Automotive iQ

AI IN AUTOMOTIVE USA

LEVERAGE CUTTING-EDGE AI TECHNOLOGIES TO REVOLUTIONIZE AUTOMOTIVE PRODUCTS, PROCESSES AND MANUFACTURING

INNOVATE & INCREASE EFFICIENCY ACROSS THE ENTIRE AUTOMOTIVE VALUE CHAIN

HEAR FROM 30+ MAJOR AUTOMOTIVE BRANDS & KEY STAKEHOLDERS INCLUDING:

Lakshmi Prasad Bhatta
Manager of CAE
Mahindra Automotive

Sudeep Chavare
Vehicle Optimization Lead - Machine Learning
General Motors

Christopher Plachetka
AI Engineer/ Software Architect at ADMT by Volkswagen Commercial Vehicles
Volkswagen AG

Anindya Saha
Machine Learning, Platform Engineer
Zoox

Gbenga Ladapo
Data Scientist
Ford Motor Company

"It was an amazing event with a unique setting to learn and share our excitement about one of the most intriguing topics these days for the automotive community!"

Product Owner of Distributed Ledger Technologies, Robert Bosch

"The event not only illustrated the transformative capabilities of Generative AI but also fostered valuable discussions and connections among industry experts. The insights and collaborations it promoted are testament to its role in driving future innovations in the automotive sector."

Director, Connected and Autonomous Vehicles Lab

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WELCOME TO
AI IN AUTOMOTIVE USA 2025

Co-located with Software-Defined Vehicles USA 2025

Artificial intelligence is drawing strong interest of all major players in the automotive industry. Whether it is a case of understanding how and where AI can be applied, to how automative companies can benefit from cutting-edge AI technologies, the industry agrees that AI holds the potential to revolutionize products, processes and manufacturing, offering car manufacturers unprecedented opportunities to innovate and increase efficiency across the entire automotive value chain.

Automotive IQ's **AI in Automotive USA** conference returns to Ann Arbor, Michigan, in September 2025, focusing on specific applications for AI in the automotive industry, including **Generative AI, Agentic AI, Embodied AI,** with presentations and discussions focusing on how companies are leveraging AI to **create new vehicle design, develop products faster, predict failures ahead of time, improve chassis engineering, make decisions faster, improve customer experience** and fundamentally optimize manufacturing processes.

In addition to delivering the **largest number of case studies on the practical application of AI,** AI in Automotive USA also takes a razor-focused approach to the **use of AI in autonomous vehicle technology** to designing an architecture that can **help predict/prevent AV accidents.** Not only attendees will learn from companies that are currently working on developing AI tools but also leave better equipped to ensure data is kept safe, understand how to gain acceptance for AI among employees and implement its use in company culture.

Recognizing the far-reaching impact of this cutting-edge technology, **the AI in Automotive USA track** will dig deep into major industry drivers and deliver practical solutions to the industry's greatest challenges, with presentations and discussions tailored to **pressing needs of automotive professionals that are looking to benefit from artificial intelligence technology.**

On behalf of Automotive IQ, I look forward to bringing together the automotive ecosystem in October 2025.

Onesha Liyanage
AI in Automotive USA
Project Lead
Automotive IQ

Automotive IQ's industry-renowned events **focusing on groundbreaking innovation & technologies that are disrupting the way vehicles have been designed for over a hundred years,** come together in September under one brand, for an experience like no other.

Two razor-focused conferences will take place concurrently in the same venue, giving attendees the opportunity to attend one focused event (SDV USA or AI in Automotive) or mix-and-match agenda sessions.

What makes this a must-attend conference?

- **Two Main Stage Conferences running in parallel** i.e., Software-Defined Vehicles USA and AI in Automotive USA, plus VIP roundtable discussions, off-site learning & networking events, and more OEM, Tier-1 and industry speakers than before.
- Three days, **over 30 speakers,** dozens of presentations made available after the event, and the opportunity to network with more than 200 high-quality attendees.
- Packed full-day of presentations & discussions dedicated to learning how artificial intelligence is shaping the road for SDV and how companies are leveraging AI to design and build SDVs.
- One-of-a-kind opportunity to get a **complete overview of new & advanced technological solutions** during dedicated networking time with solution providers in the exhibition area.

AI IN AUTOMOTIVE USA 2025
EXPERT SPEAKER LINE-UP

Daniel Vilela
Virtual Development Engineering Group Manager
General Motors

Anindya Saha
Machine Learning Platform Engineer
Zoox

Simon Xu
Engineering Group Manager - Vehicle Optimization, Architecture Strategy
General Motors

Ramakrishna Vijayakumar
Product Owner-Steer by Wire
General Motors

Gbenga Ladapo
Data Scientist
Ford Motor Company

Lakshmi Prasad Bhatta
Manager of CAE
Mahindra Automotive

Christopher Plachetka
AI Engineer/ Software Architect at ADMT by Volkswagen Commercial Vehicles
Volkswagen AG

