

3rd International VDI Conference

# EUROTYRE

The Conference for Drivers of Future Mobility  
September 25-26, 2018, Brussels, Belgium

- Future Mobility and its Impact on Tyres
- Innovative Tyre Technologies
- Connected Tyres
- Emissions and Safety
- Sustainability and the Circular Economy

**+ Panel Debate: Autonomous Driving and Electric Vehicles and their Impact on Tyres**

**+ Innovative Tyre Technology Session**

**+ Start-up Session**

Meet international Experts from:



Keynotes  
from  
OECD and AUDI

## Supporting Experts



**Dr. Keizo Akutagawa Ph.D.**, Bridgestone Corporation Tire Materials Development, Japan



**Dipl.-Ing. (FH), Dipl. Wirtsch. Ing. (FH), SFI Norbert Allgäuer-Wiederhold**, Pirelli Deutschland GmbH, Germany



**David Anckaert**, Goodyear Dunlop Tires Germany GmbH, Germany



**Arne Heyden**, Tire Technical Specialist, Ford-Werke GmbH, Germany



**Dipl.-Ing. Gerd Lindemann**, Michelin Reifenwerke AG & Co KGaA, Germany



**Frank Lueckgen**, Arlanxeo Switzerland S.A.



**Maarten van der Made**, VMI Holland BV, The Netherlands



**Bill Parsons B.Sc., C.Eng.**, Jaguar Land Rover Limited, Coventry, United Kingdom



**Ralf Schweizer**, Audi AG, Germany



**David Shaw B.Sc.**, Tire Industry Research, United Kingdom



**Dr. Marco Spinetto**, Pirelli Tyre SpA, Italy



**Dipl.-Ing. Edwin van der Stad**, Bridgestone EMEA GmbH, Germany



**Dr. Andreas Topp**, Continental AG, Germany



**Henk van Tuyl**, Goodyear Dunlop Tires Operations SA EMEA, Luxembourg



**Dr. Kurt Uihlein**, Cordenka GmbH & Co. KG, Germany

### About us



The Association of German Engineers (VDI) is one of the largest technical-scientific associations in Europe. Throughout the years, the VDI has successfully expanded its activities nationally and internationally to foster and impart knowledge about technology-related issues. As a financially independent, politically unaffiliated and non-profit organization the VDI is recognized as the key representative of engineers both within the profession and in public.

### Sponsor:



Tuesday, September 25, 2018

1st day

09:30 Registration & welcome coffee

### 10:20 Chair's welcome and opening address

**Conference chair: Henk van Tuyl**, Director for Strategic Product and Technology Initiatives, GOODYEAR Innovation Center, Luxembourg

### I. Future Mobility

#### 10:30 Future Mobility – Existing Trends and Innovation impacting the Automotive and Tyre Industry

- How might the future of transport and mobility look like?
- Automated and autonomous vehicles and their implications
- Shared mobility changing traffic?
- The current role of electric vehicles in mobility scenarios

Keynotes

**Dr. Tom Voegelé**, Policy Analyst, International Transport Forum, OECD, France

#### 11:10 OEM Perspective on Future Mobility and new Challenges for Tyre Development

- Possible scenarios of future mobility from an OEM's perspective
- What will be expected from tyre manufacturers in the future
- Key requirements for future tyres and how they affect the tyre development process
- The role of tyres in new drivetrain concepts

**Sebastiaan van Putten**, Development Engineer - Architect Suspension Characteristics, AUDI AG, Germany

#### 11:50 The Revision of the EU Tyre Labelling Scheme

- Updating the existing energy label for tyres (Tyre Labelling Regulation (EC) 1222/2009) as part of the third Mobility Package
- Reducing climate impact from transport - Decreasing rolling resistance for increasing fuel efficiency and decreasing greenhouse gas emissions
- Enabling consumers to make the best choice from energy efficiency and financial perspective
- Establishing and reinforcing the framework for the provision of harmonized information on important tyre features through labelling
- Proposed amendments for the existing regulation

**Juan Moreno Acedo**, Policy officer, Unit C.3 - Energy Efficiency, Directorate-General for Energy, European Commission, Belgium

#### 12:20 Panel Discussion: Autonomous Driving and Electric Vehicles and their Impact on Tyres

##### Panelists:

- **Arne Heyden**, TireTechnical Specialist, Ford-Werke GmbH, Germany
- **Dr. Boris Mergell**, Senior Vice President Research & Development Passenger and Light Truck Tires, Continental Reifen Deutschland GmbH
- **Dr. Sebastiaan van Putten**, Development Engineer - Architect Suspension Characteristics, AUDI AG
- **Edwin van der Stad**, Head of OEMs Advanced Technologies & Solutions and Head of Public Affairs and S&R – Central Europe, Bridgestone EMEA

- **Henk van Tuyl**, Director for Strategic Product and Technology Initiatives, GOODYEAR Innovation Center
  - **Dr. Tom Voegelé**, Policy Analyst, International Transport Forum, OECD
- Moderator:** David Shaw, CEO, Tire Industry Research, United Kingdom

13:20 Lunch

#### 14:30 Objective Road Classification using LiDAR – Ford Use Case

- Road as input for vehicle design
- Rapid Road Measurement System and Road Classification
- Challenges and key improvements
- Next steps

**Kris De Meester**, Vice President Business Development, XENOMATIX, Belgium

#### 15:00 Commercial Fleet Management – A Fleet Perspective on Tyres

- The impact of the digitalization on fleet management
- The role of tyres from a fleet management perspective
- What is expected from future tyres and tyre manufacturers?

