



ENERGY EFFICIENT, CONNECTED AND AUTONOMOUS INNOVATION THROUGH MOTORSPORT

- *Advanced aerodynamics* ▪ *Alternative fuels & propulsion systems* ▪ *Connected & autonomous vehicle technologies*
- *Data capture, analysis & application* ▪ *Digital innovation & software development* ▪ *Electric & hybrid vehicle technologies*
- *Internal combustion engine efficiency* ▪ *Lightweight vehicle & powertrain structures...*

For over a century, the fast-paced, competitive environment of international motorsport has proven a fertile environment for continuous, rapid development of innovative practices, processes, skills and technologies - all focused on safely delivering maximum performance with the greatest energy efficiency, under extreme and demanding conditions - on time, every time!

UK automotive has taken a leading position in the field of ultra-low emissions - with the journey from hybrid, through full electric and now autonomous and connected vehicles fully-engaging motorsport's unique, disruptive supply chain. If Formula E racing was seen as revolutionary, then what's in store in an autonomous and connected transport future?

The MIA's 11th **International Energy Efficient Motorsport Conference** and showcase will explore motorsport's leading role in the development of cutting-edge solutions for the race track, road and diverse sectors far beyond. Motorsport is a unique, intensive R&D resource and exciting global entertainment platform, which has the power to accelerate the development, acceptance and early adoption of energy-efficient technologies worldwide.

- **NETWORK** and collaborate with 250+ international industry, government and media representatives
- **EXPERIENCE** stunning prototype vehicle and future technology showcase displays
- **GAIN** a unique insight into the future of race-bred technology development and transfer
- **DISCUSS** and debate the future of autonomous, connected and energy-efficiency through motorsport
- **DISCOVER** new technology-based business opportunities in motorsport and beyond

As well as celebrating and discussing recent motorsport successes, this world-leading conference will explore and encourage increased race-bred 'horizontal innovation' and highlight its importance in overcoming some of the exciting challenges of the immediate future. Core topics to be covered in 2017 will include:

1. **Motorsport - The Next Generation Automotive Technology Development Platform**
2. **Underpinning Energy-Efficient Innovation: Funding and Support Mechanisms**
3. **The Art of the Possible: Pushing the Boundaries of Race-Bred Horizontal Innovation Exchange**
4. **The Important Future of the Internal Combustion Engine**

This stimulating combined conference and showcase will bring together leading figures from motorsport, automotive and other innovative sectors to discuss future technology development and promotion across international and industrial boundaries. With the room full of people who make change happen, many business growth opportunities will be highlighted and created! Confirmed 2017 speakers and panellists include:

Thomas Laudenbach (Head of Electrics, Electronics & Energy Systems: **Audi Sport**) ▪ **Tony Harper** (Head of Research: **JLR**)
Rodi Basso (Motorsport Director: **McLaren Applied Technologies**) ▪ **Dilbagh Gill** (Team Principal: **Mahindra Racing**)
Pat Symonds (Chief Technical Officer: **Williams Martini Racing**) ▪ **Roz Bird** (Commercial Director: **Silverstone Park**)
Roland Meister (Head of Automotive, Aerospace & Autonomous Connected Vehicles: **Innovate UK**)
Andrew Everett (Chief Strategy Officer: **Transport Systems Catapult**) ▪ **Simon Dowson** (Managing Director: **Delta Motorsport**)
Prof. David Greenwood (Professor, Advanced Propulsion Systems: **University of Warwick**)
Matthias Dank (Global Business Segment Manager Racing: **AVL**)

Motorsport is an innovative technology powerhouse and global force for change, which continues to transcend industrial and international boundaries. **Join us on 11th January 2017 to explore how it can help your future business growth.** Share YOUR views, direct questions to expert panellists and experience the very latest innovations, first-hand.

Contact Carrim Bundhun (carrim.bundhun@the-mia.com), or visit www.the-mia.com to secure your participation.

