



5th International Summit

Next Generation

Steering Systems USA 2023


APRIL 25–26

Dearborn | MI, USA

VENUE:  **AUTOMOTIVE
HALL OF FAME**

HOSTED BY: 

 **SHEPPARD**
A Bendix CVS Company • A member of Knorr-Bremse

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Dear colleagues,

I am very pleased and honored to invite you to the annual Next Generation Steering Systems Summit USA 2023. This is the second occurrence in the venerable Automotive Hall of Fame in Dearborn and the very first one being hosted by Bendix Commercial Vehicle Systems.

The 2022 summit, which brought together a wide range of automotive industry experts from multiple disciplines and with different backgrounds, has demonstrated in a striking way the power of real human interaction instead of mere virtual collaboration. I am really looking forward to meet all the familiar faces and many new participants in person next April in Michigan.

The veterans in our industry have seen many trends and technologies emerging and developing. Many of them succeeded, some transformed the industry and others vanished and ended up as a footnote in history books. Only one thing is for certain, that change is inevitable and needs to be actively driven or it will drive us. Software continues to grow in importance which constitutes more and more the decisive set of technical differentiators and which is a main criteria for either market success or decline and doom.

So it's obviously a must to dedicate a substantial part of the upcoming conference to focus on how to develop outstanding software in convincing quality and offering attractive features. Since Bendix and its subsidiary R.H. Sheppard are industry leaders in commercial vehicle steering systems, it's no surprise that the 2023 conference will be especially interesting for colleagues working in this segment of our industry. I don't want to give away too much, but I'm pretty positive that Bendix and its parent company Knorr-Bremse will allow you to gain first insights into a brand-new CV steering technology with true transformative power.

These are just two examples of a wide array of highly relevant topics that the Red Cabin team has prepared for us. But bottom-line it's you and your peers passion for cutting edge technology that will turn this conference into an unforgettable experience for all of us. So finally this is your chance to join the one experts and decision-maker forum that is actively shaping the future of automotive steering technology – in the US and on a global scale. Don't miss out on it !

Yours truly

Joerg Eigenmann

Conference Chairman & Global Head of Engineering Business Unit Steering, *Knorr-Bremse*

CONFERENCE CHAIRMAN



Joerg Eigenmann

Global Head of Engineering Business Unit Steering
Knorr-Bremse Systeme für Nutzfahrzeuge GmbH

CONFIRMED SPEAKERS AND GUESTS



Peter Heimbrock

Director R&D Steering Europe
Knorr-Bremse Systeme für Nutzfahrzeuge GmbH



Nikhil Bapat

Engineering Group Manager (Steering Systems)
R.H. Sheppard Co., Inc A Bendix CVS Company – A Member of Knorr-Bremse



Ade Badiru

Steering Technical Expert
General Motors



Joe Klesing

Product Line Executive Software
Nexteer Automotive



James Burghardt

Vice President Engineering, Chief Engineer
Robert Bosch Automotive Steering LLC



Rama Vijayakumar

Product Owner – Steering
General Motors



Joshua Dawson

Principal Engineer Steering Axels and Suspensions, Steering System Function Owner
Volvo Group Trucks Technology

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CONFIRMED SPEAKERS AND GUESTS



Christian Sperrle
Director Product Management and Advanced Development
Robert Bosch Automotive Steering LLC



Richard Nesbitt
Vice President of Product Management
Robert Bosch Chassis System LL



Hunter Poole
Vehicle Dynamics Simulation Integration Engineer
General Motors



Kevin Chronicle
Sales & Marketing Director Automotive Steering
Robert Bosch Automotive Steering LLC



Mike Puleri
Global Steering Functional Lead – Product Development
Ford Motor Company



Dale C. Killins
Engineering Supervisor Power Steering Mechatronics & Hydraulic Applications
Ford Motor Company



Stephan Kreutz
Global Head of Steering Systems Volkswagen Passenger Cars, Volkswagen Group Lead Engineer for Steering Systems
Volkswagen AG



Daniel Moreland
Sr Project Engineer – Vehicle Performance
PACCAR Technical Center



Alan Amici
President & CEO
Center for Automotive Research

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Ade Badiru
Steering Technical Expert
General Motors



James Burghardt
Vice President Engineering, Chief Engineer
Robert Bosch Automotive Steering LLC



Joerg Eigenmann
Global Head of Engineering Business Unit Steering
Knorr-Bremse Systeme für Nutzfahrzeuge GmbH



Joshua Dawson
Principal Engineer Steering Axels and Suspensions, Steering System Function Owner
Volvo Group Trucks Technology

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With a dozen locations throughout North America, in close proximity to our customers, which allows us to respond quickly and flexibly. We specialize in the development and production of a wide range of premium quality ball and roller bearings for electric motors, gearboxes, power tools, automobiles, all-terrain vehicles, cycling, and more. Our customers range from the well-known automotive OEMs and Tier 1 suppliers as well as many other sub-suppliers.

