

Press Release

Telematics Update to unite telematics leaders at Telematics Detroit 2013 for the world's biggest event dedicated to the connected car

February 12, 2013. Telematics Update will bring together 1,800+ industry leading companies from across the mobile, digital, consumer electronics and automotive industries, including Ford, General Motors, BMW, Honda, Facebook, Toyota and Mercedes-Benz at Telematics Detroit 2013 Conference & Exhibition (June 5-6, Novi, MI, USA) to debate the future of the connected car.

Over the next 10 years, revenue forecasts for connected vehicle services estimate \$50B from in-vehicle mobile advertising, \$500B from vehicle maintenance, \$5B from service subscriptions, and billions in fuel savings. With such returns at stake, the telematics industry has reached the milestone where all automakers have now launched a connected platform to the market.

Master the Connected Car User Experience

Telematics Detroit, Event Director, Andrew Pym stated, "Despite all OEMs now offering in-vehicle connectivity, it is unquestionable, no one has yet to perfect the connected driver user experience." He continued, "2013 is the year in which in which the telematics industry needs to evaluate the successes of the first wave of telematics and embrace key breakthroughs in the wider connected ecosystem to build the first connected user experience and service portfolio to truly empower tomorrow's driver."

Telematics Detroit 2013, Conference & Exhibition, June 5-6, Novi, MI, USA is the only event to unite the entire telematics ecosystem to tackle how to develop brand affinity and create customers for life by delivering a suite of integrated connected vehicle services.

For the complete Telematics Detroit 2013 conference program and speaker line-up, visit:
<http://www.telematicsupdate.com/detroit/>

Over 100 Industry pioneer speakers at Telematics Detroit include:

- Doug Van Dagens, Global Director, Connected Services, **Ford**
- Clem Driscoll, President, **C.J. Driscoll & Associates**
- Johann Jungwirth, President & CEO, **Mercedes-Benz Research & Development NA**
- Heini Schulz, ConnectedDrive Services Manager, **BMW of North America LLC**
- Nick Pudar, Director, Global Connected Consumer, **General Motors**
- David Pio, Partner Engineer, **Facebook**
- Henry Bzeih, National Manager - Connected Car, **Kia Motors**
- David Sullivan, Cross-Car Planning Manager, **Subaru of America**
- Rohit Agnihotri, Program Manager, **Honda**
- Thilo Koslowski, Vice President - Automotive Vehicle ICT, **Gartner**
- David Strickland, Administrator, **NHTSA**

To see the full speaker line-up of over 100 industry leading speakers -
<http://www.telematicsupdate.com/detroit/conference-speakers.php>

The hottest industry debates and announcements:

- Create a global connected platform for seamless device integration
- Innovative business models to make services and apps pay for the industry and driver
- Develop the ultimate vehicle human machine interface for simple intuitive use
- Unlock the power of granular data to deploy next-gen insurance telematics solutions
- Smart CRM services to offer an end-to-end connected driver and ownership experience
- NHTSA reveal their vision for the future of non-distracted driving

To view the complete conference agenda - <http://www.telematicsupdate.com/detroit/conference-agenda.php>

With **100+ senior-level telematics speakers, 40+ sessions, the world's largest telematics expo and 1,800+ attendees set to attend, Telematics Detroit 2013** is the world's largest B2B forum for the global telematics industry.

Hyundai stated on Telematics Detroit, 'This is one of the best conferences that I've ever been to. I would definitely recommend this conference to anyone working in telematics'.

For the complete **Telematics Detroit 2013** conference program and speaker line-up, access the e-brochure at <http://www.telematicsupdate.com/detroit/conference-event-brochure.php> or contact the Telematics Update team at detroit@telematicsupdate.com

Register via the secure link below to book your conference pass:
<https://secure.telematicsupdate.com/detroit/register.php>

About Telematics Update:

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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