Speaker to be confirmed

15:30 Networking & coffee break

### 16:00 II. Innovative Tyre Technology and Start-Up Session

Hear about innovative tyre technologies and get in touch with with key players and interesting start-ups in several short presentations. Discuss your questions and the presented ideas in a subsequent Round Table Poster Session with the speakers and take the first step towards a new industry collaboration. For example, the following topics will be included:

- The Bridgestone Airless Bicycle Tire - Edwin van der Stad, Bridgestone
- ContiSense and ContiAdapt - Dr. Andreas Topp, Continental
- Pirelli High Value Tyre Technology (noise, canceling, seal and self-supporting Technology) - Norbert Allgäuer-Wiederhold, Pirelli
- IBM Research discovers new class of polymers with potential applications in biodegradable tyres - Toby Woolfe, Business Development Executive, IBM Corp.

17:30 End of conference day one



### Get-together

**At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers.**

Keynote

#### 18:00 From Combustion to Electric in Motorsports

**Allan McNish**, Team Principal, Formula E, Audi and former Racing Driver, United Kingdom

### III. Connected Tyres

#### 09:00 Monitoring the Wheels' Functions and their Environment

- iTPMS – The foundation
- From noise to signal I: Detection of loose wheels
- From noise to signal II: Estimation of road-tire friction
- Connected Functions: Road Surface Information
- Outlook & Vision

**Jörg Sturmhoebel**, M&S Vehicle Onboard Analytics, Legislations, Nira Dynamics, Sweden

#### 09:30 ETRTO Tire Identification Solution and Progress Update

- RFID functions and benefits
- ISO standard progress
- Information management
- Solution deployment

**Claire Fioretti**, Head of Standards & Regulations for connected mobility, MICHELIN, France

10:00 ☕ Networking & coffee break

### IV. Emissions and Safety

#### 10:30 Labelling Road Surfaces - Experiences from the Netherlands

- Why road surface labels?
- Relation to existing labels for tyres
- Methodology and measurement methods
- Implementation of road surface labels
- Experiences and further actions

**Prof. Dr. Dik Schipper**, Faculty of Engineering Technology, University of Twente, the Netherlands

#### 11:00 Safety on wet Road: The Two Tire Mechanisms

- Wet braking
- Worn tires
- Hydroplaning and safety

**Violaine Todoroff Ph.D.**, Research Engineer, co-author: Frederic Biesse, Tire Performance Analysis Expert, both: Manufacture Française des Pneumatiques MICHELIN, France

#### 11:30 Tyres Rolling Resistance and Future Saving Potential

- Where we come from and where we go
- What's new?
- New target conflicts coming up

**Stephen Stumpf**, Project Engineer, Tyre Development and Predevelopment, Pirelli Deutschland GmbH, Germany

12:00 🍴 Lunch

### V. Sustainability and the Circular Economy

#### 12:45 Innovative Tire Technology to support a Sustainable Environment

- Unique technology to significantly reduce tire weight
- Reduction of material usage supporting the approach towards a sustainable society
- Lower tire weight improving rolling resistance and vehicle CO2 emission

**Emilio Tiberio**, Vice President R&D Bridgestone EMEA, Bridgestone Europe NV/SA Italian Branch, Italy

#### 13:15 Advancing Sustainability in Materials associated with Tyre Making and Use - Update on TIP's Work Program

- Environmental KPI's
- Product Category Rules (PCR)
- Materials and tyre and road wear particles (TRWP)
- End of Life of Tyres

**Anne-Cecile Remont**, Managing Director, Tire Industry Project (TIP), World Business Council for Sustainable Development (WBCSD), Switzerland

#### 13:45 Outlook on Global Market

- Vehicle sales and OE tyre sales
- Vehicle parc (vehicles in use) and replacement tyre sales
- The importance of trade and increasing use of tariffs
- Outlook for tyre production

**Robert Simmons**, Director Tyre and Rubber Research, LMC, United Kingdom

#### 14:15 Conference chair's closing remarks

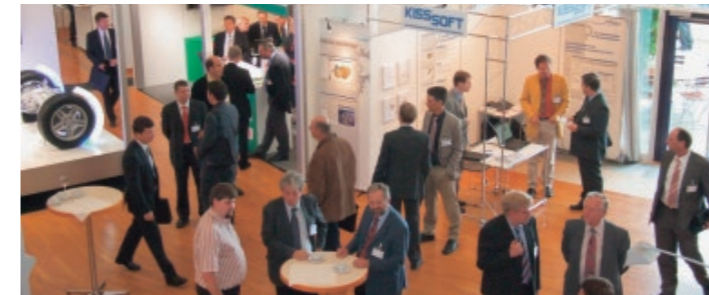
14:45 End of Conference

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#### Lukas Floherschütz

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Become a speaker at our international VDI Automotive Conferences. Make yourself known in the industry and discuss best practice examples with other international experts. We are looking for speakers on: Smart Cars, AI for Cars, ADAS and Autonomous Driving, Future Buses, Autonomous Trucks and Automotive Sensor Systems.

Please submit your topic to:

#### Leonie Bohnstedt

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#### Conference venue

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You will find more hotels close to the venue at [www.vdi-wissensforum.de/hrs](http://www.vdi-wissensforum.de/hrs)

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## Register online!

[www.vdi-international.com/01K0908018](http://www.vdi-international.com/01K0908018)



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