“FISITA is in the unique position to guide and provide order to the mobility systems engineering community in this age of unprecedented, inevitable and continual disruption.”

Dan Nicholson, FISITA President and General Motors VP Global Propulsion Systems
Introduction

The 2016 FISITA technical leadership Summit was held in Palo Alto, the heart of California’s Silicon Valley. This region is a strategically important destination as FISITA continues to deliver support for the international mobility systems sector and long term mission to develop safe, sustainable and affordable mobility solutions for the world’s population.

This year’s Summit contained 15 high quality presentations, which provoked excellent dialogue from 120 technical leaders with thought leadership and guidance around what is expected to be historically significant shifts in the mobility systems landscape.

FISITA welcomes the innovators, disruptors and those looking to bring new skills, technologies and different approaches to our sector. And where better than Silicon Valley to send a message to our potential new Honorary Committee members: the door is open for further collaboration and dialogue – FISITA is uniquely placed to bring together existing automotive companies with emerging players.
During the two-day Summit, delegates received presentations from a broad spectrum of respected individuals and organisations, who delivered unique, often provocative, yet consistent messages. These included the rapid shift to incorporate and develop connectivity, autonomy and artificial intelligence to meet the demand for improved safety and comfort and driver assistance features. Messaging also focused on regulatory and self-imposed environmental requirements and meeting expectations of global consumers and their acceptance of mobility services.

This year, a significant innovation to the Summit programme involved FISITA incorporating a “World Café” concept to the agenda, in order to allow more peer-to-peer discussion and creative collaboration around three key questions for which summary answers were agreed collectively by delegates:

**Q1:** The 100 plus year-long journey of the automotive industry is a success story despite significant changes, economical challenges and multiple evolutions. What has made this industry and its products successful?

**A1:** Historically the industry understood what the customer really wanted and provided it for them. Cooperation and competition provided high value to the customer. Vehicles defined customer’s social status and satisfied their fundamental need for mobility.

**Q2:** Based on your own insight and the information shared by the subject matter experts during this Summit, what are the most significant, most disruptive challenges to mobility systems going forward?

**A2:** The challenges fall under the three broad categories of societal needs, complexity and commoditization of mobility. Specific examples within these categories include the talent gap, the speed of change, new competition, maximizing the mobility asset and transportation being used as a service.

**Q3:** How can FISITA take the learnings from this Summit and provide guidance to the world’s engineers to achieve their goals and create solutions which continually push the boundaries of technology and improve society, especially where they relate to mobility, safety and the environment?

**A3:** Developing communication between all those involved in delivering new mobility is paramount. Strong networks and collaboration with regulators will be crucial. Continual support of engineering education initiatives by societies like FISITA is fundamental to the solution.

The direct engagement of more than 100 senior technical executives is unprecedented and delivered a quality debate with important contributions from all attendees. Presentation and World Café discussions were all recorded in real time by graphical artists in order to create lasting visual interpretations demonstrating the flow of thought and brainstorming ideas generated by these detailed and often in-depth discussions.

These key summaries and subsequent actions will be used in the future by FISITA for industry, societal and academic endeavors, including forming important dialogue with regulatory bodies around the world. The outcomes of the Summit will also be used as guidance for the recently formed FISITA Industry Committee.
While specific discussions following the informative and thought provoking presentations are confidential to those that attended, we are pleased to share the slides from a number of Summit sessions with the FISITA community. They are available at: www.fisita-summit.com/2016/presentations

Expert speakers included:

| Perspectives on Sustainable Transportation,  
Stephen Zoepf,  
Executive Director of the Center for Automotive Research at Stanford | Lead and Disrupt: How to Solve the Innovator's Dilemma,  
Prof. Charles O'Reilly,  
Professor of Management, Stanford University |
|---|---|
| If You Find Yourself in a Gold Rush,  
Sell Shovels,  
Michelle Avary,  
VP Automotive Products and Strategy, Aeris | Connecting the World: Facebook's Mission,  
Culture & 10-year Roadmap,  
Doug Frisbie,  
Director of Partnership Marketing, Facebook |
| Autonomous and Ride Sharing,  
Transforming Future Mobility,  
Pamela Fletcher,  
Executive Chief Engineer Autonomous Vehicles and New Technology, General Motors | The ZEV Imperative: Achieving >80% Decarbonization,  
Reuben Sarkar,  
Deputy Assistant Secretary for Transportation, U.S. Department of Energy |
Conclusion

Whether bringing the world’s automotive engineers together for the first time when it was established in 1948, to the collaborative discussions, debates and World Café innovation of this year’s Summit and beyond, FISITA continues to provide a unique platform for the world’s mobility systems sector.

A changing automotive landscape is of course something which FISITA has seen before, but none as significant, exciting and potentially rewarding as the rapid evolution we are currently supporting. Ensuring that the multi-discipline engineers required by the mobility sector of today and into the future is forthcoming, well-supported and given the opportunity to continue to collaborate and work together in a non-competitive environment remains a fundamental principle of FISITA.

FISITA welcomes all companies and organisations to participate in its activities, whether from a traditional ‘auto-maker’ background or a ‘new-service’ provider bringing innovation and diversity to the continued support and delivery of FISITA’s core mission; to develop safe, sustainable and affordable mobility systems to the world’s population.

Dan Nicholson
FISITA President

Chris Mason
FISITA Chief Executive Officer
Honorary Committee Membership

FISITA Industry Committee Members:

**Hiroaki Okuchi,**
VP Industry, FISITA and Managing Officer, Toyota

**Dr. Matthias Klauda,**
Senior Vice President, Bosch

**Dan Nicholson,**
President, FISITA and VP Global Propulsion Systems, General Motors

**Jeff Klei,**
President, Continental North America

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Further Information

**FISITA Summit 2016**

**FISITA**
http://www.fisita.com

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Industry Committee

The FISITA Industry Committee was approved for creation by the Executive Board in 2016, along with the appointment of a new VP Industry Board position. The Committee is made up of members of the Honorary Committee from Europe, USA and the Asia-Pacific. A core purpose of the Industry Committee is to develop initiatives and collaboration among FISITA’s Honorary Committee and support the global automotive industry in its transition to the mobility sector.

**FISITA Industry Committee Members:**

**Takao Nojiri,**
Senior Director, DENSO Corporation

**Dr. Jiudu Guo,**
Director, Vehicle Engineering Division, Beijing Auto

**Paul Mascarenas,**
President 2014-2016, FISITA

**Chris Mason,**
CEO, FISITA