James Antony John
Generative AI & Innovation Leader
Nissan Motor Corporation

Nilay Pande
Machine Learning Engineer
Waymo

Beatriz Minamy
Internet of Things (IoT) - Smart Mobility and Supply Chain Practice Lead
S&P Global

Aliasghar Arab
Adjunct Assistant Professor of Robotics and AI
New York University

Saikiran Divakaruni
Head of Engineering – Data Science & AI
ZF Group

Sudeep Chavare
Vehicle Optimization Lead - Machine Learning
General Motors

Arsalan Hafiz
Cloud AI Data Engineer & Strategy
Ford Motor Company

Claudio Fernandes
Director, Engineering
Hitachi Astemo

Hemanth Tadepalli
Cybersecurity Compliance SME
May Mobility

SDV USA 2025
EXPERT SPEAKER LINE-UP

Cedric Armand
Director of Virtualization
Ford Motor Company

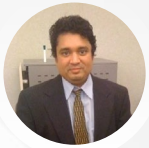
Vijay Sanikal
Product Manager - Vehicle Synthetic Data
General Motors

Ravidev Chalanti
SOA Software Architect
Aptiv

Gauri Kulkarni
Technical Program Leader for Global Next-Gen Connectivity Initiative
Cummins

Sven Jeroschewski
Senior Software Engineer
Bosch

Ahsan Qamar
Senior Engineering Manager of Systems Engineering, Embedded Platform and MBSE
Ford Motor Company



Amit Mehta
Head of SW Solutions - Apps and Developer Platforms
Stellantis

Ansgar Lindwedel
Director SDV Ecosystem Development
Eclipse Foundation

Partha Goswami
Principal
PG Mobility Analysis

Sadasivam Periyasamy
Principle Security and Privacy Engineer
Continental

Tyson Benson
U.S Patent Council
ZF Group

Ninad Ghike
Product Manager
Aptiv

Augustin Friedel
Senior Manager Mobility Transformation
MHP - A Porsche Company

Claudio Fernandes
Director, Engineering
Hitachi Astemo

Hemanth Tadepalli
Cybersecurity Compliance SME
May Mobility

Florian Rohde
Managing Partner
IProcess LLC

Sushant Potdar
Senior Software Engineer
Aptiv

Dan Cauchy
Executive Director
Automotive Grade Linux

Arsalan Hafiz
Cloud AI Data Engineer & Strategy
Ford Motor Company

Sudeep Chavare
Vehicle Optimization Lead - Machine Learning
General Motors

Saikiran Divakaruni
Head of Engineering – Data Science & AI
ZF Group

Satyabrata Pradhan
Senior Program Manager
General Motors

Pete Brown
Senior Director, Software Defined Systems Architecture
Karma Automotive

Greg Morningstar
Senior Mobility Systems Engineer
Bosch

Daniel Cashen
Senior Mobility Systems Engineer
Stellantis

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#AIAUTO - AI IN AUTOMOTIVE USA 2025
AGENDA KEY THEMES

IN-DEPTH USE CASE PRESENTATIONS ON APPLICATIONS OF AI IN AUTOMOTIVE

- SHOWCASING THE USE OF GENERATIVE AI IN PROTOTYPE DESIGN & MANUFACTURING
- SUCCESSFULLY IMPLEMENTING AI IN MANUFACTURING TO MAKE DECISIONS FASTER & EXPEDITE PRODUCT DEPLOYMENT
- EXPLORE HOW AI CAN BE USED IN CHASSIS ENGINEERING
- USING GENERATIVE AI MODELS FOR PREDICTIVE MAINTENANCE
- INTEGRATING GENERATIVE AI FOR VERIFICATION, VALIDATION & TESTING PURPOSES
- OVERCOMING COMMON CHALLENGES WITH GENERATIVE AI ADOPTION

PRESENTATIONS & DISCUSSIONS ON AI INTEGRATION ACROSS THE AUTOMOTIVE VALUE CHAIN

- UPDATE ON ARTIFICIAL INTELLIGENCE TOOLS FOR THE AUTOMOTIVE INDUSTRY
- INTEGRATING GENERATIVE AI INTO YOUR WORKFLOWS TO MAXIMIZE EFFICIENCY ACROSS THE ENTIRE AUTOMOTIVE VALUE CHAIN
- DISCOVER HOW TO STREAMLINE THE IMPLEMENTATION OF AI WITHIN YOUR COMPANY CULTURE
- LEARN HOW TO ANALYZE THE IMPACT & ROI OF UTILIZING GENERATIVE AI IN YOUR BUSINESS

UNCOVER THE IMPACT OF AI ON AUTONOMOUS VEHICLES DEVELOPMENT & ROLLOUT

- EXPLORE GENERATIVE AI & AUTONOMOUS VEHICLE TECHNOLOGY
- DISCOVER THE ROLE OF GENERATIVE AI IIN PREDICTING & PREVENTING ACCIDENTS IN AUTONOMOUS VEHICLES
- EXPLORE TOP 10 AI CYBERSECURITY VULNERABILITIES IN AUTONOMOUS VEHICLES & HOW TO MITIGATE THEM
- HEAR HOW SYNTHETIC DATA IS USED IN AUTONOMOUS VEHICLE DESIGN

