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Fira Barcelona

PRESS KIT

AUTOMOBILE BARCELONA

CONNECTED HUB

11-12 MAY 2017

MOTORSHOW

11-21 MAY 2017



May 11th- 21st 2017
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Automobile Barcelona is already here!

Today 11th of May, Automobile Barcelona begins its activity. From today to 21st of May, Barcelona is hosting the city's biggest motor event. The 39^o edition is set to be the milestone of the almost centenary show. Automobile has committed to combine the latest on connectivity technologies, autonomous cars, smart and sustainable mobility and digital transformation; all of these together with the traditional Motorshow.

Automobile Barcelona will host a total of **90 different companies, 30 automotive brands, 43 international, european and national premiers and launches, 108 speakers and 25 startups**. The show is to become a global event within the motor sector, giving a new concept and philosophy to the international Motorshow industry.

This new concept is presented at **Connected Hub**, the two-day professional congress (May 11th and 12th), and turning point of the show. It includes two areas: the discussion forum **Inspiration Arena**, which will bring together key leading digital and motor firms, and the **Innovation Square**, which will connect manufacturers with entrepreneurs and start-ups.

Automobile Barcelona will also offer **Connected Street** (May 11th to 21st), a global pioneering initiative that will give first hand insight for the general public to test the latest in technological developments within the motor industry. This 'smart street' will focus on cars' connectivity and autonomous systems, the latest solutions for an easier, safer and more comfortable driving; as well as sustainable, intelligent and efficient mobility; giving the visitor two unique experiences to enjoy: "Test Drive Tech Experience" and "E-mobility".

Automobile Barcelona will continue its way as a great sales and business driver for the industry. The next edition in 2019 will mark the centenary of the show, that nowadays is the only motor show with this new approach and positions Barcelona as the global reference for the connected car concept. The Motorshow follows other technological events of international reference that are also taking place in Barcelona such as the Mobile World Congress, IoT Solutions or Smart City Expo World Congress. It represents as well the commitment of Fira de Barcelona and the city itself to promote shows targeting the social, economic and industrial impact of digitalisation and innovation.

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May 11th – MAIN EVENTS

Time	Hall	Brand
9.30h	CH (8)	CONNECTED HUB OPENING SESSION: <ul style="list-style-type: none"> - Carles Puigdemont, President of Catalonia - Álvaro Nadal Belda, Minister of Energy, Tourism and Digital Agenda - Jaume Collboni, Deputy Mayor of Barcelona, department of Enterprise, Culture and Innovation.
10.00h	CH (8)	KEYNOTE SPEAKER: President of SEAT Executive Committee - “Barcelona and SEAT, the Value of a Unique Collection”
10.25h	Hall 8	SEAT (Global launch: Ateca FR/ national launch: Ibiza)
10.40h	Hall 8	NISSAN (National launch: Qashqai / Prototype: BladeGlider)
11.00h	1	SMART (National launch: fortwo cabrio eléctrico)
11.20h	1	MERCEDES-BENZ (European launch: Clase S)
11.35h	1	LEXUS (National launch: Lexus LS 500)
11.50h	1	TOYOTA (National launch: Yaris 2017)
12.10h	1	KIA (National launch: Stinger y Niro PHEV)
12.30h	1	BMW-MINI (National launch: plug-in hybrid Mini Countryman and BMW Serie 5 Touring)
12.35h	Hall 8	KEYNOTE SPEAKER: Fej Shmuelevitz, Senior Project Manager, WAZE
13.00h	Hall 8	FIAT-JEEP (National launch: Fiat 500 60 anniversary and Jeep Compass)
13.35h	Hall 8	MAHINDRA (European launch: KUV 100 Y GOA Pick-Up)
13.40h	CH (8)	KEYNOTE SPEAKER: Massimo Cavazzini, Digital Director EMEA-Oracle)
13.45h	CH (8)	El Economista Awards Ceremony (Inspiration Arena 2)
15.55h	Hall 8	HYUNDAI (National launch: i30 Wagon and Gama Ioniq)
16.20h	8	MITSUBISHI (National launch: ASX MY17 and Outlander MY17)
17.10h	CH (8)	KEYNOTE SPEAKER: Jordi Jané, Minister of State of Catalonia
17.30h	CS	CONNECTED STREET OPENING
18.00h	8	RENAULT. Press Conference: Formula 1 driver, Jolyon Palmer and Marta García
18.30h	CH (8)	KEYNOTE SPEAKER: Andreu Veà, President of ISOC-ES (Internet Society-Spain Chapter)
*Presentation slots: between 15 y 20'		
**CH = Connected Hub (Hall 8); CS = Connected Street (Plaza del Universo)		

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May 12th – MAIN EVENTS

Time	Hall	Brand
9.00h	CH (8)	Digital channel 'www.motorzeta.com' presentation
09.30h	CH (8)	KEYNOTE SPEAKER: Franck Leveque (Frost&Sullivan Vice-president): The Future for Urban Mobility
09.50h	CH (8)	KEYNOTE SPEAKER: Jens Baron (Product Lead Waze): Connected Cars, Connected Citizens
10.15h	CH (8)	KEYNOTE SPEAKER: Jaime Moreno Garcia-Cano (DGT Spanish National Department of Traffic Deputy Director): Spain's Mobility Strategy: Vision 0
11.00h	8	FUNDACIÓN ONCOLLIGA (Oncolliga Foundation). Solidarity Campaign "Correm junts pel càncer" (Running against cancer)
12.00h	CS	CONNECTED STREET OPENING (Bloggers & Youtubers)
12.30h	8	DGT (Spanish National Department of Traffic). Presentation of the DGT 3.0 platform: a new mobility model
12.45h	CH (8)	KEYNOTE SPEAKER: Salvador Giró (President of Infaimon): Machine Vision Technologies
13.15h	CH (8)	KEYNOTE SPEAKER: Nikolaus Tsouroulas (Head of Cyber-Security Eleven PHATS Telefónica)
15.20h	CH (8)	KEYNOTE SPEAKER: Rémi Bastien (President of Vedecom): Future cars, new mobility
17.00h	CH (8)	CLOSING SPEECH CONNECTED HUB: President of the Spanish Government, Mariano Rajoy Brey
19.00h	CH (8)	11º Automobile Barcelona Awards
20.00h	Entire Venue	Nit de l'Automòbil (Automobile's Night)
* Presentation slots: between 15 y 20'		
**CH = Connected Hub (Hall 8); CS = Connected Street (Plaza del Universo)		

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CONNECTED HUB – Thursday 11th

09:30

Opening Speech

Institutional Opening – Connected Hub

09:30 - 10:00 - Hall 8, **Inspiration Arena 1**

- **Carles Puigdemont**, President of Catalonia
- **Álvaro Nadal Belda**, Minister of Energy, Tourism and Digital Agenda
- **Jaume Collboni**, Deputy Mayor of Barcelona, department of Enterprise, Culture and Innovation.

