

Aftermarket Mobility Innovation

Advancing the Business Interests of Aftermarket Mobility Technology Suppliers

October 3, 2018 | Hyatt Regency | Clearwater Beach, Fla.



8:00 a.m. **Welcome; Advancing the Technology Interests of the Aftermarket**
Bill Long, President & COO, AASA

8:30 a.m. **The New Aftermarket Supplier: Telematics, Connectivity, Predictive Analytics and Vehicle Data Platforms and All Things Digital**

Moderator: Chris Gardner, Vice President, AASA

Panelists: William Newman, Chief Strategic Industry Adviser – NA Automotive Industry, SAP;
Kumar Saha, Research Director, Global Automotive Aftersales, Frost & Sullivan

What defines the new breed of mobility/technology supplier? Which new vehicle technologies transition well for aftermarket opportunities?

9:00 a.m. **Changing Dynamics of Smart Aftermarket Parts (Hard Parts Becoming Smart Parts)**
Shiva Bhardwaj, CEO, PitStop

Sensors and ECUs increasingly are being used to create two-way communications with traditional hard parts. Learn how quickly automotive parts are becoming smart parts.

9:30 a.m. **How Long Will the OBDII Port Last?**

Debaters: Brian Daugherty, CTO, MEMA; Jim Fish, Vice President Business Development, Lemur Vehicle Monitors and President of the Equipment & Tool Institute; Bob Gruszczynski OBD Communication Expert, Volkswagen Group of America, Inc.

It is unclear how long OBDII will be in play. Will technology or tight cybersecurity regulations be its demise? Can one plan for life after OBDII?

10:00 a.m. **Networking Break**

10:30 a.m. **Funding Technology Innovation: The Investment Community's Perspective**
Dan Smith, CEO, Capstone Financial Group

Growth cycles and financing models for emerging mobility technology suppliers are changing. Success comes from understanding funding opportunities. What is the M&A outlook?

11:15 a.m. **Regulatory Challenges for Aftermarket Mobility Suppliers**
Ann Wilson, Senior Vice President, Motor & Equipment Manufacturers Association

What can technology suppliers do to protect their interests and future business models in the changing environment of cybersecurity, data privacy, DMCA and OTA software downloads?

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11:45 a.m. **Strategies for Mobility Technology Suppliers**
Paul McCarthy, Executive Vice President, AASA

Facilitated roundtable discussions on partnering with traditional parts suppliers, selling through the traditional aftermarket channels, converting industry insights to market opportunities

12:15 p.m. **Networking Lunch**

12:45 p.m. **Convergence of Blockchain, Mobility and IoT**
Arvind Jain, ShiftMobility

End-to-end supply chain revolution is being created through multiple emerging technologies. Learn how distributors, service centers and consumers will benefit from this convergence.

1:15 p.m. **Debate: Vehicle Data Platforms – One or Many?**
Chris Bahlman, Head of Diagnostics & Services – NA, Continental; David Winter, Vice President, Sales & Marketing, TecAlliance

New platforms for collecting and distributing vehicle data are springing up. Why are there so many? How will they each reach critical mass? How many will survive? When will consolidation occur?

1:45 p.m. **Wrap-up**
Bill Long, President & COO, AASA

Opportunity generation through emerging technologies

2:00 p.m. **Adjourn**