AI IN AUTOMOTIVE USA 2025

FOCUS DAY: TUESDAY SEPTEMBER 30, 2025

PRESENTATIONS & DISCUSSIONS ON:

- AI INTEGRATION INTO VEHICLE SYSTEMS
- INSIGHT INTO THE DIFFERENT USES OF GENERATIVE AI, LLMS & EDGE AI
- OEM ADOPTION OF GEN AI FOR SDV DEVELOPMENT
- AI APPLICATIONS TO STREAMLINE SOFTWARE DEVELOPMENT
- LEVERAGING AI TO AUTOMATE PROCESSES & IMPROVE EFFICIENCY IN THE WORKFORCE
- UPDATES ON AI & DATA REGULATIONS & COMPLIANCE

08:00	**REGISTRATION & COFFEE**
08:50	**AUTOMOTIVE IQ WELCOME REMARKS**
08:55	**CHAIRPERSON'S OPENING REMARKS** **Florian Rohde,** Managing Partner, **IProcess LLC**
09:05	**UNDERSTAND HOW ARTIFICIAL INTELLIGENCE IS SHAPING THE ROAD FOR SOFTWARE-DEFINED VEHICLES** **LEARN HOW TO UTILIZE AI TO DEVELOP AN SDV** Join this expert presentation and gain insight into AI application to achieve an SDV, and where AI can contribute the most to this development. → Set out how AI is used in control and design algorithms for SDVs. → Identify where AI should be integrated into the vehicle and its systems. → Understand the difference between Generative AI, LLMs, and Edge AI, and how they can each be used for the development of SDVs. → Gain insight into growing processing power concerns, and find out what vehicle architecture is required to meet real-time processing metrics for safety-critical systems. → Explore what processors are needed to reduce energy waste. **Vijay Sanikal,** Product Manager, Vehicle Synthetic Data, **General Motors** **Question & Answer Session**
09:45	**HOW ARE OEMs THINKING ABOUT USING GENERATIVE AI IN SDV DEVELOPMENT** **LEVERAGING GENERATED DATA TO ENABLE SDV DEVELOPMENT** → Share insights into how GenAI can be used by OEMs for SDV development, and understand where suppliers can support with this development, and what tools are available on the market. → Learn how AI can be used to generate training data, and how to utilize synthetic data and real data hardware. → Find out the best ratio between synthetic and real data to enable autonomous driving capabilities, and how this can further SDV developments. **Question & Answer Session**

10:20

AI TO OPTIMIZE & STREAMLINE SOFTWARE DEVELOPMENT PROCESSES

GAIN INSIGHT INTO AI USES IN SOFTWARE VERIFICATION, VALIDATION & TESTING

The automotive industry has seen a shift in the use of AI, with leading automotive suppliers wanting to understand how AI can be used in different ways to support the development phases of their software.

- → Understand how to use AI to optimize the software development lifecycle and streamline the development process at different stages.
- → Explore where AI can be used in supplier pipelines, including verification, validation, and methodologies.
- → Learn how AI can support simulation and testing, from requirement management to software development.

Ravidev Chalanti, Lead Software Architect, **Aptiv**

Question & Answer Session

10:50 **MORNING NETWORKING BREAK**

11:30

LEARN HOW TO IMPLEMENT AI AS A TOOL IN THE WORKFORCE

EXPLORE HOW & WHERE TO LEVERAGE AI TO AUTOMATE PROCESSES & IMPROVE EFFICIENCY

The industry is realizing that AI should be used more as a tool than a standalone solution, but questions have arisen as to how to extract the most benefits from such implementation. Generative AI presents an elegant way to automate processes and workloads, and increase efficiency as a result.

Join your software and AI peers in this expert-led session to understand where and how to enable engineers to leverage AI to improve efficiency in the workforce.

Augustin Friedel, Senior Manager, **MHP - A Porsche Company**

Question & Answer Session

12:00

KEEP UP TO DATE WITH AI REGULATIONS TO ENSURE COMPLIANCE WITHIN THE AUTOMOTIVE INDUSTRY

PRESENTATION BY REGULATORY BODY

As AI integration grows in popularity, the automotive industry is seeking clarity on upcoming regulations. Staying informed and compliant with evolving rules is crucial. Tune in our expert speaker discusses emerging regulations like the EU AI Act and shares insights on effectively integrating Generative AI into business processes while ensuring GDPR compliance across the entire automotive value chain.

Question & Answer Session

12:40 **NETWORKING LUNCH BREAK**

2:00

NEW US REQUIREMENTS ON DATA PRIVACY & SHARING

EXPLORE WHAT GLOBAL DATA COLLABORATION & PRIVACY LOOKS LIKE FOR AN SDV

Data is the backbone of the vehicle, it is essential to developing and deploying new services and features, and it plays a vital role in the evolution from legacy architecture to software-defined vehicle architecture. With the US government working on new requirements for data privacy and sharing, it is important to understand what data collaboration for SDVs will look like across the globe.

