(Speaker inquired)

10:30 Refreshment break with coffee and tea in the exhibition area

ENERGY STORAGE SYSTEMS II

11:00 **Battery pack design: the challenges and benefits of modular battery modules – the LIGHT battery: a modular, cylindrical system design**
Tobias Mayer, CEO, E. Donzow, LION Smart GmbH

11:30 **Sustainable, resource-efficient manufacturing of high-quality battery cells using digitization and Industry 4.0 tools**
Prof. Dr. Kai Peter Birke, Head of the Electrical Energy Storage Systems Work Group, Institute for Photovoltaics (ipv), University of Stuttgart, J. Wanner, Institute for Energy Efficiency in Production (EEP), University of Stuttgart; M. Weber, Fraunhofer Institute for Manufacturing Engineering and Automation (IPA)

12:00 Lunch in the exhibition area

>> PARALLEL-SESSION II

Bruno Schmitz Saal

FUEL CELLS

- 9:00 **Technology, infrastructure and costs – challenges, but no Bermuda triangle for the fuel cell!**
Prof. Dr. Christian Mohrdieck, Director Fuel Cell and CEO, Mercedes-Benz Fuel Cell GmbH
- 9:30 **PEM fuel cell stack for automotive applications**
Dr. Mohsine Zahid, Director Global Business Development Battery & Fuel Cell, Dr. M. Quintus, A. Diez, ElringKlinger AG
- 10:00 **Moving toward volume production – Industrialization of fuel cells for the commercial vehicle industry**
Manfred Stefener, Managing Director in the Fuel Cell Division, Freudenberg Sealing Technologies
- 10:30 Refreshment break with coffee and tea in the exhibition area

THERMAL MANAGEMENT FOR BATTERIES & E/E

- 11:00 **Driving and charging – TWO worlds – ONE thermally balanced wiring system!**
Tracing the link from contact physics to safe operation
Uwe Hauck, Director Technology & Innovation,
Dr. Michael Ludwig, Senior Product Development Engineer,
Dr. H. Schmidt, Dr. M. Leidner, M. Wolf, TE Connectivity Germany GmbH
- 11:30 **New high-performance and high-efficiency high-voltage batteries – thanks to innovations in thermal management**
Jürgen Hofmann, Head of Development Components, R. Schmidt, C. Riester, Fritz Dräxlmaier GmbH & Co. KG
- 12:00 Lunch in the exhibition area

PROGRAM – AFTERNOON

WEDNESDAY 13 NOVEMBER 2019

>> PLENARY SESSION

Musensaal

SOLUTIONS FROM GRID OPERATORS

- 13:00 **A transnational approach to a DSO-controllable electric mobility charging infrastructure**
Reinhard Nenning, Head of Grid Planning and Power Quality,
Vorarlberger Energienetze GmbH, Austria
- 13:30 **Providing a grid-friendly, large-scale, affordable chargeBIG infrastructure using intelligent load and charge management**
Sebastian Ewert, Head of Corporate Startup, chargeBIG,
MAHLE Filtersysteme GmbH
- 14:00 **Developing customer-centric electric mobility ecosystems**
Presentation of the workshop results
Klaus Baumgärtner, Managing Director, BridgingIT Group
- 14:30 Refreshment break with coffee and tea in the exhibition area



KEYNOTE LECTURES II

GRID INTEGRATION OF ELECTRIC MOBILITY

ELECTRIFIED MOBILITY

- 15:00 **A comparison of electric mobility in Germany and other countries from a political perspective**
(Speaker inquired)
- 15:25 **Research into the production of battery cells – What does it mean to be Germany's leading institute in this field?**
Dr. Falko Schappacher, Director of the MEET Battery Research Center, Münster University (WWU)
- 15:50 **Electric mobility in Germany – Industrial funding initiatives from a business perspective**
(Speaker inquired)
- 16:15 **Joint app-based discussion of the keynote lectures**
- 16:30 **Closing remarks**
Dr. Johannes Liebl, Editor-in-Charge ATZ | MTZ | ATZelektronik,
Springer Nature
- approx.
16:45 End of the congress

WORKSHOP

Developing customer-centric electric mobility ecosystems

“How can we establish an agile, open and connected electric mobility ecosystem, where vehicles can be charged just as easily as they can be refilled with conventional fuels and where new business models covering all aspects of value added services are set up?”

In this interactive workshop, which is being held separately from and in parallel with the lectures of each conference, representatives of the automotive, energy and IT industries will be able to discuss this question.

Moderators:

Lars Christiansen, CEO, Seed Investments GmbH, BridgingIT Group
Dr. Reha Tözün, Business Manager, BridgingIT Group

The workshop takes place at 11:30 a.m. on November 12.

The number of participants is limited. To take part in the workshop, please register before the event by sending an email to:

ATZlive@springernature.com

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REGISTRATION FEE

€ 1,295.– plus VAT

This includes the conference documentation, coffee breaks, soft drinks, two lunches, and the evening reception.

VENUE

Congress Center Rosengarten

Rosengartenplatz 2
68161 Mannheim | Germany

HOTEL

We have made an advance block booking of a limited number of rooms at a discounted price. The Congress Center is directly linked to the hotel.

Please book your hotel room by October 27, 2019 quoting the keyword “ATZlive”.

Hotel Dorint

Friedrichsring 6
68161 Mannheim | Germany
Phone +49 621 12510
reservierung.mannheim@dorint.com
€ 140.– Single room, including breakfast

LANGUAGES USED IN THE PRESENTATIONS

German and English with simultaneous interpreting
(German – English / English – German)

THE NEW eMAGAZINE ATZworldwide AND ATZelectronics worldwide

All the participants in the conference will receive our new English-language eMagazine free of charge and without any obligation.

We will give you free access for 30 days.



CONDITIONS

Cancellations are possible until 21 October 2019. If a cancellation is made after this date, the full registration fee will be charged. Cancellations must be made in writing. The date of the postmark will determine whether the deadline has been met. If you are unable to attend, we will be happy to accept a substitute participant.

Should a speaker be unable to attend at short notice by reason of force majeure, illness, accident, or other circumstances for which ATZlive cannot be held responsible, another qualified person will be appointed to the exclusion of any claim for compensation. Should the event be canceled altogether, we will of course refund the registration fee.

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ATZlive

// Spotlight on Powertrain and Vehicle Engineering //

ATZlive organizes its high-caliber conferences for vehicle and engine specialists together with key representatives from research and industry to ensure that they are tailor-made to the needs of the participants and address the very latest issues. Our close collaboration with the editorial teams of our specialist magazines ATZ and MTZ keeps us fully up-to-date with on the latest topics and trends on the market.

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Electrified Mobility

12 and 13 November 2019 | Mannheim | Germany

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