10:00

Keynote Speaker: Luca de Meo, President of SEAT Executive Committee

Barcelona and SEAT, the Value of a Unique Connection

10:00 - 10:30 - Hall 8 - **Inspiration Arena 1**

Startup Pitching Session: Blai Carandell (Session Conductor), Founder, **Cassius Play**; Alessio Merella, Business Developer, **Abinsula**; Josep M. Gastó, Cofounder, **Spark&Go**; Magaly Napanga Mirengi, System Manager, **Ubikable**; Mathieu Rauzier, CEO, **Rayvolt**; **CYCLE**, **IMPACT GROWTH**, **Carlock**, **Arobot**, **Bosson Electrica Motoren**, **Automatric**.

4YFN Startups Pitches

10:00 - 11:25 - Hall 8 - **Inspiration Arena 2**

10:40

Roundtable: Dieter Becker, Partner, Global Head of Automative, **KMPG**; Oriol Sanleandro, General Manager **CABIFY**; Paulin Dementhon, CEO and founder, **DRIVY**; Jaime Rodríguez, Country Manager Spain and Portugal, **BLABLACAR**; Mar Alarcón, CEO & Founder, **SOCIALCAR**

New Business Models in Collaborative Mobility

10:40 - 11:40 - Hall 8 - **Inspiration Arena 1**

11:25

Discussion Panel: Sebastian Canadell, President **B4Motion Venture Lab**; Jose Pacheco, Managing Partner **B4Motion Venture Lab** (Presenting Trive); Hans Christ, CEO, **Llollo**.

Creating the Drivevolution

11:25 - 11:55 - Hall 8 - **Inspiration Arena 2**

11:45

Inspirational Talk: Armin Fendrich, General Manager Europe, **RIDECELL**

CarSharing and RideSharing, Two Services one Fleet

11:45 - 12:05 - Hall 8 - **Inspiration Arena 1**

12:05

Start-up Pitching Session: Elisabeth Martínez, CEO, **Conector**; Eric Serch, CEO, **Boonder**; Javier Cebrian, COO, **Goi**; TBD, **Kiwicar**; Miguel A. Gil, CEO, **Opencar**; TBD, **Innroute**.

SEAT Accelerator Demo Day

12:05 - 13:35 - Hall 8 - **Inspiration Arena 2**

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Inspirational Talk: Christophe Mandon, CEO **PSA Group Iberian Area**

Safe, Smart, Shared, Sustainable Mobility

12:05 - 12:25 - Hall 8 - **Inspiration Arena 1**

12:35

Keynote Speaker: Fej Shmuelevitz, Senior Project Manager, **WAZE**

Carpooling and the Autonomous Car: The Mobility of the Future

12:35 - 12:55 - Hall 8 - **Inspiration Arena 1**

12:55

Discussion Panel: Marco Marlia (Moderator), CEO, **DRIVE-K**; Emmanuel Dollé, Director Southern Europe, **Facebook**; Monica Perez Lobo, Head of the Digital Center of Excellence for **Toyota Motor Europe**.

Internet Motors: Digitalization of the Car Industry

12:55 - 13:40 - Hall 8 - **Inspiration Arena 1**

13:40

Keynote Speaker: Massimo Cavazzini, Digital Director EMEA - **ORACLE**

Data Driven Automotive: Are you Ready for the (R)evolution?

13:40 - 14:00 - Hall 8 - **Inspiration Arena 1**

14:00

Inspirational Talk: Alberto Bonamico, Business Development Executive at **RealVNC - RealVNC**, Member of the Car Connectivity Consortium.

Where the Smartphone Meets the Dashboard

14:00 - 14:20 - Hall 8 - **Inspiration Arena 1**

14:20

Inspirational Talk: Ignacio Escudero, Director **Agbar**.

Going Green through Sustainable Mobility

14:20 - 14:35 - Hall 8 - **Inspiration Arena 1**

15:00

Inspirational Talk: Stefan Schumacher, Global Automotive Solutions Director, **IBM**.

New Business Models: Cognitive Commerce in Connected Vehicles

15:00 - 15:20 - Hall 8 - **Inspiration Arena 1**

15:15

Roundtable: Ivan Martín Bermejo (Moderator), Digital Transformation Director, **QUINT**; Josep Celaya, Chief Innovation Officer, **MAPFRE**; Marcos Rodriguez, Head of Operations and Business Services, **GENERALI**; Esther Sánchez Patús, Core IT Development Director, **AXA**.

The Real Challenges of Insuring the Driverless Car Driver

15:00 - 16:00 - Hall 8 - **Inspiration Arena 2**

15:20

Discussion Panel: Ilona Simpson, Board Advisor and Innovation Advocate - **Execute Today**; Claes Herlitz, VP Global Automotive Services, **ERICSSON**; Henrik Svensson, Director Commercial Manager, **Lynk & co**.

Cloud Connected Vehicles: Thinking Outside the Car

15:20 - 16:00 - Hall 8 - **Inspiration Arena 1**

16:00

Discussion Panel: Ilona Simpson, Board Advisor and Innovation Advocate - **Execute Today**; Thomas Mercier, Practice Lead, Market Development **APP DIRECT**; Julien Masson, Head of Connected Car, **ORANGE**; Gustavo Filip, Account General Manager **BMW, HP ENTERPRISE**.

Cars in the Cloud: Monetizing the Connected Car Consumer

16:00 - 17:00 - Hall 8 - **Inspiration Arena 1**

16:15

Discussion Panel: Marta Muñoz, Operations Director, **IDC**; Richard Barlow, **CEO-WEJO**; José Manuel Caramés, Director of IoT Go-to-Market, **TELEFÓNICA**; Davide de Sanctís, Country Manager Spain and Portugal - **OCTO Telematics**.

Smart Telematics: Innovation & New Business Models

16:00 - 17:00 - Hall 8 - **Inspiration Arena 2**

17:10

Institutional Address: Jordi Jané, Head of Ministry of Home Affairs, **Government of Generalitat de Catalunya**; Joan Aregio, Secretary for Business and Competitiveness of the Business and Knowledge Department

Deployment of Connected & Autonomous Mobility in Europe

17:10 - 17:40 - Hall 8 - **Inspiration Arena 1**

17:25

Discussion Panel: Marcos Pillado, Product Manager, Connected Vehicle & Cooperative Systems for the Electronics department in **Applus+ IDIADA**; Abel Carbonell, Head of Electronics, **IDIADA**; José Manuel Caramés, Director of IoT Go-to-Market, **TELEFÓNICA**; Javier Barahona, Head of GCU Telefonica Management, **ERICSSON**.