- → Get updates on new requirements for data privacy and sharing.
- → Understand how critical data is managed, with more data generated from SDVs.
- → Explore the importance of data sharing, gaining insight into who owns the data, what data is willingly shared, and how data can be more accessible to other industries, including insurance and infrastructure.
- → Learn how to leverage processes from industries with well-established data practices and scalable data centres.

Question & Answer Session

2:40	**ENSURING DATA PRIVACY WHEN COLLECTING DATA TO PREVENT DATA MISUSE** **FIRESIDE CHAT** While Generative AI is a game-changer for the automotive industry and has the power to revolutionize the way automotive companies operate, the technology presents several risks, including concerns over system safety and security, that need to be carefully managed. In this session, we will explore the critical safety, security and data privacy challenges associated with the integration of Generative AI. Learn how OEMs implement security measures when leveraging AI in LLMs to safeguard against these challenges, discuss strategies to maximize privacy when collecting/using customer data, hear how to implement training process' to prevent model poisoning & unauthorized modifications and more. **Hemanth Tadepalli,** Cybersecurity & Compliance SME, **May Mobility** **Question & Answer Session**
3:10	**CHAIRPERSON'S CLOSING REMARKS & END OF FOCUS DAY**

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AI IN AUTOMOTIVE USA 2025
MAIN DAY 1: WEDNESDAY OCTOBER 1, 2025

PRESENTATIONS & DISCUSSIONS ON:

- LEARNING FROM USE CASES OF ARTIFICIAL INTELLIGENCE ACROSS THE ENTIRE AUTOMOTIVE VALUE CHAIN
- IDENTIFYING HIGH IMPACT AREAS FOR ARTIFICIAL INTELLIGENCE INTEGRATION ACROSS THE AUTOMOTIVE VALUE CHAIN
- EXPLORING HOW AI CAN BE USED IN CHASSIS ENGINEERING
- USING GENERATIVE AI MODELS FOR PREDICTIVE MAINTENANCE
- OVERCOMING COMMON CHALLENGES WITH GENERATIVE AI ADOPTION
- DISCOVERING HOW TO STREAMLINE THE IMPLEMENTATION OF AI WITHIN YOUR COMPANY CULTURE
- LEARNING HOW TO ANALYZE THE IMPACT & ROI OF UTILIZING GENERATIVE AI IN YOUR BUSINESS
- COMPARING LLMS & THEIR AUTOMOTIVE APPLICATIONS: SPOTLIGHT ON DEEPSEEK, CHATGPT, GEMINI & MORE
- KEEP UP TO DATE WITH AI REGULATIONS TO ENSURE COMPLIANCE WITHIN THE AUTOMOTIVE INDUSTRY

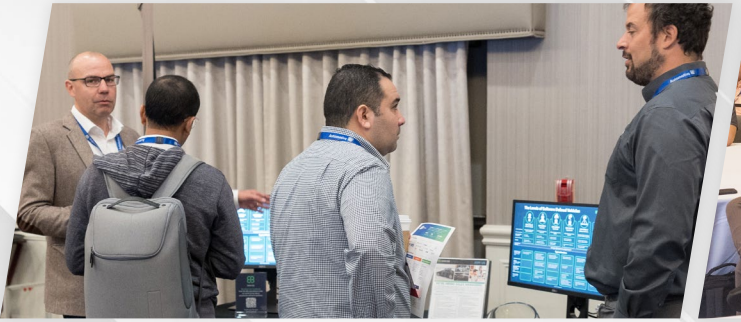
07:30	**REGISTRATION & COFFEE**

AI MORNING BRIEFING

IDENTIFYING HIGH-IMPACT AREAS FOR ARTIFICIAL INTELLIGENCE INTEGRATION ACROSS THE AUTOMOTIVE VALUE CHAIN

Listen as our expert speaker shares practical insights into which parts of the value chain there is the highest potential for AI to make an impact according to the current knowledge and availability.

08:45	**AUTOMOTIVE IQ WELCOMES YOU TO SDV & AI IN AUTOMOTIVE USA 2025**
08:50	**CHAIRPERSONS' OPENING REMARKS** **Partha Goswami**, Principal, **PG Mobility Analysis**



09:00

UPDATES ON THE SOFTWARE-DEFINED VEHICLE & ARTIFICIAL INTELLIGENCE LANDSCAPE & ROADMAP

OEM PANEL DISCUSSION SHARING INSIGHTS ON CURRENT AI & SDV ARCHITECTURE & ROLLOUT

New vehicle architecture is coming to the market in 2025 and 2026, but the automotive ecosystem is still questioning if there has been a significant step towards integration and connectivity, and establishing a fully software-defined vehicle.

To set the tone for SDV & AI in Automotive USA 2025, this keynote panel discussion brings automotive industry experts together, as OEMs discuss the reality of what more needs to be done to enable software-defined vehicles, with a focus on AI's role in SDV development. We'll also explore AI rollout in automotive organisations from product inception to product release.