In addition, our bearings are installed by well-known OEMs in a wide range of industries. www.cwbearing.com



ATF is a family-owned business founded in 1946. We specialize in engineered fasteners, cold formed specials, formed & stamped components, and assemblies for the automotive industry.

ATF is the market leader in steering fasteners over the last 25 years. We are known throughout the industry for our engineering expertise. It's the origin of our products and solutions and what sustains our reputation for quality and precision.



Nylacast Automotive is a world-leading designer and volume producer of high-precision polymer assemblies and components.

Employing passionate and diverse teams around the world, we are committed to meeting the needs of the highly dynamic and technically challenging Automotive marketplace. Operating from strategically located sites, Nylacast

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Automotive manufacture and supply safety-critical products that go into hundreds of vehicle platforms across multiple vehicle brands world-wide. Nylacast Automotive manufacture and supply safety-critical components for:

- Electronic Power Steering
- Electric Braking Systems
- Transmissions
- Turbocharging applications

Our unique Research and Development capability provides full engineering solutions from initial concepts and raw chemistry, through to final assemblies and components. This comprises materials development, application engineering, product testing and validation that creates real value for our customers and launches many exciting new products every year. For more information please check out nylacast.com.



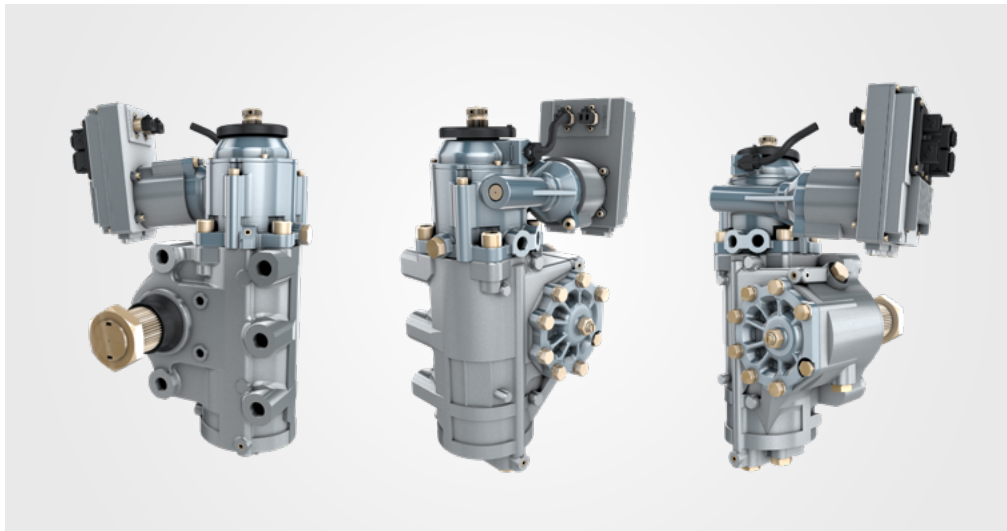
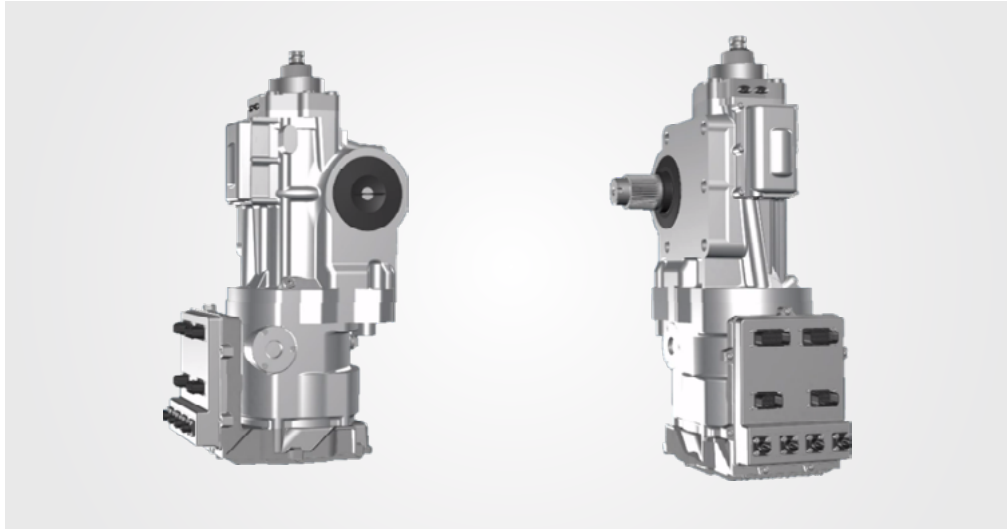
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WHAT YOU WILL EXPERIENCE ON SITE



