

DAILY SCHEDULE

PLEASE NOTE: *Technology Pavilion exhibits will be open Monday-Wednesday; Los Angeles Convention Center exhibit halls will be open Wednesday-Thursday. For the most up-to-date schedule, visit: automobilityla.com/schedule*

MONDAY, NOV. 14

5:00 - 7:00 PM | TECHNOLOGY PAVILION
Exhibits Open

5:00 - 7:00 PM | TECHNOLOGY PAVILION
AutoMobility LA Networking Reception

6:20 PM | TECHNOLOGY PAVILION
Winners of Moji's Annual AutoMobility LA Hackathon Announced

TUESDAY, NOV. 15

7:00 AM | TECHNOLOGY PAVILION
Exhibits Open

7:00 AM - 7:45 AM | TECHNOLOGY PAVILION
Motor Press Guild Breakfast

7:45 AM | TECHNOLOGY PAVILION
Press Conference: North American Car of the Year Jury Announcement

7:50 AM | TECHNOLOGY PAVILION
Press Conference: Motor Press Guild Announcement

7:55 AM | TECHNOLOGY PAVILION
Welcome to AutoMobility LA by Emcee Brian Cooley, CNET

8:10 AM - 8:35 AM | TECHNOLOGY PAVILION
Keynote: Mark Fields, President & CEO of Ford Motor Company

8:40 AM - 8:55 AM | TECHNOLOGY PAVILION
Putting the Owner Back in the Driver's Seat

The shift to mobile is radically changing the way people and businesses connect — especially the way consumers discover information and

make decisions. As a result, the auto industry is experiencing a return to the personalized marketing model in order to best reach consumers where they are spending their time. Join Facebook's automotive lead, Stephanie Latham, to discuss the importance of putting the car owner at the center of your automotive marketing strategy, and to explore the new kinds of tools and groundbreaking innovations that are completely transforming the way we communicate. In addition to the shift to mobile, Stephanie will address what's next for the auto industry — from video to the future world of VR.

FEATURING:

Stephanie Latham, Director U.S. Automotive, Facebook

9:00 AM - 9:30 AM | TECHNOLOGY PAVILION
Can a Seamless Experience Be Achieved in the Fully Autonomous Future?

Every automaker is racing toward the development of increasingly automated driving features in their cars. In highly automated driving, many pieces of software and hardware need to work together seamlessly, efficiently and safely. The complexity is tremendous as creating, coordinating and combining these individual parts to cover all needs — from functionality and efficiency to safety and security — presents challenges. Hear from experts in automotive software and hardware as they explore how to achieve a seamless experience in the fully connected, autonomous future.

FEATURING:

Arwed Niestroj, CEO, Mercedes-Benz NA R&D

Thilo Koslowski, Head of Digital Mobility, Porsche Moderator:

Moderator:

Manuela Papadopol, Director Business Development & Communication, Elektrobit

9:00 AM - 3:00 PM | FIGUEROA DRIVE
AutoMobility LA Ride & Drives

9:35 AM - 9:55 AM | TECHNOLOGY PAVILION
From Racing to the Real World

Formula One racing is as much about new technology as it is about focused driving — its where fierce competition breeds innovation. But what can improvements in the high-stakes, high-drama racing industry bring us in our day-to-day lives? Join us as McLaren Applied Technologies shows how performance-driven designs can make

an impact everywhere we rely on technology. We'll learn how motorsport innovations are transforming driverless and electric vehicles, how designs honed on the racetrack are improving software in the car, and how racing-derived technologies are bringing significant improvements into such diverse fields as healthcare, transportation, and energy.

FEATURING:

Tim Strafford, Automotive Director, McLaren Applied Technologies

9:50 AM - 10:25 AM | TECHNOLOGY PAVILION

Coffee Break presented by Cisco Jasper

9:55 AM - 10:10 AM | TECHNOLOGY PAVILION

Press Conference: ReachNow by BMW, BMW i and MINI

10:10 AM - 10:25 AM | TECHNOLOGY PAVILION

Press Conference: Hyundai Motor America

10:35 AM - 10:55 AM | TECHNOLOGY PAVILION

Keynote: Brian Krzanich, CEO of Intel

11:00 AM - 11:30 AM | TECHNOLOGY PAVILION

The Sharing Strategy

Car and ride sharing is a beachhead for the sharing economy and is here to stay. So what's new when it comes to sharing and cars? We hear from three experts who bring us three very different perspectives on what sharing will and can mean for the transformation of transportation.