- Explore the SDV architecture landscape and hear lessons learned from OEM SDV rollouts.
- Discover the AI roadmap and how AI technology is impacting the automotive value chain, from product inception to product release.
- Gain insight into commonalities and differences between OEM developments in SDVs.
- Understand the different architectures, where OEMs see developments going, and what challenges they perceive ahead.
- Discuss how OEMs are looking at the transition to SDVs in the next 2-3 years.
- Assess the challenges faced by US and European OEMs in developing SDVs, and where have Chinese manufacturers overcome these challenges to lead the SDV market?
- With the focus shifting to increasing AI implementation across the automotive value chain – where should you integrate artificial intelligence into your systems and processes for vehicle development phases?
- Where should you integrate AI into your systems and process' to adopt AI as an organization?

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

Panelists:
Ahsan Qamar, Senior Manager - Systems Engineering Integration & Test, Software Defined Vehicle Platform, **Ford Motor Company**
Augustin Friedel, Senior Manager, **MHP - A Porsche Company**
Question & Answer Session

10:00

LEARN HOW TO SPEED UP PRODUCT DEVELOPMENT AND DELIVERY USING AI AND NEW TECHNOLOGIES

KEYNOTE PRESENTATION

Maximizing efficiency is a key driver for OEM's and Tier-1s, and the effective implementation of AI tools can assist in optimizing processes to achieve this.

Join this presentation to discuss whether there are applications of AI tools that can help optimize existing process' to increase efficiency. Discuss whether there are applications of AI that enable products to be developed better and if so – what methodology and what specific tools can you utilize to do so? How can you find the right tool to address the right problem? How can you understand the benefit of implementing an AI tool and its impact on saving money and time? Attend this expert-led presentation to find out.

Claudio Fernandes, Director of Engineering, **Hitachi Astemo**

Question & Answer Session

10:30

MORNING NETWORKING BREAK

AI IN AUTOMOTIVE TRACK

11:10

SHOWCASING THE USE OF GENERATIVE AI IN PROTOTYPE DESIGN & MANUFACTURING

HOW GENERATIVE AI IS TRANSFORMING VEHICLE DESIGN

- From ideation to concept design: Learn how to generate new designs for vehicles using artificial intelligence.
- Explore the use of AI in prototype design and manufacturing.
- Hear what kinds of Generative AI models are being used to produce feasible working designs and prototypes.
- Find out how to use artificial intelligence to improve the speed and creativity of vehicle design.

Sudeep Chavare, Vehicle Optimization Lead - Machine Learning, **General Motors**

Question & Answer Session

11:50

SUCCESSFULLY IMPLEMENTING AI IN MANUFACTURING TO MAKE DECISIONS FASTER & EXPEDITE PRODUCT DEPLOYMENT

PRESENTATION

- Discover how to use AI to make decisions and develop products more quickly for customers
- Hear how to integrate different data types into artificial intelligence models to inform manufacturing.
- Understand how to use data analysis to maximize quality and minimize defects in manufacturing.
- Learn how AI can help speed up production and validation.

Gbenga Ladapo, Data Scientist, **Ford Motor Company**

Question & Answer Session

12:20

EXPLORE HOW AI CAN BE USED IN CHASSIS ENGINEERING

PRESENTATION

- Get an update on the current state of the automotive chassis industry.
- Understand the OEM's pain points in relation to chassis systems development & learn how AI can help overcome these challenges.
- Learn how business models are changing/will change now and in the future with the integration of AI into chassis systems.

Daniel Vilela, Virtual Development Engineering Group Manager, **General Motors**

Question & Answer Session

1:00

USING GENERATIVE AI MODELS FOR PREDICTIVE MAINTENANCE

PANEL DISCUSSION

In this panel discussion, explore the applications of artificial intelligence and machine learning in predictive maintenance within the automotive industry. Discuss the potential of Generative AI to minimize recalls and enhance review processes, hear what architectures are being used, how the industry is navigating data privacy policies when applying machine learning to predictive maintenance, whether additional sensors are required, compare the cost savings you might achieve in comparison to the upfront investment of AI and more.

Panelists:
Gbenga Ladapo, Data Scientist, **Ford Motor Company**
Aliasghar Arab, Research Professor - AI & Robotics, **New York University**
Ramakrishna Vijaykumar, Product Owner Steer-by-wire, **General Motors**

Question & Answer Session

1:30

NETWORKING LUNCH BREAK

2:30

INTEGRATING GENERATIVE AI FOR VERIFICATION, VALIDATION & TESTING PURPOSES

PRESENTATION

- Learn how to use generative AI to create failure models & design documentation for validation purposes.
- Hear how to use Generative AI to minimize validation time & cost for new model releases.
- Discover how to automate the verification process using Generative AI.

Aliasghar Arab, Research Professor - AI & Robotics, **New York University**

Question & Answer Session

3:00

OVERCOMING COMMON CHALLENGES WITH GENERATIVE AI ADOPTION
PRESENTATION

- Hearing what people are struggling with – what is preventing them from adopting generative AI?
- Hearing what the common situation is – what is the highest potential? What are the hindering factors.
- Outlining how to address and overcome hindering factors preventing generative AI adoption.