Driving on 5G

17:10 - 18:00 - Hall 8 - **Inspiration Arena 2**

17:40

Roundtable: Oscar Llatje (Moderator), Mobility and Traffic Safety Engineer at **Traffic Services of Catalonia – STC**; Nuria Betriu, General Director of Industry and CEO of Agency for Business Competitiveness (ACCIÓ), **Government of Catalonia**; Jordi Puigneró, Secretary of Telecommunications, Cybersecurity and the Digital Society, **Government of Catalonia**; Vicenç Aguilera, President, CIAC, **Automotive Industry Cluster of Catalonia**; Eugènia Domènech, Director- **Traffic Services of Catalonia, SCT (TBC)**; Santiago Ribas, Deputy General Director of Planning and Technology at Department of Transport and Infrastructure, Manuel Valdés, Deputy Manager of Transport and Infrastructure at **Barcelona City Council**.

Catalonia: Bringing Autonomous and Connected Mobility to Reality

17:30 - 18:30 - Hall 8 - **Inspiration Arena 1**

18:30

Keynote Speaker: Andreu Veà, President of ISOC-ES and Digital Champion for Spain at European Commission

Back to the Future: The Last Year We Owned a Car

18:30 - 19:00 – Hall 8 - **Inspiration Arena 1**

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CONNECTED HUB - Friday 12th

09:30

Keynote speaker: Franck Leveque, Vice President & Business Unit Leader Automotive & Transportation - **FROST&SULLIVAN**.

The Future of Urban Mobility

09:30 - 09:50 - Hall 8, **Inspiration Arena 1**

09:50

Keynote speaker: Jens Baron, Product Lead, In-Car Applications, Broadcasters and B2B, **WAZE**.

Connected Cars, Connected Citizens

09:50 - 10:10 - Hall 8 - **Inspiration Arena 1**

10:00

Startup Pitching Session: Blai Carandell, (Session Conductor), Founder, **Cassius Play**; Silvan Rath, CEO, **ParkTag**; Paul Chipault, Co-founder, **Capte**; Andres Aranda, CTO, **MAPIT IoT**; Maxim Tretyakov, CEO, **Marvelmind**, Rafal Kafara, CIO, MyWheels; Henri-Nicolas Olivier, CEO, Carfit, **Advanced Nanotechnologies**, **Comodule**, **Situm**, **Gestoos**.

Idneo & Ficoso Startup Session

10:00 - 11:30 - Hall 8 - **Inspiration Arena 2**

10:15

Keynote speaker: Jaime Moreno Garcia-Cano (DGT Spanish National Department of Traffic Deputy Director)

Spain's Mobility Strategy: Vision 0

10:15 - 10:35 - Hall 8 - **Inspiration Arena 1**

10:35

Roundtable: Jaime Moreno (Moderator), Mobility Deputy Director, **DGT**; Carlos Román, Channel Sales Director EMEA – **INRIX**; Fej Shmuelevitz, Senior Project Manager, **WAZE**; Francisco Berrocal, Director de Consumer Experience, **TOYOTA**.

Stakeholder Cooperation for a New Mobility

10:35 - 11:35 - Hall 8 - **Inspiration Arena 1**

11:40

Discussion Panel: Pilar Bernat, CEO, **Telefonia y Comunicaciones**, **Zonamovilidad.es**; Gregory Ewert, President, Connected Car & Intelligent Transport, **INMARSAT**, **TBC**; Raúl González, Head of Strategic Marketing, **Cellnex**; Joan Palacín, Business Unit Director, Advanced Communications, **FICOSA**.

Connecting Vehicles Everywhere

11:40 - 12:40 - Hall 8 - **Inspiration Arena 2**

11:45

Roundtable: Luis Miguel González (Moderator), Director, **Autorevista**; Sergio Alcáraz, General Manager New Models, **Nissan International**; Hilario Prados, Head of Business Relationship IT, **Renault Spain**; Francisco Requena, Head of Innovation, Innovation Factory, **SEAT**; Juan José Areal, Head of Process Innovation, **PSA Spain**.

Digital Transformation of the Connected Car Industry

11:45 - 12:45 – Hall 8 - **Inspiration Arena 1**

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12:40

Roundtable: Lukas Neckermann (Moderator), Managing Director **Neckermann** Strategic Advisors; Manuel Orejas, Marketing & Business Development Director, **Arval**; Matthias Mandelkow, CEO - **SUNHILL TECHNOLOGIES**.

Opportunities are out there: The New Role for Financial Services in the Mobility Revolution

12:40 - 13:40 - Hall 8 - **Inspiration Arena 2**

12:45

Keynote speaker: Salvador Giró, President, **Infaimon**.

Machine Vision Technologies

12:45 - 13:05 - Hall 8 - **Inspiration Arena 1**

13:15

Keynote speaker: Nikolaos Tsouroulas, Head of Cybersecurity Product Management, **Eleven Paths (Telefónica Group)**.

Smartphones on wheels: challenges protecting the connected car

13:15 - 13:35 - Hall 8 - **Inspiration Arena 1**

13:35

Discussion Panel: Pilar Bernat, CEO, **Telefonia y Comunicaciones, Zonamovilidad.es**; Marcus Janke, Senior Principal Product Security Infineon's Chip Card & Security IC Division- **INFINEON**; Yoni Kahana, Product CyberSecurity Group Manager - **CAR2CAR**; Cédric Lévy-Bencheton, Managing Consultant – **IOACTIVE**; Rossella Mattioli, Security and Resilience of Communication Networks Officer – **ENISA**.

Autonomous and Connected Car Safety & Security

13:35 - 14:35 - Hall 8 - **Inspiration Arena 1**

13:45

Discussion Panel: Marco Maréchal (Moderator), CEO and Founder - **TO CONNECT**; Jeannet Van Arum, **Province of North Holland**; Joost Bijlsma, Sales Manager, **Togethr**.

Mobility 2030

13:45 - 14:35 - Hall 8 - **Inspiration Arena 2**

15:00

Inspirational Talk: Matthew Gibb, Deputy Director **OAKLAND COUNTY**

The Oakland County Connected Vehicle Initiative

15:00 - 15:20 - Hall 8 - **Inspiration Arena 1**

15:20

Keynote speaker: Rémi Bastien, President – **VEDECOM**.

Mobility: Towards Technological and Societal Revolution Connected, Shared, Electric and Intelligent Mobility

15:20 - 15:40 - Hall 8 - **Inspiration Arena 1**

Discussion Panel: Rafael Boronat (Moderator), President – **STA**, Vicenç Aguilera, President – **CIAC**; Gilbert Gagnaire, President and Founder – **EASYMILE**; Jean-Luc Maté, VP Strategy & Technology - **CONTINENTAL AUTOMOTIVE, FRANCE**; Raúl Rojas, Professor of Artificial Intelligence - **FREIE UNIVERSITÄT BERLIN**; Ricardo Olalla, Sales Vice-President for Mobility Solutions at **Bosch Spain**.