FEATURING:

David Stewart, Chief Business Officer, Turo

Eric Spiegelman, President, Los Angeles Board of Taxicab Commissioners

Steve Banfield, CEO, BMW ReachNow

Moderator:

Derek Kan, General Manager, Lyft

11:35 AM - 12:45 PM | TECHNOLOGY PAVILION

AutoMobility LA Lunch

11:35 AM - 12:45 PM | LOS ANGELES

CONVENTION CENTER ROOM 503

How Messaging Chatbots & AI Will Transform Automotive Retail

A special panel & luncheon hosted by Edmunds & Facebook (limited to first 100 All-Access Pass holders)

12:50 PM - 1:05 PM | SOUTH HALL ATRIUM

Press Conference: Divergent 3D

1:15 PM - 1:45 PM | TECHNOLOGY PAVILION

Building with BRICS

The recovery of the auto industry has brought annual sales back to pre-recession levels in places like Europe and North America just as Western consumers' love affair with individual car ownership is beginning to wane. In order to find strong pockets of growth, the eyes of the auto industry are turning to look at emerging markets where consumers are just discovering the excitement of vehicle ownership for the first time. Tackling these market-growth opportunities however requires unique skills and a keen understanding of local language, culture, finance, technology, and regulatory issues. This panel looks at the significant rewards and reviews the unique challenges of overcoming regional market barriers in China, Russia, India, and Brazil.

FEATURING:

Alina Plaia, VP Global Communications, Luxoft

Andreas Hecht, EVP & General Manager of Automotive, Inrix

Bhaskar Dani, Global Head Connected Car Practice, KPIT

James Dawson, Global Head of Strategy, Connected Car, Cisco Jasper

Moderator:

Marques McCammon, General Manager, WindRiver

1:50 PM - 2:05 PM | TECHNOLOGY PAVILION

Pump Up the Brand: Using VR to Create Immersive Customer Experiences

In the early days VR seemed exclusively like a thrill-centered medium for video games but now it's becoming an effective tool in healthcare, courtrooms, military training, education, and even automotive. Ford for one is using VR in its Dearborn Immersion Lab to inspect cars and sit inside them before they are manufactured. In this session we'll look at other innovative ways automakers can use VR including immersive brand experiences for prospective customers.

FEATURING:

Morris May, Founder & CEO, Specular Theory

2:10 PM - 2:25 PM | TECHNOLOGY PAVILION**The Nuts & Bolts of Flying Cars**

In 1940, Henry Ford predicted that a combination motorcar and airplane is coming, adding, "You may smile, but it will come." Fast-forward to 2016 and Ford's predictions are very close to becoming reality. Join Neal Ungerleider, science and technology reporter for *Fast Company*, as he chats with Dezső Molnár, inventor, rocket scientist, rock star, and all-round "modern-day da Vinci" (according to *Bloomberg Media*), who is working on a number of flying vehicles along with a flying-car racing league. Together Neal and Dezső will review the existing state of flying cars, discuss the growing value and potential for flight-enabled vehicles, and demystify the entire concept down to its real nuts and bolts.

FEATURING:

Dezső Molnár, Inventor

Interviewed by:

Neal Ungerleider, Reporter, Fast Company

2:25 PM - 2:55 PM | TECHNOLOGY PAVILION**Coffee Break presented by Cisco Jasper****2:30 PM - 2:45 PM | TECHNOLOGY PAVILION****Press Conference: RIDECELL****3:00 PM - 3:30 PM | TECHNOLOGY PAVILION****2050: City of the Autonomous Car**

Wednesday will reveal the results of our LA 2050 Design Challenge, a contest where automakers and design studios envision what vehicles will look like in 2050. But even as we look at the car of the future, one question remains: What will cities that support these vehicles look like? Changes in attitudes, technologies, social frameworks, materials and mobility will all impact how we design and build our cities over the next 30 years. Join our urban design experts as they discuss what transformative urban trends will be reshaping our cities and repainting our landscape. Prepare yourself for Wednesday's visionary contest entries by understanding the city of 2050.

