

PRESS RELEASE

Discussing automotive electronics trends and innovations: The 1st Rutronik Automotive Convention in the USA



The Rutronik Automotive Convention offers exciting keynotes and top-class presentations by Rutronik AUTOMOTIVE partners.

Ispringen/Coral Springs, September, 2024 – The 1st Rutronik Automotive Convention in the United States of America will take place on October, 9. As part of the 10th anniversary of the Rutronik Automotive Business Unit (ABU), the event attracts numerous initiators, developers, and decision-makers from the automotive industry in Dearborn, Michigan. The Rutronik Automotive Business Unit has created a platform for matching manufacturers of electronic components with OEMs and their suppliers to discuss and jointly find solutions for the automotive industry with insights and impulses from different perspectives.

There will be three panels covering trending technologies and innovation potential in the automotive industry:

- "Light & Visibility: What will change in the lighting sector?",
- "On-board Networks, Power, and MCU: What is the state of research and testing for drive solutions of the future?", and
- "Automotive Sensors & ADAS: Which intelligent technologies will make driving even safer?"

"We are very much looking forward to the 1st Rutronik Automotive Convention in the USA with many renowned speakers who underline the importance of our platform for the automotive industry, which the ABU has created over the last decade," emphasizes Uwe Rahn, Senior Director Automotive Business

Unit at Rutronik. "We are especially grateful to bring together our valued customers, suppliers, and business partners to celebrate our 10th anniversary of the ABU."

A selection of the topics and speakers on the agenda:

- Presentation on Mobility with 48 V:
Mustafa Dinc, Senior Vice President Business Development Automotive at Vishay
- Presentation on ADAS:
Andreas Nebeling, Vice President Global Business Development at Elmos Semiconductor
- Keynote on E-Mobility:
Dr. Joachim Damasky, CEO at Lion E-Mobility
- Presentation on supplier management for semiconductors:
Robert Isele, Managing Director at Inova Semiconductors

The Automotive Convention will conclude with a panel discussion on "Autonomous Driving – Realism or Fantasy?" with well-known panelists from BMW and formerly General Motors, among others. All on-site presentations will be held in English. Further information about the speakers and the agenda as well as the link to the registration platform are available at www.rutronik.com.

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ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and for more than five decades the independent family-owned company based in Ispringen (Germany) stands for sustainable growth with a focus on high-growth future markets. In the fiscal year 2023, its around 1,900 employees generated sales of 1.24 billion euros, serving more than 40,000 customers.

With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America. The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of Everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK IT ELECTRONICS, RUTRONIK POWER, RUTRONIK SMART, and RUTRONIK SYSTEM SOLUTIONS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP.

Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services.

Further information is available at www.rutronik.com. The new [corporate film](#) also provides exclusive insights into the history and development of Rutronik.

