

September 07, 2019

## SHIFT Automotive: Ford, Fujitsu, Daimler, AXA and Volkswagen help to draft the roadmap for the Future of Mobility

A stellar line-up of start-ups, tech companies and carmakers joins architects, designers and city planners to discuss the Future of Mobility. On Tuesday and Wednesday, 10 & 11 September 2019, industry leaders will meet in Berlin to explore how new automotive technologies shape the experience of mobility for society, drivers and passengers alike. Among the 30 speakers at the event are Barcelona's former chief technology officer, Ford's Director of Smart Mobility, plus industry leaders from Fujitsu, AXA, Daimler's Smart, Volkswagen Group, BMW Designworks, 2getthere, Easymile, Celeris, what3words, and the Singularity University.

It's just five days to go until the start of SHIFT Automotive at IFA Berlin, the two-day convention tackling the real challenges of the future of mobility. The roadmap for the future of transport will not be drafted by one industry alone, and that's why the event is run in partnership between IFA Berlin and the Geneva International Motor Show.

IFA executive director, Jens Heithecker, says that "the future of mobility will be shaped by co-innovation among the tech sector, car makers, city planners and start-ups - all working together to transform the way we travel."

In talks and panels, and through networking, participants at SHIFT Automotive will investigate whether mobility-as-a-service solutions can be both sustainable and acceptable to society, hear from experts whether "the car is dead", discuss how driving can still bring joy in an age of electric and autonomous vehicles, explore cutting edge technologies that are set to transform the driver and passenger experiences, and hear new concepts for urban mobility.

Among SHIFT Automotive's stellar line-up of 30 speakers are Francesca Bria, until recently Chief Technology Officer of Barcelona, one of Europe's smartest cities; Robin Chase, Founder of Zipcar; John Lippe, Director, City Engagement, Ford Mobility; Peter Wouda, the Design Director at the Future Center Europe of Volkswagen Group; Pejvan Beigui, the CTO of Easymile; Hugo Lérias, the CTO Automotive for Fujitsu Europe; Deneb Moosmeier of BMW Designworks; Daniela Snyders at Daimler Smart Lab; Venkat Sumantran, the chairman of Celeris Technologies and former chief executive of Tata Motors; and Jay Ward, automotive consultant and the creative director of the Cars franchise at Pixar Animation Studios.

SHIFT Automotive is an innovative and independent conference and exhibition format that will be held alongside IFA Berlin, the world's leading trade show for consumer electronics and home appliances.

The full line-up of speakers can be found [here](#).

**Press Dates: Sunday, 8 September 2019**

[IFA Global Markets, 8 - 11 September @ STATION Berlin](#)

**IFA Global Markets official Opening** at 10:00 am

[IFA+Summit, 8 - 9 September @ Hall 26](#)

More information are [here](#) to find.

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