

Press release, 26 May 2016

Connected Car: The Revolution of the Internet of Things (IoT)

AUTOPROMOTEC CONFERENCE - STATE OF THE INDUSTRY 2016

“Workshop 4.0: The revolution of connectivity and service”

Bologna 9-10 June, Opificio Golinelli

The aftermarket industry and future scenarios of the automotive industry will be protagonists on 9 and 10 June in Bologna, capital of the Motor Valley, during the first edition of AUTOPROMOTEC CONFERENCE – State of the Industry 2016. It will be a unique opportunity to attend in-depth discussions on current topics and meet key players in the automotive, digital technologies and connectivity services industries.

One of the most highly awaited speakers is Francesco Profumo, President of the Bruno Kessler Foundation, President of Inwit and President of ANCI Smart City Observatory, who will examine the new evolutions of the web and connectivity within the global automotive industry, and the trend in networked cars, which will create new business opportunities for increasingly digital and virtual garages.

Every day we witness disruptive trends driven by the Internet of Things that are reshaping the experience of life. These trends are changing the traditional dynamics of the value chain of businesses: customer's expectations have changed resulting in new purchasing criteria; business models are innovative and place emphasis on services rather than ownership; and development cycles are faster and faster, and are relentlessly determined by consumers. Among the industries affected most by this change are mobility and transports, driven by the need for greater sustainability through the idea of a “Connected Car” including IT, driving aid and automatic driving systems.

Starting with these trends, discussion will proceed on the impact of the Connected Car on aftermarket systems and on the possibility to remotely diagnose when a fault is imminent, as well as repair the car in as sustainable manner (more economically, faster, safer) the way we already do with household appliances and smartphones.

We have already received 200 registrations from leading companies in the industry. Registration for the event is still open. For more information www.autopromotec.com/conference/en

Info for the media

Meneghini & Associati | www.meneghinieassociati.it

Cinzia Di Rosa | dirosa@meneghinieassociati.it | M. + 39 347 1010498