

UX/CX AUTOMOTIVE 2026

22nd - 23rd April, 2026 • Hilton Munich City, Germany

EUROPE'S ONLY CONFERENCE UNITING AUTOMOTIVE INDUSTRY LEADERS, TECH INNOVATORS, AND CX & UX EXPERTS

LEVERAGE OPPORTUNITIES TO BUILD BRAND LOYALTY & BE PROFITABLE WHILE APPEALING TO CUSTOMERS

HEAR FROM MAJOR AUTOMOTIVE BRANDS & KEY STAKEHOLDERS, INCLUDING:



Aymen Ismail
Customer Services
Director
smart Europe



Xiaotong Hu
Intelligent Cockpit
Product Expert
Xpeng



Patrice Reilhac
Research &
Innovation Director,
Brain Division
Valeo



Lisa Tiralongo
UX/UI Designer
**Changan
Automobile**



Benedicte Le Nindre
UX/UI Strategy
Director
Renault Group

TWO CONFERENCE TRACKS

TRACK 1:

IN-VEHICLE EXPERIENCES,
CONNECTIVITY & ENTERTAINMENT

TRACK 2:

PRE-PURCHASE & PURCHASE
CUSTOMER JOURNEY

#UXCXAUTO

Visit Site

Register to Attend

Contact

WELCOME TO UX/CX IN AUTOMOTIVE 2026

The automotive industry is undergoing a seismic shift; Vehicles are no longer just being used to go from point A to point B. Rather, **vehicles are becoming digital products that are connected to customer's lives through applications, making them disruptive, digital moving platforms.**

Customer experience is no longer confined to the vehicle itself.

Today, **cars are connected, intelligent, and seamlessly integrated into the customer's daily life.** Underlying all of this is the Software-Defined Vehicle (SDV), central to the evolving landscape. And with AI technology becoming mainstream, automotive companies now have the opportunity to get outside the car and be a part of people's lives.

Optimising business models, e-commerce, and **customer experiences is crucial right now, with brand experience influencing both the pre-purchase and purchase stages in the customer's vehicle ownership journey.** Equally, traditional car ownership models are giving way to new mobility approaches, where **the vehicle user isn't always the 'customer'**. This is also pushing automakers to

explore revenue streams beyond selling vehicles.

In this evolving ecosystem, carmakers must find innovative ways to add value, enabling users to interact with their vehicles through smartphones, IoT home appliances, and companion apps – creating a harmonious relationship between car and customer. **In-car entertainment is becoming increasingly important.**

UX/CX in Automotive 2026 will ultimately help automotive companies **to identify and leverage opportunities to build brand loyalty, be profitable as organisations, while appealing to customers.**

Join your peers this April as we unite industry leaders, tech innovators, and CX and UX experts to chart the path forward and redefine both customer and user experiences.



Kiera Jansen
Project Lead
Automotive IQ

"Very good for networking. Very nice to see high participation of OEMs. Nice event where we could meet the major actors in the field. Content was clear and interesting."

Head of Technical Planning , Toyota Motor Europe



#UXCXAUTO

Visit Site

Register to Attend

Contact

WHY ATTEND #UXCXAUTO NOW?



The automotive industry is undergoing a seismic shift

Vehicles are no longer just being used to go from point A to point B. Rather, vehicles are becoming digital products that are connected to customers' lives through applications, making them disruptive, digital moving platforms. Customer experience is no longer confined to the vehicle itself.



Brand experience is more influential than ever before

Optimising business models, e-commerce, and customer experiences is crucial right now, with brand experience influencing both the pre-purchase and purchase stages in the customer's vehicle ownership journey. Equally, traditional car ownership models are giving way to new mobility approaches, where the vehicle user isn't always the 'customer'.



Seamless integration into the customer's daily life

Today, cars are connected, intelligent, and seamlessly integrated into the customer's daily life. Underlying all of this is the Software-Defined Vehicle (SDV), central to the evolving landscape. And with AI technology becoming mainstream, automotive companies now have the opportunity to get outside the car and be a part of people's lives.



Automakers are exploring new revenue streams

This is also pushing automakers to explore revenue streams beyond selling vehicles. In this evolving ecosystem, carmakers must find innovative ways to add value, enabling users to interact with their vehicles through smartphones, IoT home appliances, and companion apps – creating a harmonious relationship between car and customer.