FEATURING:

Jeffrey Tumlín, Director of Strategy, Nelson/Nygaard

Mark Büniger, VP of Research, Lux Research

Moderator:

Gerry Tierney, Associate Principal, Perkins+Will

3:35 PM - 4:15 PM | TECHNOLOGY PAVILION**Electric Avenue: Realizing the EV Dream**

To many in the automotive industry, the big question is not whether EVs will catch on but when will they reach mass adoption. Making the collective shift from petroleum fuels to electric power requires putting in place a vast ecosystem of tax incentives, government standards, and consumer education — not to mention overcoming challenges like recharging times and grid connectivity. Join our panelists as we discuss the EV ecosystem from vehicle to infrastructure — what it will look like, where we need to focus our efforts, and how we can best provide integrative, innovative, and seamless solutions.

FEATURING:

Andrew Liu, VP New Ventures, AECOM

Ben Stapleton, VP Facilities & Operations, Los Angeles Cleantech Incubator

Pasquale Romano, President & CEO, ChargePoint

Peter Rawlinson, CTO, Lucid Motors

Moderator:

Alejandro Zamorano, Transportation and Clean Energy Specialist, Bloomberg New Energy Finance

4:20 PM - 4:50 PM | TECHNOLOGY PAVILION**Carmakers Confront the Change Challenge**

How are automakers responding to disruption? In some cases, by joining the party. In this session, we join the auto industry's analyst Roger Lancot of Strategy Analytics in a fireside chat with Julia Steyn of Maven/GM and Matt Jones of Moovel/Daimler. Together, they discuss and debate the benefits, hardships, and changes needed to integrate the elusive startup culture into an established OEM.

FEATURING:

Julia Steyn, VP of Urban Mobility Programs, Maven/General Motors

Matt Jones, Chief Product Officer, Moovel/Daimler

Moderator:

Roger Lancot, Associate Director of Global Automotive Practice, Strategy Analytics

6:00 PM | TECHNOLOGY PAVILION**Exhibits Close**

WEDNESDAY, NOV. 16

7:00 AM | TECHNOLOGY PAVILION

Exhibits Open

7:00 AM – 8:00 AM | TECHNOLOGY PAVILION

Chrysler Breakfast

7:30 AM – 7:55 AM | TECHNOLOGY PAVILION

Press Conference: Chrysler

8:00 AM | TECHNOLOGY PAVILION

Welcome by Emcee Tim Stevens,
Roadshow/CNET

8:15 AM – 8:40 AM | TECHNOLOGY PAVILION

Keynote: Padma Warrior, CEO of NextEV USA

8:30 AM | LOS ANGELES CONVENTION CENTER

Exhibits Open

8:45 AM – 9:00 AM | TECHNOLOGY PAVILION

Designing for the Outliers

In our lifetimes, autonomous technology will give us vehicles that will deliver consistently reliable and safe driving experiences. But where does that leave those for whom the siren song of emotion calls? For these people — the adrenaline junky, the “hipster” tinkerer, and the artist — the thrilling or visceral drives their automotive desires. In a future automotive landscape where reason reigns supreme, discover how disruptive brand thinking can enable outlier brands to design experiences motivated by feeling, rather than just logic.

FEATURING:

Sébastien Stassin, Chief Creative Officer,
KISKA GmbH

9:00 AM – 3:00 PM | FIGUEROA DRIVE

AutoMobility LA Ride & Drive

9:15 AM – 9:40 AM | NORTH PLAZA

Press Conference: Alfa Romeo

9:30 AM – 11:00 AM | TECHNOLOGY PAVILION

AutoMobility LA Morning Tour Guided by SBD
(exclusively for All-Access Pass holders;
RSVP required)