Simon Xu, Tech Fellow for Vehicle Optimization & AI ML, **General Motors**

Question & Answer Session

3:30

UPDATE ON ARTIFICIAL INTELLIGENCE TOOLS FOR THE AUTOMOTIVE INDUSTRY
PRESENTATION

- Hear what types of AI tools are available for use in the automotive industry
- Learning from the companies that are currently working on developing AI tools for automotive applications.
- Understanding what automotive applications can AI tools be used for

Baladhurgesh Balagurusamy Paramasivan, Machine Learning Engineer, **Lucid Motors**

Question & Answer Session

4:00

AFTERNOON NETWORKING BREAK

4:30

INTEGRATING GENERATIVE AI INTO YOUR WORKFLOWS TO MAXIMIZE EFFICIENCY ACROSS ENTIRE AUTOMOTIVE VALUE CHAIN
PRESENTATION BY LEADING OEM

- From product inception to release: Learn how to create a scalable and sustainable roadmap to optimize the integration of AI across the whole value chain.
- Hear real world examples & best practices for implementing Generative AI into your automotive workflow & process'.
- Discover which areas of the automotive value chain show the highest potential for AI integration.

James Anthony John, Generative AI & Innovation Leader, **Nissan Motor Corporation**

Question & Answer Session

5:00

AUDIENCE DISCUSSION: DISCOVER HOW TO STREAMLINE THE IMPLEMENTATION OF AI WITHIN YOUR COMPANY CULTURE
DISCUSSION ON BEST PRACTICES TO STREAMLINE BUSINESS-WIDE ADOPTION OF AI TECHNOLOGY

- Teaching your team to trust Generative AI to facilitate digital transformation within your business.
- Addressing and overcoming employee concerns surrounding the usage and deployment of AI: Is it reliable? Is it dangerous?
- Learning what steps, you must take to change your team's mindset to facilitate optimal use of AI.

Question & Answer Session

5:30	**LEARN HOW TO ANALYZE THE IMPACT & ROI OF UTILIZING GENERATIVE AI IN YOUR BUSINESS** **HEAR HOW TO BUILD THE BUSINESS CASE FOR AI INTEGRATION** → Hear what KPIs you must measure to analyze the impact and utilization of Generative AI. → Learn how to establish a baseline to measure the impact of AI on improving efficiency & minimizing costs. → Discover real world examples where AI utilization has improved the quality of results and outputs achieved across the automotive value chain. **Saikiran Divakaruni,** Head of Engineering – Data Science & AI, **ZF Group** **Question & Answer Session**
6:00	**AI IN AUTOMOTIVE CHAIRPERSON'S CLOSING REMARKS**
6:10	**NETWORKING DRINKS RECEPTION**

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AI IN AUTOMOTIVE USA 2025
MAIN DAY 2: THURSDAY OCTOBER 2, 2025

PRESENTATIONS & DISCUSSIONS ON:

- EXPLORING GENERATIVE AI & AUTONOMOUS VEHICLE TECHNOLOGY
- DISCOVERING THE ROLE OF GENERATIVE AI IN PREDICTING & PREVENTING ACCIDENTS IN AUTONOMOUS VEHICLES
- EXPLORING TOP 10 AI CYBERSECURITY VULNERABILITIES IN AUTONOMOUS VEHICLES & HOW TO MITIGATE THEM
- HEARING HOW SYNTHETIC DATA IS USED IN AUTONOMOUS VEHICLE DESIGN
- LEARNING HOW DO EXPERTS ENVISION AGENTIC AI OPERATING IN THE AUTOMOTIVE INDUSTRY
- UNCOVERING HOW INTEGRATING AI INTO SMART VEHICLES ENABLES OPTIMIZED PERFORMANCE OF COMPLEX TASKS TO MAKE INTELLIGENT DECISIONS IN REAL TIME

08:00 — **REGISTRATION & COFFEE**

08:50 — **CHAIRPERSONS' OPENING REMARKS**

Partha Goswami, Principal, **PG Mobility Analysis**

09:00 — **LEARN HOW TO ARCHITECT THE OVERALL SYSTEM TO ADD AI CAPABILITY FROM A HARDWARE & SOFTWARE STANDPOINT**

KEYNOTE PRESENTATION

To make sure your vehicle is set up to fully integrate AI into its systems, it's important to make sure you architect the overall system to enable AI capability from both a hardware and software perspective. Join this expert-led session to explore the specific capabilities required to implement AI in vehicle system architecture and identify the areas where OEMs need the most support to achieve this. Discover what compute power is required for AI-enabled systems in order to architect the overall system correctly and examine the infrastructure needed from an OEM perspective to seamlessly integrate AI into your vehicles.

