

## PRESS RELEASE

### Start Your Engines: Rutronik Automotive Digital Forum presents innovations for the next vehicle generation on November 24, 2020

**Ispringen, 12. November 2020** – Shape the change: Developments in the fields of electro mobility, autonomous and networked driving and security are affecting manufacturers and end consumers. For the first time, Rutronik is presenting selected innovations in automotive electronics in a digital forum. The virtual conference room will open its doors on November 24, at 08:55 am (CEST). Please register for the individual lectures at [www.rutronik.com/startyourengines](http://www.rutronik.com/startyourengines).

Uwe Rahn, Director Automotive Business Unit and the host of the forum, is pleased about the top-class, international line-up of the Rutronik Automotive Digital Forum:

„This gives us the opportunity to offer business partners and customers - but also all other people interested in the automotive industry - a platform for an exclusive exchange of information about current market conditions, the latest trends and innovations in the field of automotive electronics.

Peter Gresch, managing partner of PGUB Management Consultants GmbH and a successful member of the ABU since its foundation, anchors the digital event. Following the individual presentations, registered participants will have the opportunity to ask questions via chat.

#### 09.00 am session:

OSRAM Opto Semiconductors GmbH: Turning the driver's cab into a mobile living and working space - OSRAM OS presents its new OSTUNE LED family for high quality white illumination

#### 10.00 am session:

STMicroelectronics: Complete system solutions for e-mobility applications

#### 11.00 am session:

Vishay Intertechnology, Inc: Power Module Solutions for On-Board Battery chargers in BEV/PHEV & Optical Sensors in HMI Applications

#### 01.00 pm session:

Elmos Semiconductor SE: New Elmos solutions for dynamic light functions in- and outside the car

#### About Rutronik

Rutronik Elektronische Bauelemente GmbH is one of the leading distributors in Europe. With over 80 local offices around the globe, the company has a successful international network. The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK **EMBEDDED**, RUTRONIK **SMART**, RUTRONIK **POWER** and RUTRONIK **AUTOMOTIVE** provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

Founded in 1973 by Helmut Rudel in Ispringen, Germany, the company employs more than 1,800 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The [rutronik24.com](http://rutronik24.com) e-commerce platform gives users access to the online catalog, the Procurement Area and the Product Change Notifications (PCNs) with just a single login. The online catalog provides an overview of all products including detailed data sheets, and intelligent search functions make selection easier. The ‚mass quotation‘ link allows customers to use their parts list for convenient purchasing. In the Procurement Area, customers can obtain a quick overview of their current and past orders, tenders, article lists, safety stock level, contracts, consignment stock and traceability. The current catalogs, procurement information, PCNs and also a wide range of media are available for downloading.

#### Press Contact:

Agentur Lorenzoni GmbH  
Melanie Nagy, ☎ +49 8122 55917-16  
[melanie@lorenzoni.de](mailto:melanie@lorenzoni.de) | [www.lorenzoni.de](http://www.lorenzoni.de)



**02.00 pm session:**

TDK-Micronas: The electrification of the automobile: when useful magnetic fields and stray fields act simultaneously. The active stray field compensation of the new Micronas HAL® 39xy product family.

**03.00 pm session:**

ROHM: SiC, GaN and silicon technologies in electro mobility - displacement or coexistence

**04.00 pm session:**

PODIUM DISCUSSION: Peter Gresch will discuss with leading experts of the automotive industry about the developments in the automotive sector and shows which real megatrends in the areas of light, power and sensor technology will shape the coming vehicle generations.

A registration form for participating is available at: [www.rutronik.com/startyourengines](http://www.rutronik.com/startyourengines). There, you can find further information about the forum and the range of services offered by ABU.

**About the Rutronik Automotive Business Unit:**

Since its foundation in 2014, the Automotive Business Unit (ABU) has focused on strategic topics in the vertical market segment of automotive. The ABU supports companies not only in mastering the transformation in the automotive market, but also in profiting from it. The central focus is on modern and economical concepts for the mobility of tomorrow.

At the beginning of 2020, ABU founded the Automotive Executive Community (AXC). Here, decision-makers from OEMs, Tier-1 and Tier-2 and component manufacturers come together to form an exclusive community of experts. The Automotive Executive Community opens doors that would otherwise remain closed at the operational level. The focus is always on the upcoming challenges in the field of automotive electronics. AXC members thus have access to a pool of information, e.g. on the trends of the respective manufacturers, current market conditions and the latest innovations.

**About Rutronik**

Rutronik Elektronische Bauelemente GmbH is one of the leading distributors in Europe. With over 80 local offices around the globe, the company has a successful international network. The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK EMBEDDED, RUTRONIK SMART, RUTRONIK POWER and RUTRONIK AUTOMOTIVE provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

Founded in 1973 by Helmut Rudel in Ispringen, Germany, the company employs more than 1,800 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The [rutronik24.com](http://rutronik24.com) e-commerce platform gives users access to the online catalog, the Procurement Area and the Product Change Notifications (PCNs) with just a single login. The online catalog provides an overview of all products including detailed data sheets, and intelligent search functions make selection easier. The ‚mass quotation‘ link allows customers to use their parts list for convenient purchasing. In the Procurement Area, customers can obtain a quick overview of their current and past orders, tenders, article lists, safety stock level, contracts, consignment stock and traceability. The current catalogs, procurement information, PCNs and also a wide range of media are available for downloading.

**Press Contact:**

Agentur Lorenzoni GmbH  
Melanie Nagy, ☎ +49 8122 55917-16  
[melanie@lorenzoni.de](mailto:melanie@lorenzoni.de) | [www.lorenzoni.de](http://www.lorenzoni.de)