#UXCXAUTO

[Visit Site](#)

[Register to Attend](#)

[Contact](#)

WHO ATTENDS

CUSTOMER EXPERIENCE

- Customer Experience
- Customer Solutions
- Customer Programs
- Customer Interactions
- Customer Support

DEALERSHIPS & SALES

- Retail Innovation
- E-commerce
- Customer Relations
- Customer Journey
- Customer Success

IN-VEHICLE EXPERIENCE & CONNECTIVITY

- User Experience
- User Interface
- Human Machine Interface
- Vehicle Experience
- Gamification

DATA & ANALYTICS

- Customer Data
- Customer Analytics
- User Insight
- Data Strategy
- Personalisation

MARKETING & BRAND

- Enterprise CX
- Digital Operations & Platforms
- Customer & Brand Loyalty
- Creative Design
- Business Transformation

JOB TITLES

KEY TOPICS

TWO CONFERENCE TRACKS

TRACK 1: IN-VEHICLE EXPERIENCES, CONNECTIVITY & ENTERTAINMENT

- Current & emerging AI technologies to reshape automotive CX & UX
- Tailoring products & UX to appeal to global customer needs
- Capturing and integrating customer feedback to refine & improve product offerings
- AI applications to improve safety & convenience for the user

- Connecting customers to dealerships
- Developing robust online strategies that align with the customer
- Generating emotion responses from customers
- Collaboration between OEMs and dealerships for a seamless customer experience

- Business models to profitably leverage connectivity and entertainment
- Optimising HMI for improved UX & leveraging gamification for personalisation
- Embedding the car into customers' daily lives
- Partnerships & personalisation for in-vehicle entertainment

TRACK 2: PRE-PURCHASE & PURCHASE CUSTOMER JOURNEY

- Aligning customer insights with brand, product, and manufacturing strategies
- Utilising customer data for improved in-vehicle experiences, personalisation, and automation
- Creating insight-driven moments using customer data
- Data security & privacy for AI tools gathering & learning from customer behaviour

- Regional customer behaviours & differences between Europe, North America, and China
- Adjusting to customer needs of mass market vs luxury OEMs
- Engaging customers to strengthen relationships & brand loyalty
- Aligning customer insights with brand & manufacturing strategies

#UXXAUTO

Visit Site

Register to Attend

Contact

PREVIEW USER & CUSTOMER EXPERIENCE THOUGHT-LEADERS AT THE 2026 CONFERENCE



Benedicte Le Nindre
UX/UI Strategy Director
Renault Group



Aymen Ismail
Customer Services
Director
smart Europe



Patrice Reilhac
Research & Innovation
Director, Brain Division
Valeo



Vanessa Tobisch
Senior UX Researcher
CARIAD



Stephanie Booth
previously Head of EMEA
Revenue Operations
ex-Tesla



Peter Rössger
Founder & CEO
Beyond HMI



Olha Kotsar
HMI Lead
Automobili Pininfarina



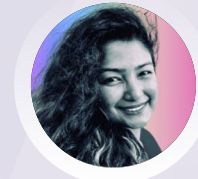
Lisa Tiralongo
UX/UI Designer
Changan Automobile



Florian Rohde
Managing Partner
iProcess



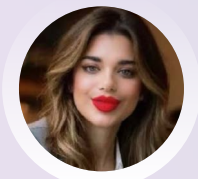
Felice Fortino
Independent Designer
AIRQUEST



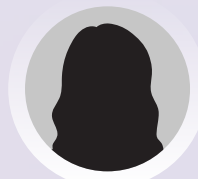
Manali Ratnaparkhi
Senior Automotive UX &
HMI Designer
Harman International



Pol Guix Estrada
UX Product Quality
SEAT S.A.



Hala Shandi
UX Research &
Test Engineer
Nissan North America



Irene Garcia Olayo
Customer Satisfaction
Strategy & Steering
SEAT S.A.



Guang Yang
Advanced UX Designer
**diconium (subsidiary of
Volkswagen Group)**



Thomas Lennartz,
Head of Vehicle Concepts
& HMI,
IKA RWTH Aachen



Xiaotong Hu
Intelligent Cockpit Product
Expert
Xpeng



Florent Dueme
Senior Engineer
Xpeng

#UXCAUTO

Visit Site

Register to Attend

Contact

MAIN DAY ONE: WEDNESDAY 22ND APRIL 2026

KEYNOTE PRESENTATIONS, DISCUSSIONS & DEDICATED STREAMS ON

- › EXPLORE PRACTICAL CHANGE MANAGEMENT METHODOLOGIES & FRAMEWORKS
- › **BALANCE PROFITABILITY WHILE APPEALING TO THE CUSTOMER: STRATEGIES FOR SUSTAINABLE GROWTH**
- › UNDERSTAND REGIONAL CONSUMER BEHAVIOURS & DIFFERENCES BETWEEN EUROPEAN, NORTH AMERICAN AND CHINESE CUSTOMERS & USERS:
- › LEARN HOW TO TAILOR PRODUCTS & USER EXPERIENCES TO APPEAL TO DIVERSE, GLOBAL CONSUMER NEEDS
- › EXAMINE HOW THE LUXURY TRADITIONAL OEM IS ADJUSTING TO CUSTOMER NEEDS VS. THE MASS MARKET OEM