Question & Answer Session

09:30 — **UNLOCK THE NEXT-GENERATION OF CUSTOMER EXPERIENCE USING ARTIFICIAL INTELLIGENCE**

USE CASE PRESENTATION & SUBSEQUENT DISCUSSION

- Discuss how to evaluate whether utilizing generative AI to improve customer experience is the right fit for your customers.
- Learn how to use Generative AI to improve customer experience and more deeply engage your customer base.
- Explore AI for in-vehicle experiences: personalized AI-driven infotainment, voice assistants, and predictive user experiences.
- Unlock the next-generation customer experiences through vertical integration.

Arsalan Hafiz, Cloud AI Data Engineer & Strategy, **Ford Motor Company**

Question & Answer Session

10:00 — **MORNING COFFEE BREAK**

AI IN AUTOMOTIVE TRACK

10:40

GENERATIVE AI & AUTONOMOUS VEHICLE TECHNOLOGY
HOW IS AI BEING USED & WHAT IS THE FUTURE OF AI IN AUTONOMOUS VEHICLE TECHNOLOGY?

- Discover how Generative AI is being used in ADAS/Driver assist technologies.
- Using machine learning for image recognition in autonomous vehicles – what sensors & hardware do you need?
- Utilizing AI to improve fusion between sensors and perception models to optimize autonomous vehicle design.

Christopher Plachetka, AI Engineer/ Software Architect at ADMT by Volkswagen Commercial Vehicles, **Volkswagen**

Question & Answer Session

11:20

UNDERSTAND THE ROLE OF GENERATIVE AI IN PREDICTING & PREVENTING ACCIDENTS IN AUTONOMOUS VEHICLES
PRESENTATION

- Find out how to design vehicle architecture to predict & prevent accidents in autonomous vehicles.
- Learn how Generative AI can be used to make real time decisions based on road conditions, traffic patterns and unexpected obstacles.
- Hear how to use data to design safety features in vehicles to safeguard passengers.

Lakshmi Prasad Bhatta, Manager of CAE – Detroit MRV, **Mahindra Automotive North America**

Question & Answer Session

11:50

EXPLORE TOP TEN AI CYBERSECURITY VULNERABILITIES IN AUTONOMOUS VEHICLES & HOW TO MITIGATE THEM
PANEL DISCUSSION TO BUILD STRATEGIES TO MITIGATE AGAINST POTENTIAL THREATS

- Learning how to prevent privacy violations & intellectual property breaches when interacting with large language models.
- Creating policies, frameworks and standards for data governance to securely collect & utilize customer data in autonomous vehicles.
- Discover whether there are regulation standards for the use of Generative AI in autonomous vehicles.
- Mitigating the risks of prompting injections in code and data and model poisoning.

Hemanth Tadepalli, Cybersecurity & Compliance SME, **May Mobility**

Question & Answer Session

12:30

NETWORKING LUNCH BREAK

1:40

USE CASE PRESENTATION: USING SYNTHETIC DATA IN AUTONOMOUS VEHICLE DESIGN
RESEARCH-LED PRESENTATION

In this session, we'll explore the role of synthetic data in the development and training of autonomous vehicle systems. Synthetic data can be used to accelerate testing, improve safety, and enhance system performance; however, the risk of generating misleading or incorrect data is a critical concern. How can we ensure that AI-generated synthetic data is safe and reliable for training self-driving systems?

Attendees will gain a deeper understanding of how synthetic data generation is shaping the future of autonomous vehicle design, as well as the associated risks and strategies for mitigating them.

Nilay Pande, Machine Learning Engineer, **Waymo**

Question & Answer Session

2:10

HOW DO EXPERTS ENVISION AGENTIC AI OPERATING IN THE AUTOMOTIVE INDUSTRY?
PRESENTATION

- Exploring the use of agentic AI in autonomous vehicles: How is it being used to enhance self-driving capabilities, make real time decisions based on road conditions, traffic patterns or unexpected obstacles?
- How can agentic AI be used in predictive maintenance?
- Agentic AI applications for fleet optimization, route optimization, fuel efficiency & enhancing vehicle performance.
- How can agentic AI detecting and mitigating potential cyber threats?

Question & Answer Session

2:40

UNCOVERING HOW INTEGRATING AI IN TO SMART VEHICLES ENABLES OPTIMIZED PERFORMANCE OF COMPLEX TASKS TO MAKE INTELLIGENT DECISIONS IN REAL TIME
VIRTUAL PRESENTATION

The automotive industry is undergoing a transformation with the integration of artificial intelligence and the internet of things, often referred to as "AIoT-ization." This convergence enables vehicles to perform complex tasks and make intelligent decisions in real time, particularly in safety-critical applications and personalized user experiences.

Beyond the vehicles themselves, AI is being used in vehicle manufacturing and across the automotive enterprise to enhance productivity and accelerate time to market. Additionally, generative AI is rapidly expanding despite still being in the early stages. Other types of AI gaining traction in the auto sector include computer vision, machine learning and natural language processing.