Autonomous Vehicles: The Technical Society of Engineers Vision

15:20 - 16:35 - Hall 8 - **Inspiration Arena 2**

15:40

Inspirational Talk: Thomas Daiber, CEO, **HUBJECT**.

A Digital EV Charging Service Marketplace

15:40 - 16:00 - Hall 8 - **Inspiration Arena 1**

16:00

Inspirational Talk: Kai Ni, Vice President of Autonomous Driving – **LeSee**.

Disrupting the Autonomous Car Industry

16:00 - 16:20 - Hall 8 - **Inspiration Arena 1**

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16:20

Dialogue Session: Francesc Corberò, Communications Director **Nissan Iberia**; Christian Costaganna, Marketing Director **Nissan Iberia**.

Nissan Intelligent Mobility – Connectivity

16:20 - 16:40 - Hall 8 - **Inspiration Arena 1**

17:00

Closing speech of Connected Hub by president of the Spanish Government, Mr.Mariano Rajoy Brey

17:00 - 17:30 - Hall 8 - **Inspiration Arena 1**

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PREMIERS/NEW LAUNCHES:

Brand	Model	Type (W=global;EU=European;S=Spanish)
SEAT	Ateca FR	W
Mahindra	KUV 100	EU
Mahindra	GOA Pickup	EU
Mercedes-Benz	Clase S	EU
Abarth	595 Pista	S
Alfa Romeo	Stelvio	S
BMW	Serie 5 Touring	S
BMW	i8 Frozen Black Edition	S
BMW	M760Li xDrive	S
Ferrari	488 Spider	
Ferrari	GTC4Lusso T	
Fiat	500 60 Aniversario	S
Fiat	Tipo 5 Puertas	S
Honda	Civic Type R	S
Honda	Civic Sedán y 5 Puertas	
Hyundai	i30 Wagon	S
Hyundai	Gama Ioniq	S
Infiniti	Q50	S
Jaguar	F-Pace	S
Jeep	Compass	S
Kia	Stinger	S
Kia	Niro PHEV	S
Kia	Picanto	S
Land Rover/Range Rover	Range Rover Velar	S
Land Rover/Range Rover	Land Rover Discovery	S
Lexus	LS 500h	S
Lexus	NX 300h Sport Edition	S
Mahindra	XUV500	S

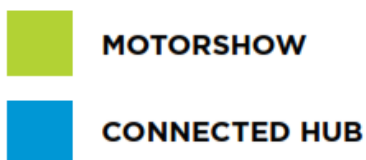
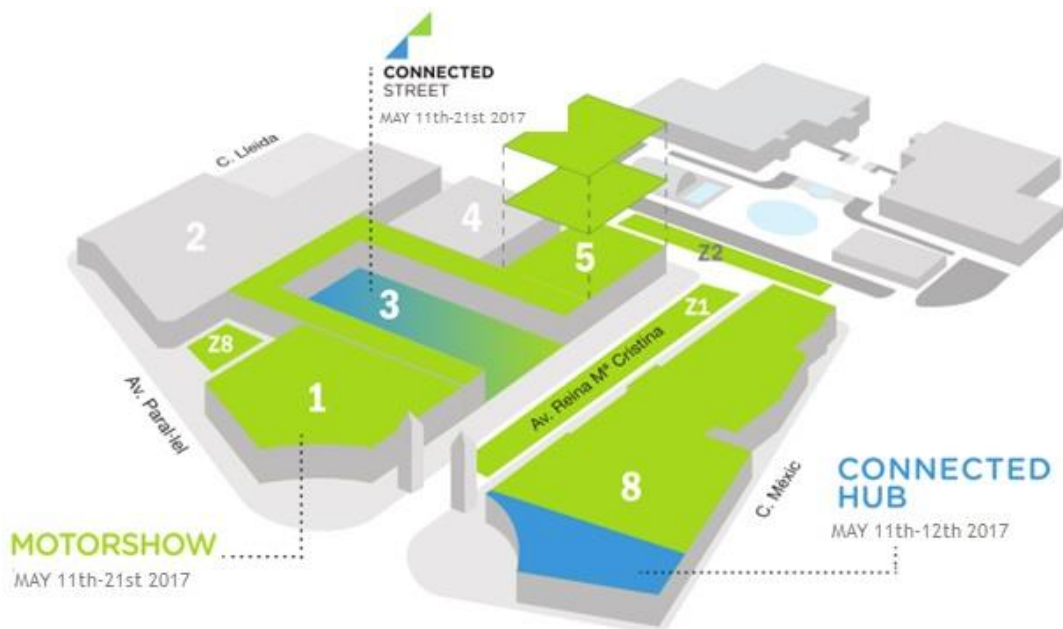
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Maserati	Ghibli S Q4, Quattroporte	
Mazda	CX-5	S
Mazda	CX-3	
Mazda	MX-5 RF	
Mazda	Mazda3 Black Edition	
Mercedes-Benz	AMG GT C Roadster	S
Mercedes-Benz	GLA	
MINI	Countryman Cooper S E	S
Mitsubishi	ASX MY7	S
Mitsubishi	Outlander MY'17	S
Nissan	BladeGlider	S
Nissan	Qashqai 2017	S
Renault	Koleos	S
Renault	Captur	S
Renault	Zoe 40	S
SEAT	Ibiza	S
SEAT	León Cupra	S
SEAT	León y Mii GNC	S
Smart	fortwo y forfour eléctricos	S
Suzuki	Swift	S
Toyota	Yaris 2017	S
Toyota	C-HR	
Tesla	Model S 100D	S
Tesla	Model X 100D	S