08:00	REGISTRATION & REFRESHMENTS
09:00	AUTOMOTIVE IQ WELCOME REMARKS Kiera Jansen, Senior Conference Producer, Automotive IQ
09:05	CHAIRPERSON'S OPENING REMARKS
09:10	FROM FEATURES TO FEELINGS: AVOIDING THE HOTEL CALIFORNIA MOMENT IN AUTOMOTIVE INNOVATION KEYNOTE PRESENTATION Technology industries invest billions in new technologies, yet too often, vehicles roll off the line that are technically sophisticated but fail to deliver real value for drivers and passengers. The result? Frustration, missed opportunities, and experiences that fall short of expectations. In this keynote, Dr. Peter Rössger explores what it truly means to create value with technology: value that is human-centred, experience-driven, and meaningful. You'll discover why so many automotive projects risk getting trapped in the Hotel California Moment, a costly detour where innovation dazzles but doesn't serve the user and how to successfully avoid it. Through vivid stories and concrete examples—ranging from the sun-soaked highways of the US West Coast to the cosy corners of an Irish pub in Germany—Dr. Rössger demonstrates how aligning CX and UX decisions with human needs leads to better technologies, stronger brands, and a safer, more enjoyable experience. <ul style="list-style-type: none">› Understand why advanced technology is not enough, and how CX/UX turns features into real value.› Explore how to avoid the "Hotel California Moment" in automotive innovation.› Hear practical insights into designing human-centred, future-proof user experiences. Peter Rössger, Founder & CEO, Beyond HMI Question & Answer Session
09:50	BALANCE PROFITABILITY FOR YOUR ORGANISATION WHILE APPEALING TO THE CUSTOMER: STRATEGIES FOR SUSTAINABLE GROWTH This session will explore strategies for maintaining profitability whilst staying aligned with evolving customer expectations. We will discuss how to strike the right balance between business success and delivering exceptional value to customers. <ul style="list-style-type: none">› Customer-centric profit strategies: Identify ways to enhance customer value while driving revenue through personalised services, subscriptions, and innovative business models.› Efficient innovation: Explore how leveraging AI, automation, and data insights can optimise operations, reduce costs, and enhance product offerings.› Long-term sustainability: Discuss strategies for balancing short-term gains with long-term customer loyalty and brand equity, ensuring lasting success. Aymen Ismail, Customer Services Director & Executive Board Member, smart Europe Question & Answer Session

#UXXAUTO

Visit Site

Register to Attend

Contact

10:30

CHANGE MANAGEMENT METHODOLOGIES**HOW TO GET YOUR PEOPLE & TEAMS TO UNDERSTAND WHY THEY NEED TO CHANGE & OPERATE IN A WAY THEY HAVE NOT DONE BEFORE**

This session will focus on applying change management methodologies to help teams understand and embrace new ways of operating. We will explore how to guide people through the transition, foster adaptability, and build a culture of continuous improvement.

- › The “Why” behind change: Strategies to clearly communicate the reasons for change and how it aligns with organisational goals and customer value.
- › Practical change management frameworks: Explore proven methodologies to structure and guide the change process.
- › Overcoming resistance: Tactics for addressing concerns, building trust, and creating advocates for change within teams and leadership.

To secure this strategic speaking slot, please contact partner@automotive-iq.com

Question & Answer Session

11:00

MORNING BREAK AND NETWORKING WITH EVENT PARTNERS IN THE EXHIBITION AREA**MARKET SEGMENTATION & PERSONALISATION****ADAPT TO DIFFERENT MARKETS & DIFFERENT CUSTOMER PROFILES, AND BETTER DESIGN FUTURE STRATEGIES FOR PRODUCT DEVELOPMENT**

11:30

EXPLORE AUTOMOTIVE UX DESIGN AT RENAULT GROUP

- › Explore the full scope: from not only digital but full automotive features.
- › Understand the process, from upstream to specification.
- › Examine applications from branding, features, and vehicles.

Benedicte Le Nindre, UX/UI Strategy Director, [Renault Group](#)

Question & Answer Session

12:00

UNDERSTAND REGIONAL CONSUMER BEHAVIOURS & DIFFERENCES BETWEEN EUROPEAN, NORTH AMERICAN AND CHINESE CUSTOMERS & USERS**CASE STUDY COMPARING GLOBAL AUTOMOTIVE MARKETS**

This case study examines the varying consumer behaviours across the European, Chinese, and North American automotive markets and explores how these differences impact product design, marketing strategies, and customer experiences. By analysing these regional preferences, we'll highlight the challenges and opportunities automakers face in adapting to local markets.