WHO IS WHO

Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.



AUDIENCE Q&A

Interact with conference speakers and moderators to ensure all of your questions are answered during these sessions.



SPEEDNETWORKING

Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.



PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.



INTERACTIVE WORKING GROUPS

Get an in-depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact at this perceived as the 'go-to' place for knowledge, best practice and credible solutions.



NETWORKING RECEPTION

RedCabin invites our delegates to enjoy an informal evening get-together with speakers and peers. Discuss the outcome of the first summit day and expand your network in a relaxed environment.

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THIS IS WHAT EXPERTS OF OUR PAST EVENTS EXPERIENCED

"Excellent conference and great networking opportunity! Thank you!"
Mitsubishi Electric Automotive America

"Topics presented & discussions were extremely relevant to today's market, questions & challenges."
Robert Bosch Automotive Steering

"Great opportunity to understand difficult topics faced in the industry & network with industry members."
Toyota

"I liked the presentation variety. Also the initial Meet and Greet 3 minutes speed date was a very good network strategy."
Hyundai Mobis North America

"Many informative discussions and opportunities to network with key players at different tier levels."
JTEKT North America

"Excellent interaction between OEM's, Tiers & Academy!"
SWOBODA

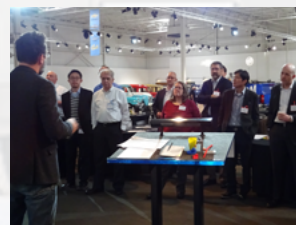
"Excellent cross-industry discussion. Relevant presentations. Engaging Workshops."
General Motors

"The organization and the location was very good."
Daimler

"Well organized! Creates Collaborations! Variety of topics & formats."
Autoliv

"Relevant topics for the industry and great networking opportunities."
Knorr-Bremse

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Next Generation Steering Systems USA 2023

APRIL 25–26, 2023 in Dearborn | MI, USA

Summit DAY 1 | TUESDAY, APRIL 25, 2023

08:15 am Registration



Interactive session: Who is who

08:20 am Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.

09:00 am Welcome note by RedCabin and summit chairperson

Joerg Eigenmann – Global Head of Engineering Business Unit Steering, *Knorr-Bremse Systeme für Nutzfahrzeuge GmbH*

FUTURE OF STEERING SYSTEMS IN AUTOMOTIVE, COMMERCIAL AND HEAVY DUTY VEHICLES: What's new?

09:15 am KEYNOTE PRESENTATION:

The accelerated technology change in CV steering systems challenge – flexible solutions for a transitional period

Peter Heimbrock – Director R&D Steering Europe, *Knorr-Bremse Systeme für Nutzfahrzeuge GmbH*

09:45 am The evolving market of electric power steering in commercial vehicles

Joshua Dawson – Principal Engineer Steering Axels and Suspensions, Steering System Function Owner, *Volvo Group Trucks Technology*

Kevin Chronicle – Sales & Marketing Director Automotive Steering, *Robert Bosch Automotive Steering LLC*



Interactive session: SPEEDNETWORKING

10:15 am Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each attendee in a series of brief exchanges and share your professional background. Make sure you bring a whole stack of business cards with you!

11:00 am *Networking Coffee Break*



Interactive session: PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

11:30 am Software defined vehicles – chances and risks

MODERATOR: **Ade Badiru** – Steering Technical Expert, *General Motors*

PANELISTS: **Joe Klesing** – Product Line Executive Software, *Nexteer Automotive*



Next Generation Steering Systems USA 2023

APRIL 25–26, 2023 in Dearborn | MI, USA

Summit DAY 1 | TUESDAY, APRIL 25, 2023

Nikhil Bapat – Engineering Manager, *Bendix Commercial Vehicle Systems LLC*

James Burghardt – Vice President Engineering, Chief Engineer, *Robert Bosch Automotive Steering LLC*

Rama Vijayakumar – Product Owner – Steering, *General Motors*

Jeff Helner – Senior Manager – Steering, *MOBIS Technical Center North America*

12:30 pm *Networking Lunch*



Interactive sessions: WORKING GROUPS

The Audience will be divided into 3 Groups. Each group will attend all three interactive working groups.