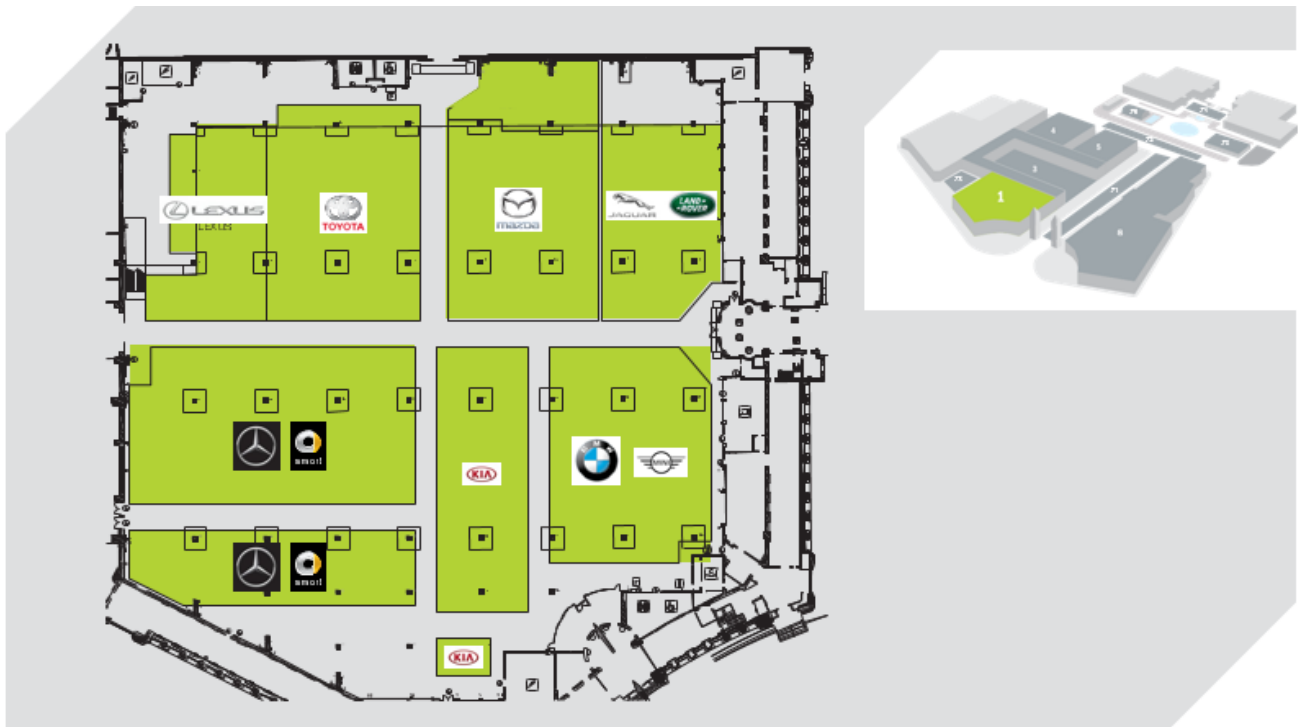
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MotorShow Hall 1

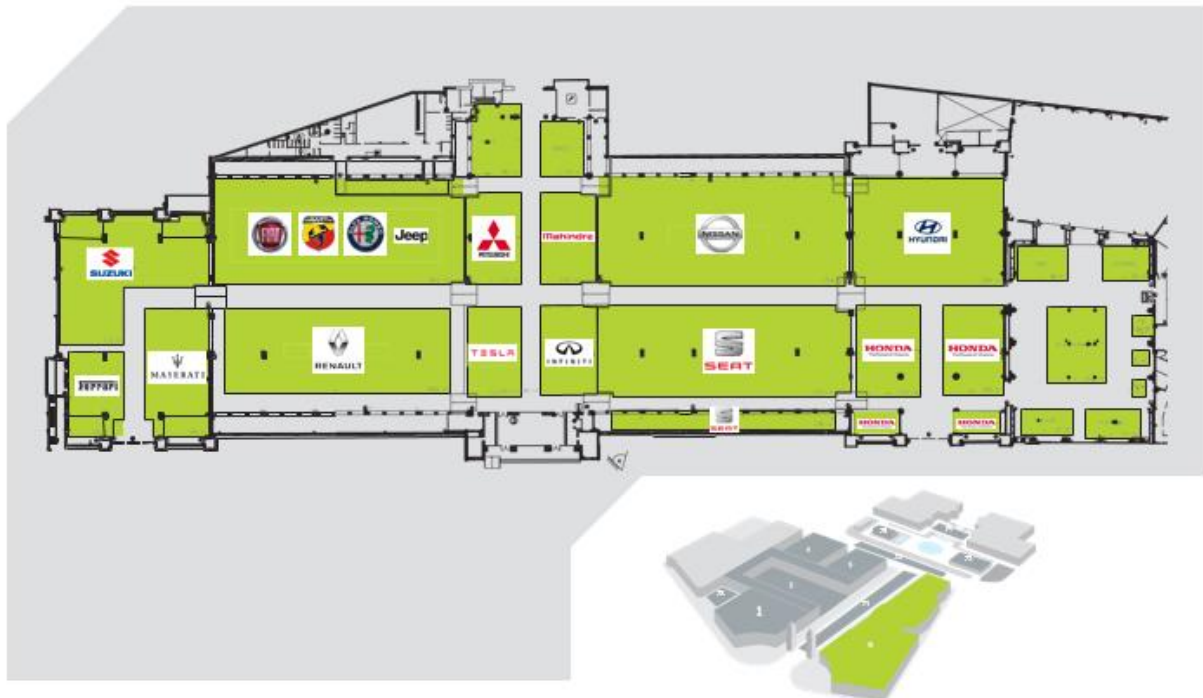


Brands:

KIA - BMW - MINI - MERCEDES-BENZ - SMART - LEXUS - TOYOTA - MAZDA
- JAGUAR - LAND ROVER

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MotorShow Hall 8

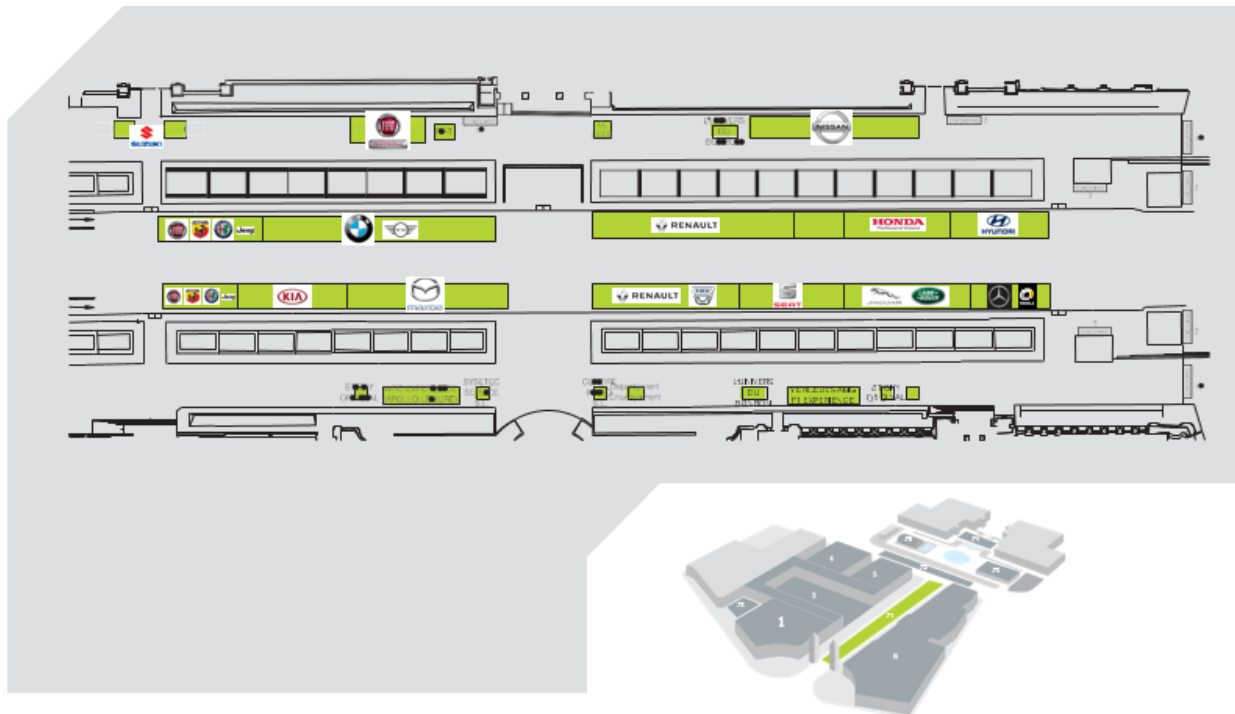


Brands:

FERRARI - MASERATI - SUZUKI - RENAULT - FIAT - ABARTH - MOPAR -
ALFA ROMEO - JEEP - MITSUBISHI - TESLA - MAHINDRA - INFINITI -
NISSAN - SEAT - HYUNDAI - HONDA

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MotorShow Reina Maria Cristina Avenue

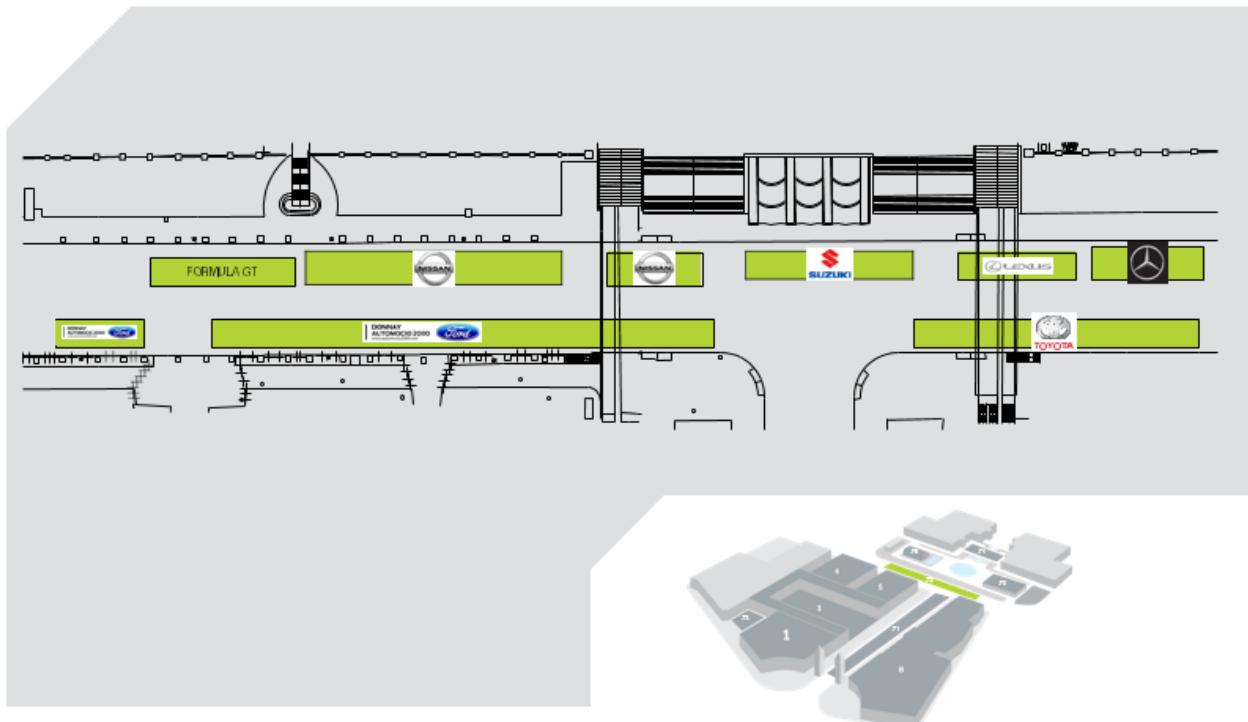


Brands:

SUZUKI - FIAT - NISSAN - ABARTH - ALFA ROMEO - JEEP -
BMW - MINI - RENAULT - DACIA - HONDA - HYUNDAI - KIA -
MAZDA - SEAT - JAGUAR - LAND ROVER - MERCEDES-BENZ -
SMART

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MotorShow Rius i Taulet Avenue



Brands:

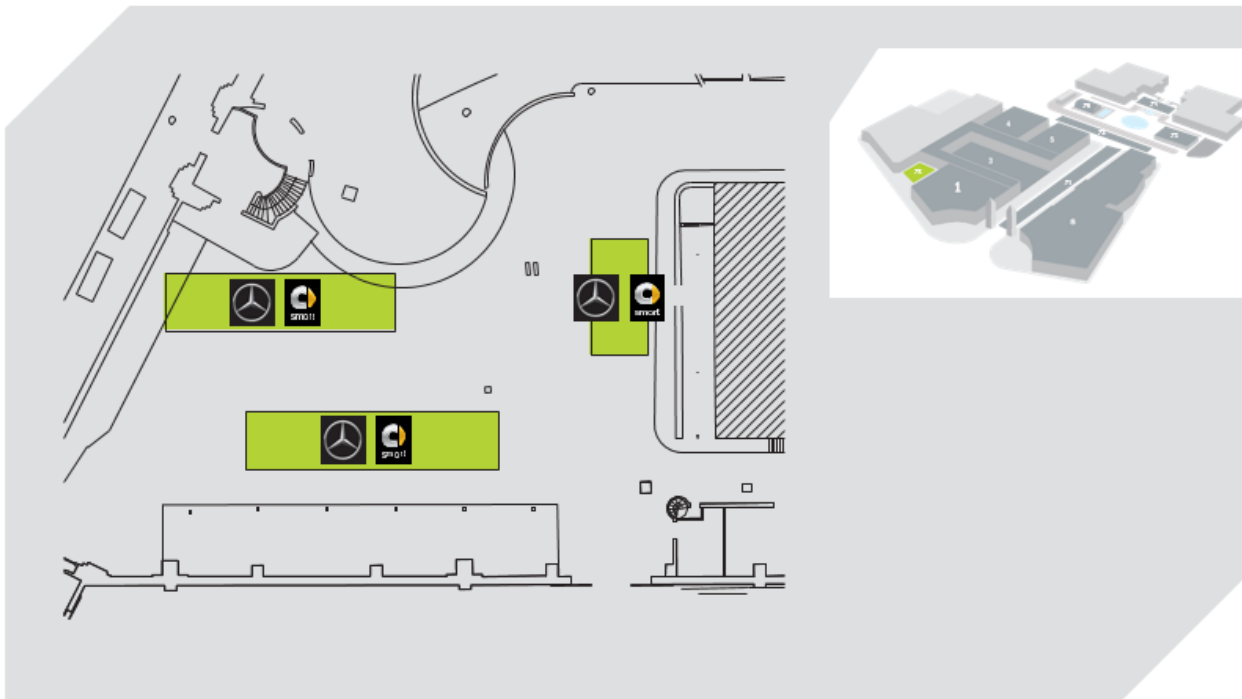
TESLA - NISSAN - SUZUKI - LEXUS - MERCEDES-BENZ - TOYOTA

FORD DONNAY AUTOMOCIÓ 2000

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MotorShow Z8

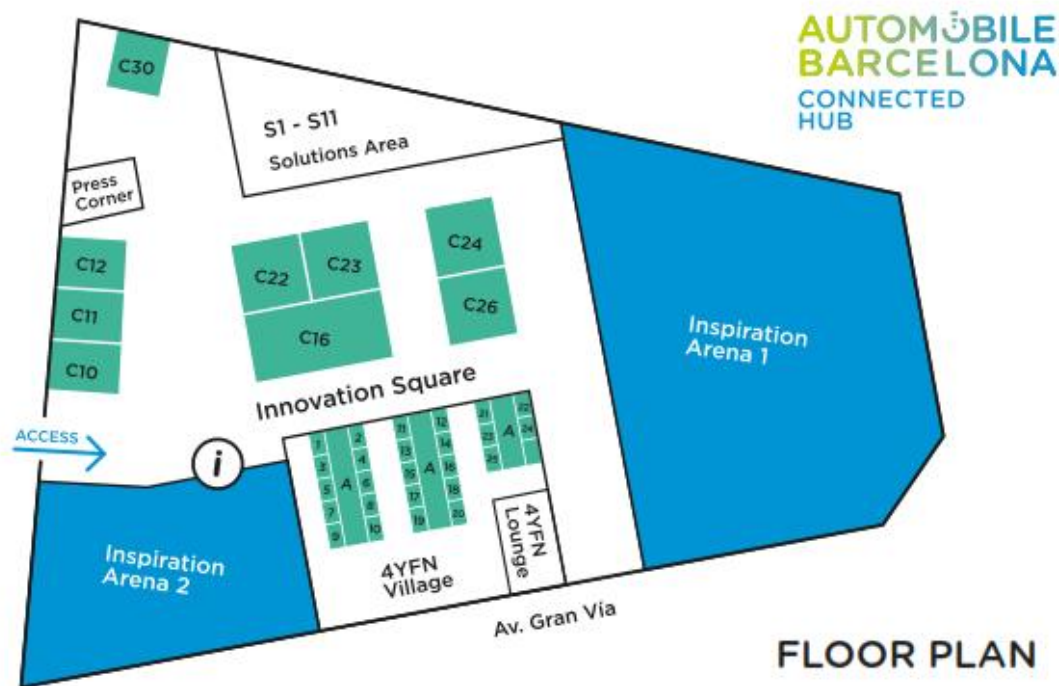


Brands:

MERCEDES-BENZ - SMART

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Connected Hub Hall 8



EXHIBITORS		4YFN STARTUP VILLAGE				SOLUTIONS AREA	
Avancar	C10	1BARRIER	A7	GESTOOS	A17	BIG IOT	S3
DGT (SPANISH NTL. DEPT. OF TRAFFIC)	C22	ABINSULA	A3	MAPIT IOT	A11	CITEFECT	S1
DRIVY	C12	AUTOMATRIC	A5	MARVELMIND ROBOTICS	A18	CONNECTECH	S9
INFAIMON	C24	CARLOCK	A2	MYWHEELS	A14	CTIC TECHNOLOGICAL CENTRE	S11
NISSAN / TEOLOGIS	C23	RAYVOLT BIKE SL	A1	PARKTAG	A12	IDASH	S10
SEAT	C16	UBIKABLE	A4	SITUM	A20	LLOLLO	S7
SCT	C26	WESMARTPARK	A6	SEAT		PILOT DRT BARCELONA	S6
SMART CITY EXPO	C30	FICOSA / IDNEO		BOONDER	A23	PROSPECT	S2
STA	C11	ADVANCED NANOTECHNOLOGIES	A13	GOI	A25	SAFEMO	S4
		CAPTE	A19	INNROUTE	A24	SEAT AUTONOMOUS	
		CARFIT	A16	KIWICAR	A21	DRIVING CHALLENGE	S5
		COMODULE	A15	OPEN.CAR	A22	TRIVE	S8

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Connected Street Plaza del Univers



Some of the brands taking part in the *Connected Street* are:

KIA - HONDA - HYUNDAI - MERCEDES-BENZ - SEAT - SMART TOYOTA -
together with SERVEI CATALÀ DE TRÀNSIT (Traffic Services of Catalonia)

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The European platform for the connected car industry (May 11th – 12th)

Connected Hub, shaping the future of the car industry

Digital changes and developments are reinventing the car industry, a trend that is to exponentially grow in the years to come. Connected cars and vehicles with mobile-connected systems will reach 50 million manufactured units in 2017 and it is expected to reach 700 million units by 2022.

The impact of these digital developments offers a new scenario that will be treated and examined at *Connected Hub* in Automobile Barcelona during the 11th and 12th of May. This technology congress includes two areas allocated for professionals: *Inspiration Arena* and *Innovation Square*.



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www.automobilebarcelona.com

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Inspiration Arena

Inspiration Arena is the discussion forum that will bring together key industry players and experts from leading companies in digital transformation that are currently reinventing the automotive industry. More than 100 speakers will discuss vehicle connectivity, smart and sustainable mobility, autonomous cars, the new connected driving experience or the latest options for users beyond car ownership.