- › “Glocalisation” – maintaining a global strategy while adapting to regional preference.
- › Explore the impact of digital ecosystems and connectivity on customer expectations across regions, focusing on how they shape consumer preferences and behaviours.
- › Addressing challenges with the varying adoption of connected car features, where privacy concerns and regulations e.g. GDPR limit digital integration, while China embraces more flexible ecosystems.
- › Discuss how emerging technologies, such as electric vehicles (EVs) and software-defined vehicles, will shape global consumer expectations.
- › Automakers must adapt to regional shifts to meet the demands of tech-savvy, eco-conscious, and digitally connected consumers.

Guang Yang, Advanced UX Designer, [diconium \(subsidiary of Volkswagen Group\)](#)

Question & Answer Session

#UXXAUTO

Visit Site

Register to Attend

Contact

12:30

EXAMINE HOW THE LUXURY TRADITIONAL OEM IS ADJUSTING TO CUSTOMER NEEDS VS. THE MASS MARKET OEM**PRESENTATION**

Compare how different customer needs from the luxury and mass-market segments impact product development, personalisation, and marketing strategies.

- › Evolving demographics in luxury vehicles: How luxury OEMs are adjusting product offerings and customer engagement strategies to cater to a younger, more diverse demographic.
- › Exploring the contrasting needs of luxury vs. mass-market buyers in terms of technology, design, and customer experience.
- › How both luxury and mass-market brands are leveraging digital tools and personalised marketing to reach their target customers.
- › How price sensitivity in the mass market influences vehicle features, while luxury buyers prioritise exclusivity, performance, and status

Lisa Tiralongo, UX/UI Designer, [Changan Automobile](#)

Question & Answer Session

13:00

LUNCH BREAK AND NETWORKING WITH EVENT PARTNERS IN THE EXHIBITION AREA

14:00

IN-VEHICLE AR GAMES USING ADAS TECHNOLOGY**LATEST INNOVATIONS UNLOCKING NEW VALUE OUT OF EXISTING HW/SW**

Patrice Reilhac, Research & Innovation Director, Brain Division, [Valeo](#)

Question & Answer Session

14:25

OPTIMISING HMI TO IMPROVE CUSTOMER EXPERIENCE

This session will examine how Human-Machine Interaction (HMI) is evolving into a critical enabler of differentiated customer experience in the automotive sector. With the shift towards AI-powered, connected, and software-defined vehicles, HMI has become more than just an interface—it is a bridge between customers and their increasingly intelligent cars. Attendees will gain insights into how intuitive, multimodal interfaces—combining voice, gesture control, contextual AI, and predictive systems—are transforming the in-vehicle experience.

- › Designing adaptive HMI systems that cater to diverse user needs, from tech-savvy drivers to older generations.
- › Leveraging behavioural data and AI to create proactive, personalised in-vehicle environments.
- › Enhancing safety and reducing driver cognitive load through smart, seamless interaction design.
- › The role of HMI in autonomous vehicles: Reimagining the car interior as a flexible space for work, relaxation, or entertainment.
- › How OEMs can future-proof their HMI strategies while fostering brand loyalty in a fast-changing digital landscape.
- › Personalisation of sound to optimise CX

Olha Kotsar, HMI Lead, [Automobili Pininfarina](#)

Question & Answer Session

14:55

LEVERAGING HMI & GAMIFICATION FOR PERSONALISATION

This session will explore how gamification can be a powerful tool for personalisation, drawing insights from Chinese manufacturers who successfully use game-like elements to deepen customer engagement. We'll discuss how integrating playful, reward-driven interactions can enhance the user experience and foster stronger emotional connections with products.

- › **Gamification as a personalisation engine:** Understand how game mechanics such as rewards, achievements, and progress tracking can create tailored, dynamic experiences.
- › **Lessons from Chinese innovators:** Explore how Chinese manufacturers use gamification to build loyalty, gather behavioural insights, and continuously refine the customer journey.
- › **Designing for engagement & retention:** Learn strategies for thoughtfully embedding gamified elements into products or services to keep users engaged, delighted, and coming back for more.