9:45 AM – 10:10 AM | WEST HALL

Press Conference: Nissan

10:15 AM – 10:40 AM | PETREE HALL

Press Conference: Porsche

10:50 AM – 11:15 AM | SOUTH HALL

Press Conference: Mercedes-Benz/Smart

11:20 AM – 11:45 AM | SOUTH HALL

Press Conference: Jaguar Land Rover

11:50 AM – 12:15 PM | SOUTH HALL

Press Conference: MINI

12:20 PM – 12:45 PM | SOUTH HALL

Press Conference: Acura

12:20 PM – 12:50 PM | TECHNOLOGY PAVILION

Cybersecurity Next Steps: Securing the Future

With the steady rise in vehicle interfaces to smartphones, infrastructure, infotainment units, and ADAS technologies, vehicles are becoming exposed to external software like never before and, as a result, are becoming an attractive target to a myriad of hackers, defrauders, terrorists, and other cyber criminals. In this talk, we'll look at the cybersecurity challenges faced by the automotive industry and compare them to those faced by other industries (such as retail, finance, and health-care) to learn what we can expect over the next few years. We'll also look at the various studies coming out of the State of Michigan on connected vehicles and cyber components testing, as well as the new layer of cyber protection introduced in 2015, the Automotive Information Sharing and Analysis Center (Auto-ISAC), designed to facilitate the exchange of important threat information and countermeasures in real time.

FEATURING:

Daniel Thunberg, Global Head of IoT, Irredo
Faye Francy, Executive Director, Automotive ISAC
Karl Heimer, Senior Cybersecurity Consultant to
State of Michigan

Moderator:

Jon Allen, Director, Booz Allen Hamilton

12:30 PM – 2:00 PM | TECHNOLOGY PAVILION

AutoMobility LA Midday Tour Guided by SBD
(exclusively for All-Access Pass holders;
RSVP required)

12:50 PM – 1:15 PM | SOUTH HALL

Press Conference: Mazda

1:20 PM - 1:45 PM | SOUTH HALL**Press Conference: Hyundai****2:00 PM - 2:35 PM | TECHNOLOGY PAVILION****Keynote: Jay Rogers, CEO of Local Motors****2:00 PM - 4:00 PM | WEST HALL****Kia Media Reception (featuring debut)****2:40 PM - 3:10 PM | TECHNOLOGY PAVILION****Artificial Intelligence: The New Word in Automotive**

As carmakers, their suppliers, and innovative startups race to put driverless cars on the road, artificial intelligence is taking center stage. Join us for a discussion of how AI is transforming how we drive cars, and how cars will soon drive us. Deep learning — a form of AI — is now able to deliver superhuman levels of perception and understanding. From natural language processing, to 360-degree situational awareness, you'll hear from industry experts who are making technological breakthroughs with AI.

FEATURING:

CJ Frost, Principal Solutions Architect, Amazon Alexa
Nikhil George, Senior Manager Perception & Machine Learning, Audi ERL

Sky Matthews, CTO, IBM Watson

Moderator:

Danny Shapiro, Senior Director of Automotive, Nvidia

2:30 PM - 4:00 PM | TECHNOLOGY PAVILION**AutoMobility LA Afternoon Tour Guided by SBD (exclusively for All-Access Pass holders; RSVP required)****3:15 PM - 3:55 PM | TECHNOLOGY PAVILION****New Frontiers of Navigation**

It wasn't all that long ago when in-car navigation meant a bunch of fold-out maps stuffed into a glove box. In just over 20 years, navigation has practically become ubiquitous — smartphone navigation apps are more popular than Twitter. So now what? Hear from true pioneers in navigation at the edges of the discipline to include a new global address system, door-to-door mobility, autonomous HD mapping, and more.

FEATURING:

Giles Rhys Jones, CMO, what3words

Jan-Maarten de Vries, Vice President Product Management & Marketing Automotive, TomTom

Johann Hiebl, Executive Vice President, Infotainment & Connectivity, Continental

Nicholas Goubert, Senior Director Product Management, HERE

Moderator:

Ann Muenster-Nuiry, Vice President, Parking & Mobility Solutions, Xerox

4:00 PM - 4:15 PM | TECHNOLOGY PAVILION**Meet Hyperloop One**

By using capsules and tubes to move cargo and passengers at faster-than-airline speeds over long distances using electric propulsion in a low pressure environment, Hyperloop One is reinventing transportation. It not only eliminates direct emissions, noise, delay, and weather concerns, but also pilot error. The first live trial of Hyperloop technology happened earlier this year and the company's long-term goal is to deliver a fully operational Hyperloop system by 2020. Join us for an exciting discussion of Los Angeles' next mode of transportation.

