

Over 400 Executives Already Confirmed To Attend Telematics Industry's Landmark Meeting:

Leaders and innovators from the digital automotive, mobile and web industries will gather at Novi, MI, June 8 – 9, 2010 to discuss the new services and partnerships that's set to dominate the next decade of telematics. Over 400 attendees are already confirmed for the world's biggest and most relevant telematics focused event.

London, UK, April 16, 2010 – The telematics business leaders will unite at the 10th annual Telematics Detroit, June 8 – 9, Novi, MI, for exclusive announcements and cutting edge business intelligence.

In less than 8 weeks time the digital automotive, mobile and web industry will converge in Detroit for critical discussions and unparalleled networking. Expert strategies will be shared by leading executives from **Ford Motor Company, Mercedes-Benz, Volvo Technology, BMW, Nokia, Yahoo!, Microsoft, General Motors, Audi, General Electric, Better Place, DTE Energy, the Department of Transportation, Google** and more. With over 90 expert telematics speakers confirmed, the 10th annual Telematics Detroit is tipped to surpass all previous records.

Johann Jungwirth, CEO & President Mercedes-Benz R&D NA, summed up his keynote speaking opportunity at the prestigious Telematics Detroit as, "what an outstanding opportunity to shape the future of Infotainment & Telematics!"

Key industry thought leaders are speaking out via podcasts to confirm the value and scale of Telematics Detroit 2010. **Listen to Doug VanDagens, Director of Connected Services, Ford Motor Company at www.telematicsdetroit.com** and follow the link to hear from Yahoo!, GM, Better Place, Volvo and Liberty Mutual. All eyes are on Telematics Detroit, June 8-9, 2010. The crème de la crème of the automotive, telematics, web, digital and wireless industries will attend - so there is no better place to be on these dates if you are looking to put your business in the fast lane this decade!

Telematics Detroit provides the technical, strategic and commercial solutions your business requires to stay ahead of the industry curve! An independently researched program and a world renowned collection of top-notch speakers will ensure your business is on track to dominate the new decade. NOW is the time to solve crucial challenges and conquer industry milestones. **Take a look at some of the key discussion points:**

- Impact of 'free' turn-by-turn navigation on existing strategies and business models
- Focus on driver distraction to ensure your solutions and offerings will comply
- Achieve addictive low-cost infotainment
- Increasing opportunities for CE and telematics
- Demand for apps and personalized services
- Latest safety developments via V2X and ADAS
- Auxiliary markets i.e. insurance and auto finance
- New services for smart grids and electric vehicles

For the complete Telematics Detroit conference program and speaker line-up visit <http://www.telematicsupdate.com/detroit/conference-brochure.shtml> or contact the Telematics Update team at detroit@telematicsupdate.com.

Also: Register via www.telematicsdetroit.com/register before May 7 to make use of the last chance discount! Over 400 industry executives have already registered and are networking online. Secure your place and begin your Telematics Detroit experience today – there is no sense in delaying as the sooner you register the sooner you too can network with the elite. www.telematicsdetroit.com/register

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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Telematics Detroit
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