Manali Ratnaparkhi, Senior Automotive UX & HMI Designer, [Harman International](#)

Question & Answer Session

15:20

AFTERNOON BREAK AND NETWORKING WITH EVENT PARTNERS IN THE EXHIBITION AREA

#UXCXAUTO

Visit Site

Register to Attend

Contact

15:50 UNDERSTAND HOW OEM COMPANIES ARE APPROACHING CUSTOMER EXPERIENCE FROM PRE-PURCHASE TO PURCHASE & CONNECTING CUSTOMERS TO DEALERSHIPS

PANEL DISCUSSION

Panellist:

Felice Fortino, Independent Automotive UX/HMI Designer & Creative Technologist, [AIRQUEST](#)

Question & Answer Session

16:20 *What are the emotional moments in a purchase or ownership experience that trigger loyalty and motivates the buyer to share brand affinity with their network?*

LEARN HOW TO GENERATE AN EMOTIONAL RESPONSE FROM CUSTOMERS DURING A PURCHASE JOURNEY THAT BUILDS BRAND LOYALTY

This session will focus on how to emotionally engage customers and create moments that inspire brand loyalty. We'll discuss strategies for aligning online purchasing experiences with customer expectations and share insights on navigating the complexities of predefined customer criteria.

- ▶ **Emotional engagement at key moments:** Identify the emotional touchpoints in the purchase and ownership journey that build loyalty and encourage customers to share their positive experiences.
- ▶ **Aligning online strategies with customer expectations:** Explore how to fine-tune your online buying strategies to ensure they match customer preferences, overcoming blockers and meeting predefined buying criteria.
- ▶ **Connecting online and offline experiences:** Learn how to create a seamless transition from the online experience to the dealership, ensuring the customer feels the same level of personalisation and engagement throughout their journey.

Stephanie Booth, Head of EMEA Revenue Operations, [ex-Tesla](#)

Question & Answer Session

16:50 FROM SEAMLESS INTEGRATION & CROSS-PLATFORM PERSONALISATION: THE NEXT FRONTIER IN AUTOMOTIVE CX

PANEL DISCUSSION

As vehicles evolve from transportation tools into smart, connected living spaces, the demand for seamless integration across vehicle systems, third-party apps, and personal user profiles is growing. This session will explore how automotive brands can break down internal silos and create frictionless experiences within the car and beyond. From multi-brand user profiles to cross-platform content continuity, discover the future of automotive as an integrated lifestyle platform.

- ▶ **Seamlessly connecting in-car systems:** Moving beyond fragmented menus towards integrated, user-centric experiences.
- ▶ **Cross-platform personalisation:** How driver profiles could transcend brands, enabling familiar setups across shared, rental, or new vehicles. Smart ecosystem integration: Linking the vehicle with third-party apps and services such as streaming platforms, smart homes, and e-commerce (e.g., pre-ordering coffee or continuing playlists from home to car).
- ▶ **Learning from China and Tesla:** How digital-first players drive innovation in entertainment features, battery-as-a-service, and adaptive software updates.
- ▶ **Overcoming legacy challenges:** Addressing supplier fragmentation, traditional contracts, and internal resistance to unlock true integration. The future of data ownership: Who controls cross-brand personalisation data, and what role will tech giants play?

Panellist:

Xiaotong Hu, Intelligent Cockpit Product Expert, [Xpeng](#)

Question & Answer Session

17:20 CHAIRPERSON'S CLOSING REMARKS

17:30 NETWORKING DRINKS RECEPTION



MAIN DAY TWO: THURSDAY 23RD APRIL 2026

KEYNOTE PRESENTATIONS, DISCUSSIONS & DEDICATED STREAMS ON:

- HOW AUTOMOTIVE COMPANIES ARE ALIGNING CUSTOMER INSIGHTS WITH THEIR BRAND & MANUFACTURING STRATEGIES
- HOW TO DELIVER THE BEST USER EXPERIENCE WITHOUT OVERLOOKING REGULATIONS
- THE FUTURE OF CX - UNLOCKING THE POWER OF DATA TO CREATE PERSONALISED, LOYALTY-DRIVEN EXPERIENCES
- LEARN HOW TO UTILISE CUSTOMER DATA TO DELIVER BETTER IN-CAR EXPERIENCES, BETTER PERSONALISATION AND IMPROVED AUTOMATION
- PRIVACY BY DESIGN: EARN CUSTOMER TRUST THROUGH TRANSPARENT, VALUE-DRIVEN DATA EXPERIENCES
- TURN DATA INTO DELIGHT: LEARN HOW TO CREATE MAGICAL CUSTOMER EXPERIENCES THROUGH INSIGHT-DRIVEN MOMENTS
- MOBILITY AS A SERVICE: NAVIGATING OWNERSHIP, SUBSCRIPTION MODELS, AND DATA PRIVACY CHALLENGES
- FUTURE-PROOFING PRODUCT DEVELOPMENT
- THINK OUTSIDE THE BOX: CROSS-INDUSTRY SOLUTIONS TO TRANSFORM AUTOMOTIVE CX
- THE EVOLVING ROLE OF CX IN THE AGE OF ORGANISATIONAL CHANGE AND DIGITAL TRANSFORMATION

08:00

REGISTRATION & REFRESHMENTS

09:00

CHAIRPERSON'S OPENING REMARKS

09:05

EXAMINE THE EFFECT OF AI ON CUSTOMER EXPERIENCE AND INTERACTIONS WITH THE USER

OPENING PANEL

Panellists:

Aymen Ismail, Customer Services Director & Executive Board Member, [smart Europe](#)

Peter Roessger, Founder & CEO, [Beyond HMI](#)

09:40

WHERE DOES IT MAKE SENSE TO IMPLEMENT AI?

