



TRW event "Sensing the Road Ahead" at the Hockenheimring 2014

For four exciting days - **from June 2-5, 2014**, customers from Daimler, BMW group, VW group and international media took part in TRW's Ride & Drive event at the Hockenheimring. The Formula 1 Grand Prix track provided the ideal location for TRW to display its broad range of products and provided an opportunity for visitors to experience TRW's technologies first hand.

The TRW Hockenheimring event was filled with different activities. Customers learned more about TRW technologies by visiting the technology exhibition, attending technical seminars and driving test vehicles with TRW products. They also experienced the thrill of racing on the Grand Prix track via a "race taxi" and guided driving sessions.

Technology Exhibition

The technology exhibition outlined TRW's breadth and depth of product expertise in detail. Technical experts used over 100 information panels to show TRW's portfolio of automotive safety systems and components. TRW's eye-catching acrylic car was again a show-stopper as it not only displayed the company's extensive product range, but its capabilities as a system integrator.

Seminars/Workshops

To provide more in-depth information, seminars were presented to the press and workshops were held for VW. Topics such as "**The Sensor Market**" (presented by Andy Whydell), "**Radar and Camera Systems**" (presented by Sascha Heinrichs-Bartscher) for the press as well as four seminars for VW covering topics such as "Global legislation & Euro NCAP", system architecture, sensor fusion and actuation were held. Customer feedback regarding the seminars was very positive.



Briefing session for all participants at the event



TRW exhibition walk-around with all customers



Seminars and workshops were offered for the press and VW customers



Ride & Drive and featured technologies

Our customers were given the opportunity to experience TRW's technologies first hand in test vehicles on the handling track. For the first time, TRW demonstrated its Emergency Steering Assist system which helps to support the driver in an emergency situation when an evasive steering maneuver is initiated. There was also a deep focus on pedestrian and vehicle Automatic Emergency Braking (AEB) as such technologies become increasingly important in the industry from 2014 onwards.

Featured products and technologies in the demonstration cars:

Braking Systems

- Integrated Brake Control (IBC)
- Electronic Stability Control - Premium Hybrid (EBC-PH)
- EBC 460 integrated with EPB
- EBC 450 with advanced features

Driver Assist Systems

- Emergency Steering Assist
- AC1000 radar
- S-Cam3 - video camera sensor
- Data fusion

Occupant Safety Systems

- Active Control Retractor (ACR2)
- Active Buckle Lifter (ABL) – comfort and safety
- Active Seat Belt Presenter (ASBP)
- Electronic Horn System (EHS)
- Steering Wheel with integrated display

Steering Systems

- Electrically Powered Steering System, Belt Drive (EPS-BD) and Column Drive (EPS-CD)
- Torque Steer Compensation (TSC) and Variable Ratio (VR)



TRW demonstration car area



Pedestrian Recognition



Emergency Steering Assist maneuver



Race taxi & guided driving

Another element of the event was the opportunity to drive on the Hockenheim Grand Prix track with a guided group, or as a co-pilot with a professional driver. The impressive acceleration and the centrifugal forces provided lasting memories. Based on feedback, this was a great experience and all customers seemed more than excited and impressed.

Media Coverage

The event was a great opportunity to show representatives of the European automotive trade press as well as three Japanese journalists product highlights from TRW. In total, 35 journalists attended from eight countries.

A special interest was with the Emergency Steering Assist vehicle as well as other vehicles demonstrating radar and camera technologies. This event continues to build the positive working relationship with editors all over the world.

Follow Up and Feedback

TRW sales, engineering and marketing teams are currently working on follow-up actions. Judging by personal comments, follow-up emails and survey results, TRW earned exceptionally high marks for hosting this event at the Hockenheimring. Customers had the chance to „Sense the Road Ahead“ in a theoretical and practical way, which proved to be a very popular mix with lasting impressions. The result of the overall event was outstanding and the success speaks for itself.



Guided driving tour on the Hockenheimring



Bird view of the race taxi station



Evening BBQ & networking



Race taxi station