FEATURING:

Rob Lloyd, CEO, Hyperloop One

4:20 PM - 4:50 PM | TECHNOLOGY PAVILION**VC Mentoring: Top Startups Take Center Stage**

Analysis of new data on startups suggests that founders often overlook recruiting great mentors. According to TechCrunch, this simple strategy can increase a company's odds of success almost more than anything else. Join us for an interactive session with venture capitalist and mentor Bill Tai who will be joined on stage by representatives from the AutoMobility LA Top Ten Automotive Startups competition. As a successful investor and advisor, Bill will review startup success factors such as funding, timing, crisis management, marketing, growth, and will answer questions from the winning startups. Not to be missed if you are in startup mode, this session will be equally valuable to OEMs and tier ones who are wondering what makes for a good startup acquisition or investment.

FEATURING:

Bill Tai, Venture Capitalist

Top Three Finalists of the AutoMobility LA Top Ten Automotive Startups competition

4:30 PM | LOS ANGELES CONVENTION CENTER
Exhibits Close

4:55 PM - 5:50 PM
AutoMobility LA Design & Developer Challenge

This multi-industry collaboration brings together some of the best-known creative talents from automotive, tech and entertainment to reimagine the automobility industry. Be there when teams unveil futuristic concepts that redefine the user experience in fully autonomous vehicles in the year 2050. Following the presentations, a panel of experts from Art Center College of Design, Disney, Hot Wheels, Hulu, IDEO, Samsung and Volkswagen will select and announce the winner of this year's Judges' Pick trophy. Industry and media professionals will also be able to vote for their favorite concept starting that evening.

FEATURED TEAMS:

CH Auto and Creative Mobile

Crayola and Qoros Auto

Fandango and Jaunt VR

Honda, Lego and Trigger

Kiska and KTM

Emcee:

Bryan Biniak, EIR, Nokia Growth Partners & Advisory Board Member, AutoMobility LA

6:00 PM | TECHNOLOGY PAVILION
Exhibits Close (*will not reopen on Thursday*)

7:00 PM | OFFSITE
Middlecott Sketchbattle Experiment at the Petersen Automotive Museum (*for tickets and details, visit automobilityla.com/schedule*)

THURSDAY, NOV. 17

7:00 AM - 9:00 AM | TECHNOLOGY PAVILION
Networking Breakfast co-sponsored by Toyota & Plastics Make It Possible

8:10 AM - 8:25 AM | TECHNOLOGY PAVILION
Press Conference: Washington Auto Show Green Connected Car/Luxury Car/SUV of the Year Finalists

8:25 AM - 8:40 AM | TECHNOLOGY PAVILION
Press Conference: Green Car of the Year Award

8:30 AM | LOS ANGELES CONVENTION CENTER
Exhibits Open
(*Technology Pavilion exhibits closed*)

9:00 AM - 3:00 PM | FIGUEROA DRIVE
AutoMobility LA Ride & Drives

9:00 AM - 9:25 AM | SOUTH HALL
Press Conference: Volkswagen

9:30 AM - 9:55 AM | SOUTH HALL
Press Conference: Volvo

10:00 AM - 10:25 AM | SOUTH HALL
Press Conference: Subaru

10:40 AM - 11:05 AM | NORTH PLAZA
Press Conference: Jeep

11:15 AM - 11:40 AM | WEST HALL ATRIUM
Press Conference: Elio Motors

12:00 PM - 12:30 PM | WEST HALL
Mitsubishi Luncheon (*featuring debut*)

12:45 PM - 1:10 PM | SOUTH HALL
Press Conference: Toyota

1:20 PM - 1:45 PM | CONCOURSE HALL
Press Conference: Spyker

1:55 PM - 2:10 PM | WEST HALL
Honda & NHL Announcement

2:20 PM - 2:45 PM | THE GARAGE
Yamaha Media Reception

2:30 PM - 4:30 PM | SOUTH HALL
Genesis Closing Reception (*featuring debut*)

5:00 PM | LOS ANGELES CONVENTION CENTER
Exhibits Close