The automotive industry is uniquely poised to hit the second generation of AI applicability, largely driven by the profound global social impact of automobiles. To truly make a meaningful impact, the industry must prioritise on being the first to implement this second-gen AI - not merely as a standalone app, but as a transformative application of the technology itself.

This session will explore the applications of second-gen AI and evaluate where it makes the most significant impact to enhance the customer experience.

- Enhancing User Experience: Identify key areas where second-gen AI can elevate the customer journey, from personalised in-car experiences to predictive maintenance and customer service.
- Transformative Impacts on Safety & Convenience: Discuss how second-gen AI can improve safety, convenience, and overall satisfaction by offering features such as autonomous driving, smarter navigation, and real-time assistance.
- Overcoming customer-centric challenges: Explore the hurdles in implementing second-gen AI, including ensuring data privacy, building trust with users, and creating seamless, intuitive experiences that meet customer expectations.

Vanessa Tobisch, Senior UX Researcher, [CARIAD](#)

Question & Answer Session

#UXCXAUTO

Visit Site

Register to Attend

Contact

10:10

FUTURE USE CASES OF AI: IDENTIFYING KEY TECHNOLOGIES FOR TODAY AND TOMORROW**PRESENTATION**

This session will focus on the future use cases of AI in automotive, specifically exploring which technologies are essential for enhancing user and customer experiences today, and which are not yet ready for integration. We'll examine the evolving landscape of AI and how it can reshape automotive UX and CX to meet modern demands.

- Identify AI technologies currently available that can significantly enhance user and customer experiences in vehicles, such as voice assistants, personalised in-car experiences, and predictive maintenance.
- Explore how emerging AI technologies e.g. autonomous driving and advanced personalisation, will revolutionise UX/CX in the automotive industry.
- Discuss AI tools and technologies that are not yet viable for integration, focusing on limitations, safety concerns, and customer adoption hurdles.

Felice Fortino, Independent Automotive UX/HMI Designer & Creative Technologist, [AIRQUEST](#)

Question & Answer Session

10:40

MORNING BREAK AND NETWORKING WITH EVENT PARTNERS IN THE EXHIBITION AREA

11:20

FIND OUT HOW AUTOMOTIVE COMPANIES ARE ALIGNING CUSTOMER INSIGHTS WITH THEIR BRAND & MANUFACTURING STRATEGIES**BRIDGE THE GAP BETWEEN CUSTOMER EXPECTATIONS AND OEM CAPABILITIES**

- **Aligning insights with brand & strategy:** How organisations integrate customer behaviour insights into their overall brand and manufacturing strategies.
- **Addressing the disconnect:** Navigating the gap between customer insights and product development, especially when behaviours differ across markets, demographics, and age groups.
- **Understanding market variations:** How data is used to identify and analyse behaviour differences across various regions, demographics, and age groups.
- **Leveraging data for targeted insights:** How organisations use data to better understand and respond to the needs of different customer segments in diverse markets or countries.

Pol Guix Estrada, UX Product Quality, [SEAT S.A.](#)

Question & Answer Session**LEVERAGING DATA TO GAIN INSIGHT INTO & DELIGHT THE CUSTOMER**

12:00

LEARN HOW TO UTILISE CUSTOMER DATA TO DELIVER BETTER IN-CAR EXPERIENCES, BETTER PERSONALISATION AND IMPROVED AUTOMATION

Florian Rohde, Managing Partner, [iProcess](#)

Question & Answer Session

#UXCXAUTO

Visit Site

Register to Attend

Contact

12:30

TURN DATA INTO DELIGHT: LEARN HOW TO CREATE MAGICAL CUSTOMER EXPERIENCES THROUGH INSIGHT-DRIVEN MOMENTS

This session will explore how owning end-to-end data can be a powerful tool to enhance the buying experience — not in an intrusive way, but by creating personalised, surprise-and-delight moments. We'll discuss how anticipating customer needs and delivering value at the right time can turn a great product into an unforgettable experience.