Main speakers*:



LUCA DE MEO,
President
SEAT



STEFAN SCHUMACHER,
Global Automotive
Solutions Director
IBM



ANDREU VEÀ,
Digital
Champion
EU



JORDI JANÉ,
Conseller
d'Interior,
Generalitat de
Catalunya



MASSIMO CAVAZZINI,
Digital Director
ORACLE



FRANK LEVEQUE,
VP Automotive
&
Transportation
FROST &
SULLIVAN



ARMIN FENDRICH,
General Manager
Europe
RIDECELL



YONI KAHANA,
Product
CyberSecurity Group
Manager
GM/ Car2Car



CARSTEN BECKER
Vice President Global
Industries Manufacturing and
Distribution EMEA
Hewlett Packard Enterprise



MAR ALARCÓN,
CEO & Founder
SOCIALCAR



TERRY HUGHES,
IoT Practice Lead
APPDIRECT



SALVADOR GIRÓ,
CEO, Infaimon Group



RÉMI BASTIEN,
President
VEDECOM/ VP
Automotive
Prospective
RENAULT



MANUEL OREJAS,
Head of Corporate
Vehicle Observatory
Spain/Marketing &
Business
Development Director
ARVAL



**MATTHIAS
MANDELKOW,**
CEO
SUNHILL
TECHNOLOGIES



RAFAEL BORONAT,
President
STA



ILONA SIMPSON,
CIO, Venture
Partner, Board
Advisor
AUTOMOTIVE
FUTURES



**DAVIDE DE
SANCTIS,**
General Manager
Spain and Portugal
OCTO TELEMATICS



ARTUR MARTINS,
VP Marketing Europe
KIA



VICENÇ AGUILERA,
President
CIAC



CÉDRIC LÉVY,
Managing Consultant
IO ACTIVE



**MARCO
MARECHAL,**
CEO & Founder
TO CONNECT



BJOERN STEURICH,
Overall Project Lead
for Automotive Cyber
Security
INFINEON



LUKAS NECKERMANN,
Managing Director
NECKERMANN
STRATEGICADVISORS



CARLOS ROMÁN,
Channel Sales
Director EMEA
INRIX



RICHARD BARLOW,
CEO
WEJO



JENS BARON,
Product Lead InCar
Applications
WAZE



FEJ SHMULEVITZ,
Senior Project
Manager
WAZE



**JOSÉ MAUEL
BARRIOS,**
Innovation
Management
IDIADA



JEAN-LUC MATE,
VP R&D
CONTINENTAL



GREG EWERT,
President, Connected
Car & Intelligent
Transport
INMARSAT



MATT GIB,
Deputy Director
OCKLAND COUNTY



**IVAN MARTÍN
BERMEJO,**
Principal Consultant
QUINT
WELLINGTON
REDWOOD



SERGIO GÓMEZ,
Corporate Innovation
MAPFRE



RAUL ROJAS,
Professor
FREIE UNIVERSITÄT
BERLIN



**JOSÉ BENÍTEZ
MORÓN,**
Director de Estrategia
y Coordinación
Corporativa
GENERALI

*Full list here: <http://www.automobilebarcelona.com/en/inspiration-arena>

**AUTOMÒBILE
BARCELONA**


Fira Barcelona

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Innovation Square

The second professional area at *Connected Hub* directly connects manufacturers with digital entrepreneurs. This event, organised together with 4YFN, the business platform for entrepreneurs, investors and large corporations powered by Mobile World Capital; will showcase 25 digital start-ups that are developing innovative connectivity and mobility solutions for the automotive sector.



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Connected Street

Connected Street, a global pioneering experience, will give first hand insight for the general public to test and enjoy the latest in technological developments whiting the motoring sector. It will connect the people visiting the show with the real impact of the digital transformation that the motoring industry is experiencing. It will focus on cars' connectivity and autonomous systems, and the latest solutions for an easier, safer and more comfortable driving; as well as focussing on sustainable, intelligent and efficient mobility.



Based on the concept of “Experience and Living”

Visitors will be able to test and drive smart cars equipped with sophisticated connectivity and autonomous systems. This area will emulate a ‘Smart City’ square and will incorporate recreation areas, food corners and live music.

Two Experiences and Four Themes

Visitors will experience how these new technologies work in a unique test track accompanied by experts from the *Servei Català de Transit* (Traffic Services of Catalonia). *Connected Street* is set up around four themes: “Autonomous Driving”, “E-mobility”, “Connected Car” and “Virtual Reality”.



Experience 1: Making driving easier

At this circuit aimed to help in the driving process, visitors will have the chance to test during 15 minutes the latest and leading technologies:

- Park Assistant
- Emergency Brake
- Infotainment
- Blind spot information System
- Traffic Sign Recognition



Experience 2: E-mobility

The “Connected Theatre” is a space where visitors will be able to test electric cars as well as take part in the exhibitions and audio-visual shows from brands investing in autonomous driving systems.

Among the brands taking part in the *Connected Street* experimental zone are Honda, Hyundai, KIA, Mercedes Benz, SEAT, Smart and Toyota, with the collaboration of *Servei Català de Trànsit* (Traffic Services of Catalonia).

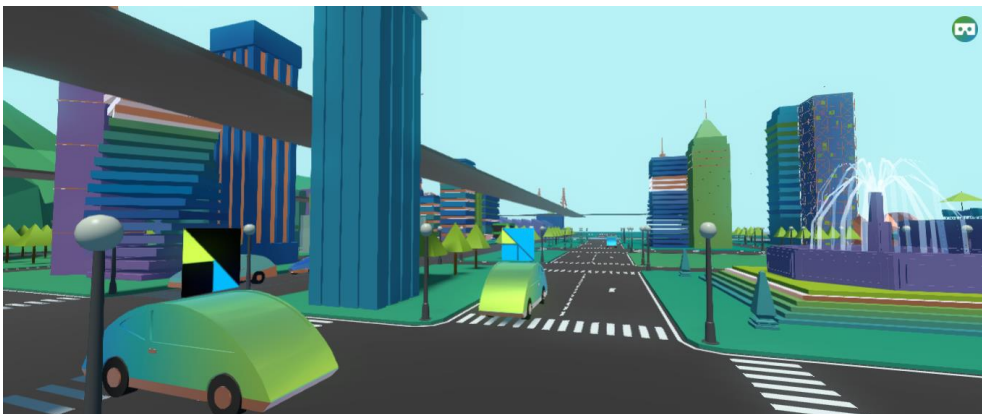
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Intelligent, sustainable and efficient driving

VR Experience: virtual reality to experience the future of driving in Barcelona

Automobile Barcelona has developed a virtual reality [web app](#) to experience how it is to drive a Smart car through a “Smart City” like Barcelona.

The web app is available here: www.automobilebarcelona.com.



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Fact Sheet



39th Edition



98 years old. In 2019, will celebrate its centenary



Biennial basis



President Mr. Enrique Lacalle

Director: Mr. José Miguel García



One of the main motor shows in Europe and the only one in Spain recognized internationally by OICA (Organization Internationale des Constructeurs Automobiles)



More than 100 speakers



More than 40 premieres/new launches



115,000 m²



90 participating companies



30 automotive firms



25 start-ups



Ticket prices: from €10 to €14



More than 1,000 accredited journalists (70% national, 30% international)

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More information:

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**FTP with Automobile Barcelona images,
videos and audios. Updated daily:**

<http://downloads.primeraplana.tv>

username: press

password: automobile

WIFI: Automobile Barcelona

May 11th-12th, password: connectedhub

From May 13th: open, no password