Beatriz Minamy, Principal Analyst, **S&P Global**

Question & Answer Session

3:10

AFTERNOON NETWORKING BREAK

3:40

CLOUD-BASED DEVELOPMENT FOR VIRTUAL ECUs & CHIPSETS
VIRTUAL CHIPS TO ENABLE EFFICIENT PRODUCTION PROGRAMS & INCREASE SPEED TO MARKET

Silicon providers are releasing virtual chipsets, allowing organizations to start their production programs earlier, and increasing speed to market for their customers' products.

Hear from a leading supplier on the reality of virtual chipsets, ECUs, and digital twins, and understand the real impact they can have on costs, product speed to market, and fleet management.

Question & Answer Session

4:00

COMPARING LLMS & THEIR AUTOMOTIVE APPLICATIONS: SPOTLIGHT ON DEEPSEEK, CHATGPT, GEMINI & MORE
CLOSING PANEL DISCUSSION

- Compare different types of LLMs from a security, cost-saving & data collection standpoint.
- Discover how to test data quality generated by different types of LLMs.
- Hear how to use LLMS to automate automotive process.
- Understand what the cost of training LLMs is.
- Learn how to leverage large language models to go over internal documentation.

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

Panelists:
Sudeep Chavare, Vehicle Optimization Lead - Machine Learning, **General Motors**
Saikiran Divakaruni, Head of Engineering – Data Science & AI, **ZF Group**

Question & Answer Session

4:30	**THE FUTURE OF SDV & AI: WHAT ARE THE NEXT STEPS FOR SDV DEVELOPMENT & AI APPLICATIONS** **DISCUSS THE FUTURE DIRECTION OF AI & SDV SOFTWARE & ARCHITECTURE** Discuss with your peers where AI & SDV architecture and software might develop in the next 10 years, and what customers will be looking for in the future. Hear from silicon semiconductor providers where they want to see developments in chips and compute power to execute the next generation of SDV architecture and AI tools and applications.
4:50	**CHAIRPERSON'S CLOSING REMARKS & END OF AI IN AUTOMOTIVE USA 2025**

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ENQUIRE@AUTOMOTIVE-IQ.COM

PHONE:
+1 212 973 1042

Get in touch with the Automotive IQ team today to secure your place at AI in Automotive USA 2025. We look forward to welcoming you to the event in Michigan!

Rakshith Ganesh
Delegate Acquisition Director
Automotive IQ

Illia Grodzynskyi
Team Leader Business Development
Automotive IQ

PARTNERSHIP OPPORTUNITIES AT AI IN AUTOMOTIVE USA 2025

- **Demonstrate your thought leadership:** Speaking at the event will allow you to demonstrate your expertise and market knowledge to an engaged audience of senior-level decision makers.
- **Position your brand as an industry leader:** Commitment to the industry and this world-leading event demonstrates your capability as a global player and an expert in your field. Face-to-face contact develops client loyalty as well as cementing your position as an industry player.
- **Generate new sales leads:** This event puts your company in front of key decision makers from companies with a budget to spend on your solutions.
- **Launch new products or services:** Showcase your new products and services to a highly engaged audience of 200+ attendees – from leading OEMs and Tier 1s.

Our experienced team can also help you create a curated package guaranteed to help you meet your business development objectives. Whether you want to focus on thought leadership, networking, branding or 1:1 commercial meetings, we have the format to enable you to meet your goals.

Richard Brookes
Sales Director
Automotive IQ

AI IN AUTOMOTIVE USA

September 30 - October 2, 2025

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STANDARD RATE	Super Early Bird Rates ends July 11, 2025	Early Bird Rates ends August 1, 2025	Final Discounts ends September 5, 2025	Full Rates from September 6, 2025
2 Day Pass (Oct 1 & 2) Single track access (AI)	$2895 Save 300USD	$2995 Save 200USD	$3095 Save 100USD	$3195
3 Day Pass (Sep 30 – Oct 2) Single track access (AI)	$3695 Save 300USD	$3795 Save 200USD	$3895 Save 100USD	$3995

VEHICLE MANUFACTURER RATE	Super Early Bird Rates ends July 11, 2025	Early Bird Rates ends August 1, 2025	Final Discounts ends September 5, 2025	Full Rates from September 6, 2025
2 Day Pass (Oct 1 & 2) Single track access (AI)	$1595 Save 300USD	$1695 Save 200USD	$1795 Save 100USD	$1895
3 Day Pass (Sep 30 – Oct 2) Single track access (AI)	$2095 Save 300USD	$2195 Save 200USD	$2295 Save 100USD	$2395

BOLT-ON

Access All Areas
Interested in also attending the SDV track taking place concurrently with the AI in Automotive track?
Gain access to both SDV and AI in Automotive tracks when you buy an all-access bolt-on.
Mix & match sessions and receive presentation materials from both tracks.
The bolt-on is only available when a 2 or 3-day pass is purchased

Upgrade for $500

Please note: All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer. Deadlines for payment can be found on the event website.

TERMS AND CONDITIONS

Please read the information listed below as each booking is subject to IQPC Ltd standard terms and conditions.

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You may substitute delegates at any time by providing reasonable advance notice to IQPC. For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.

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