- › **Harnessing Data Responsibly:** Using customer data ethically to create meaningful, personalised interactions without overstepping privacy boundaries.
- › **Anticipating Customer Needs:** Leveraging AI and predictive analytics to understand and address customer desires, sometimes before they even articulate them.
- › **Creating Moments of Magic:** Designing thoughtful, unexpected touchpoints throughout the buying journey that foster emotional connections and long-term loyalty.

Irene Garcia Olayo, Customer Satisfaction Strategy & Steering, [SEAT S.A.](#)

Question & Answer Session

13:00

LUNCH BREAK AND NETWORKING WITH EVENT PARTNERS IN THE EXHIBITION AREA

14:10

PANEL DISCUSSION: FUTURE-PROOFING PRODUCT DEVELOPMENT

This session will explore how automakers can navigate the challenges of product development in a rapidly changing landscape, focusing on how customer feedback, long-term planning, and agility can work together to shape the future of automotive innovation. We'll dive into the role of sales teams, real-time data, and evolving strategies, with a focus on keeping customers engaged over the long term.

- › **Balancing long-term vision with short-term adaptability:** Explore strategies to maintain a future-focused roadmap while remaining agile in a fast-evolving tech landscape.
- › **Feedback loops and product development:** Discuss the importance of capturing and integrating customer feedback, even when it conflicts with broader brand strategies, to refine and improve future product offerings.
- › **Keeping customers engaged for the long haul:** Learn how manufacturers are innovating to maintain customer loyalty and engagement even after 3, 5, or 10 years of vehicle ownership.
- › **Disruptive strategies from new players:** Examine how flexible automakers like Tesla are reshaping traditional approaches to long-term strategy and product development.
- › **Leveraging real-time data for roadmap refinement:** Understand how real-time customer data can drive smarter, more responsive product roadmaps, ensuring products evolve with customer needs.

Panelist:

Florent Dueme, Senior Engineer, [Xpeng](#)

Question & Answer Session

14:40

FROM INSIGHT TO IMPACT: BRIDGING THE GAP FROM UX THEORY TO INDUSTRY PRACTICE

UX research in industry is a balance between rigor and reality. While academia allows time for deep, theoretical exploration, industry demands speed, clarity, and measurable business impact. This talk explores:

- › **The real-world challenges of applying UX research in industry:** including the shift from academic depth to fast, stakeholder-driven decision-making.
- › **The business value and ROI of UX research:** how early insights reduce costs, improve outcomes, and influence executive decisions.
- › **How to apply UX research across the product lifecycle:** knowing when and where research delivers the most value.
- › **Fast, industry-ready UX methods:** practical techniques that work under tight timelines and resource constraints.

Hala Shandi, UX Research & Test Engineer, [Nissan North America](#)

Question & Answer Session

#UXCAUTO

Visit Site

Register to Attend

Contact

15:10

MOBILITY AS A SERVICE: NAVIGATING OWNERSHIP, SUBSCRIPTION MODELS, AND DATA PRIVACY CHALLENGES

As the automotive industry transitions from traditional ownership models to mobility-as-a-service, this discussion will explore how the industry can adapt to meet evolving customer expectations. From navigating the challenges of shared services and subscription models to addressing data privacy concerns in multi-user environments, we'll delve into how automakers can find solutions to key challenges. With a focus on long-term profitability, affordability, and the complex dynamics of international vehicle transfers, we'll challenge traditional approaches to ownership, connectivity, and customer experience.

- ▶ **Evolving ownership models:** With a shift toward leasing and subscription services, automakers need to understand how to provide personalised experiences for customers who no longer own vehicles outright, ensuring consistent and engaging customer journeys.
- ▶ **Subscription services and data privacy:** Subscription-based models offer new opportunities but raise critical concerns about how data is handled, especially when vehicles are shared among multiple users, creating potential legal and privacy issues.
- ▶ **Transfer and storage of customer profiles:** How can automakers ensure a seamless transfer and secure storage of customer profiles when switching between vehicles, ensuring that personalisation and preferences are preserved across different models and ownership transitions?
- ▶ **Sustainability and long-term CX viability:** How can automakers build personalised subscription models that not only drive long-term profitability but also create lasting, value-driven customer experiences, ensuring customers remain engaged over time?
- ▶ **Affordability, consumer readiness, and personalised CX:** How can automakers ensure their subscription-based services remain affordable and tailored to individual customer preferences, while also encouraging widespread adoption by addressing potential hesitations?