WORKING GROUP – 1

02:00 pm SbW as enabler for new chassis architectures

HOSTED BY: **Joe Klesing** – Product Line Executive, *Nexteer Automotive*



WORKING GROUP – 2

02:00 pm Alternative/future steering devices and methods

HOSTED BY: **James Burghardt** – Vice President Engineering, Chief Engineer, *Robert Bosch Automotive Steering LLC*



WORKING GROUP – 3

02:00 pm End-of-life strategy for SbW and consideration of mechanical failures

HOSTED BY: **Stephan Kreutz** – Global Head of Steering Systems Volkswagen Passenger Cars, Volkswagen Group Lead Engineer for Steering Systems, *Volkswagen AG*

04:00 pm *Networking Coffee Break*

04:30 pm Continuing with WORKING GROUPS 1,2 and 3

05:30 pm Results of the WORKING GROUPS presented by the moderators

05:45 pm Closing remarks by the summit chairman Joerg Eigenmann



Interactive sessions: EVENING NETWORKING RECEPTION

06:00 pm Enjoy an informal evening get-together at the *Automotive Hall of Fame*.

END OF SUMMIT DAY 1



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Summit DAY 2 | WEDNESDAY, APRIL 26, 2023

08:30 am Registration

09:00 am Welcome note by RedCabin and summit chairperson

Joerg Eigenmann – Global Head of Engineering Business
Unit Steering, *Knorr-Bremse Systeme für Nutzfahrzeuge GmbH*

09:10 am The Propulsion Transition Begins

Alan Amici – President & CEO, *Center for Automotive Research*

09:40 am How Software in the Loop Enables Virtualization of Steering Development

Hunter Poole – Vehicle Dynamics Simulation Integration
Engineer, *General Motors*

10:10 am Future vehicle motion management – SbW and Bosch VDC2.0

Christian Sperrle – Director Product Management
and Advanced Development, *Robert Bosch Automotive Steering LLC*

Richard Nesbitt – Vice President of Product
Management, *Robert Bosch Chassis System LL*

10:40 am *Networking Coffee Break*





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Summit DAY 2 | WEDNESDAY, APRIL 26, 2023



Interactive session: PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

11:10 pm Future of Commercial Steering Systems – Industry outlook & trends

MODERATOR: **Dale C. Killins** – Engineering Supervisor Power Steering Mechatronics & Hydraulic Applications, *Ford Motor Company*

PANELISTS: **Joshua Dawson** – Principal Engineer Steering Axels and Suspensions, Steering Systems Function Owner, *Volvo Group Trucks Technology*

Peter Heimbrock – Director R&D Steering Europe, *Knorr-Bremse Systeme für Nutzfahrzeuge GmbH*

Daniel Moreland – Sr Project Engineer – Vehicle Performance, *PACCAR Technical Center*

12:00 pm *Networking Lunch*



Interactive sessions: WORKING GROUPS

The Audience will be divided into 3 Groups. Each Group will attend all 3 Interactive Working Groups.



WORKING GROUP – 1

01:30 pm Best in class software solutions for advanced steering systems

HOSTED BY: **Nikhil Bapat** – Engineering Group Manager, *R.H. Sheppard Co., Inc A Bendix CVS Company - A Member of Knorr-Bremse*

02:30 pm *Networking Coffee Break*



WORKING GROUP – 2

03:00 pm Heavy Duty Truck Characteristics and Their Effect on Human, ADAS and Autonomous Steering Systems

HOSTED BY: **Daniel Moreland** – Sr Project Engineer – Vehicle Performance, *PACCAR Technical Center*

04:00 pm Results presented by the working group leaders

04:15 pm Closing remarks by summit chairman Jörg Eigenmann

04:30 pm END OF SUMMIT



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INVESTMENT PER DELEGATE

2 DAY CONFERENCE
INVESTMENT

3.195 €

For further information sponsorship or delegate registration please contact:

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CONFERENCE VENUE

Automotive Hall of Fame
21400 Oakwood, Dearborn
MI, USA

www.automotivehalloffame.org

The Automotive Hall of Fame has honored nearly 800 men and women from around the world.

The museum celebrates outstanding automotive achievements and innovations that have changed the world and revolutionized our way of life.