Question & Answer Session

15:30

THE EVOLVING ROLE OF CX IN THE AGE OF ORGANISATIONAL CHANGE AND DIGITAL TRANSFORMATION**CLOSING PANEL DISCUSSION**

Despite advancements in connectivity and digital ecosystems, many automotive brands still face internal silos that hinder a truly unified customer experience (CX). This panel will focus on the organisational readiness required for aligning cross-functional teams—such as product development, marketing, sales, and customer service—to create a seamless CX. The discussion will explore the changing function of CX, how it can evolve to meet the demands of an increasingly digital world, and the strategies automakers must adopt to overcome resistance to change.

- ▶ **Bridging gaps between teams for unified CX:** How can OEMs align product, sales, and service teams effectively to create a seamless, integrated customer experience throughout the entire journey?
- ▶ **Overcoming organisational resistance to change:** How do you address internal resistance to digital transformation and drive cross-departmental collaboration, particularly when change management is key to success?
- ▶ **The evolving role of CX as a function:** How will the function of CX evolve within automotive companies, and what structures, roles, and processes will be necessary for a future-ready organisation?
- ▶ **Data sharing and real-time connectivity:** What strategies should automakers adopt to leverage real-time data sharing and connectivity to meet evolving customer expectations and ensure a consistent, personalised experience?
- ▶ **CX leadership and organisational readiness:** What steps must organisations take to ensure they are ready to lead in CX, and how can they build the internal capabilities required to drive transformation across all customer touchpoints?

Question & Answer Session

16:00

CHAIRPERSON'S CLOSING REMARKS & END OF UX/CX IN AUTOMOTIVE 2026

#UXCXAUTO

Visit Site

Register to Attend

Contact

3 WAYS TO REGISTER

WEB:
[HTTPS://WWW.AUTOMOTIVE-IQ.COM/EVENTS-CX-UX-IN-AUTOMOTIVE/SRSPRICING](https://www.automotive-iq.com/events-cx-ux-in-automotive/srspricing)

EMAIL:
ENQUIRE@IQPC.CO.UK

PHONE:
+44 0 113 521 0042

Get in touch with the Automotive IQ team today to secure your place at UX/CX Automotive 2026. We look forward to welcoming you to the event in Munich!



Rakshith Ganesh
Delegate Acquisition Director
Automotive IQ

enquire@automotive-iq.com
+44 0 113 521 0042



Illia Grodzynski
Team Leader Business Development
Automotive IQ

enquire@automotive-iq.com
+44 0 113 521 0042

PARTNERSHIP OPPORTUNITIES AT UX/CX IN AUTOMOTIVE 2026

In April 2026, we will have the pleasure of hosting the UX/CX in Automotive 2026 conference in Germany.

The conference will provide you with the ideal platform to meet and do business with active buyers, and understand and fulfil OEM technology requirements and near-term purchasing priorities.

Whether you're aiming to expand into new markets, accelerate business growth, strengthen your position as a top-tier technology provider, or stay front-of-mind with your ideal customers, Automotive IQ delivers a powerful platform designed to amplify your message and drive measurable impact.

Get in touch so we can create a tailored package to help you meet your business development objectives for 2026 and beyond.

For more information and to discuss the right opportunity, contact us at partner@automotive-iq.com



Anu Rajan
Partnerships Manager
Automotive IQ

Media Partner

INNOVATION
NEW S NETWORK

#UXCXAUTO

Visit Site

Register to Attend

Contact



22nd - 23rd April 2026
Munich, Germany

To speed up registration, please provide the priority code located on the mailing label or in the box below.

My registration code

TIER-1/2 COMPANIES, DEALERSHIPS & OTHERS		EARLY BIRD DISCOUNT ENDS 27TH FEBRUARY	FINAL DISCOUNT ENDS 20TH MARCH	FULL RATE FROM 21ST MARCH
	2-DAY CONFERENCE PASS	€2999 +19% VAT SAVE 200 EUR	€3099 +19% VAT SAVE 100 EUR	3199 EUR + 19% VAT

VEHICLE MANUFACTURER RATE		EARLY BIRD DISCOUNT ENDS 27TH FEBRUARY	FINAL DISCOUNT ENDS 20TH MARCH	FULL RATE FROM 21ST MARCH
	2-DAY CONFERENCE PASS	€1799 +19% VAT SAVE 200 EUR	€1899 +19% VAT SAVE 100 EUR	€1999 +19% VAT

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.

Payment Terms: Upon completion and return of the registration form full payment is required no later than 5 business days from the date of invoice. Payment of invoices by means other than by credit card, or purchase order (UK Plc and UK government bodies only) will be subject to a \$99 (plus VAT) per delegate processing fee. Payment must be received prior to the conference date. We reserve the right to refuse admission to the conference if payment has not been received.

IQPC Cancellation, Postponement and Substitution Policy:

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.

In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.

In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.

Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference

is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

Discounts: All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by IQPC (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer.