



SEMA Detroit ADAS Forum and Vehicle Review – A Virtual Event

Date: 18 June 2020

Time: 1:00-3:30 PM EDT

Location: Virtual Event with Online Participation and Live Streaming across America

Briefing and Event Overview

The automotive industry is moving in new directions. Advanced vehicle technologies are changing how cars are designed, developed, manufactured, sold, serviced, owned and customized. Advanced Driver Assistance Systems (ADAS) are one of the most rapidly evolving technologies impacting the performance aftermarket. Many factory- installed ADAS systems and sensors are already onboard the most popular vehicles being modified by SEMA Member.

ADAS technologies are passive and active safety performance technologies developed to automate vehicle systems for safer driving. Electronic Stability Control (ESC) was one of the first ADAS technologies deployed and regulated with FMVSS126 in the US vehicle market starting in 2008. Specialty equipment companies need to ensure ADAS compliance of aftermarket-modified vehicles and customize with confidence by understanding how ADAS sensors and the latest OEM safety performance technologies are affected by their products, installations and modifications.

The purpose of this ADAS Forum and Vehicle Review is to address the immediate problems and challenges SEMA members are encountering due to ADAS technologies, as well as provide Members the latest information, resources, guidelines, tools and solutions to help them customize with confidence and ensure ADAS compliance of their products, accessories and vehicle builds.

Fifteen SEMA manufacturers, industry leaders, technology experts and association partners will participate in the Forum Panel and Vehicle Reviews to explain how ADAS technologies, sensors and software function and how your products may impact the operation of ADAS safety features. Understanding ADAS technologies and how they function is an integral component of the future of successful, complete and safe modifications.

Agenda

12:45 PM – Attendee Arrival and Login

1:00 PM – ADAS Forum – Panel Session (60 Minutes)

1:00 PM – Welcome, Forum Format and Opening Remarks

1:00 PM – Speaker-1A/1B: John Waraniak (Detroit) and Chris Kersting (Diamond Bar)

1:10 PM – Speaker-2A/2B: Brian Daugherty (Detroit) and Chris Gardner (Raleigh)

1:20 PM – Speaker-3A/3B: Scott VanHulle (Wisconsin) and Luis Morales (Diamond Bar)

1:30 PM – Speaker-4A/4B: Brian Plott (Detroit) and Greg Potter (Detroit)

1:40 PM – Speaker-5A/5B: Bob Pattengale (Detroit) and Jake Rodenroth (Jacksonville)

1:50 PM – ADAS Forum – Panel Discussion: Six Speakers from Virtual Lineup

Brian Daugherty, Scott VanHulle, Luis Morales, Greg Potter, Jake Rodenroth, Bob Pattengale

2:00 PM – Vehicle Review Session (60 Minutes)

2:00 PM – Vehicle-1: 2020 Jeep Wrangler – American Expedition Vehicles, John Natoci (Novi)

2:10 PM – Vehicle-2: 2019 RAM 1500 – 4WheelParts, Kris Hernandez (San Diego), Jake Rodenroth (Jacksonville)

2:20 PM – Vehicle-3: 2020 GMC Sierra 1500 – SCA, Michael McSweeney (Trussville) TRC, Blaine Ricketts (Ohio)

2:30 PM – Vehicle-4: 2020 Nissan Titan – Michael McSweeney, Blaine Ricketts, Jake Rodenroth

2:50 AM – Vehicle Review – Panel Discussion: Six Speakers from Virtual Lineup

John Natoci, Kris Hernandez, Michael McSweeney, Blaine Ricketts, Jake Rodenroth, John Waraniak

3:00 PM – Audience Interaction: Q&A Session (20 Minutes)

3:20 PM – Summary of Next Steps and Action Items: John Waraniak (Detroit)

3:30 PM – Closing Remarks: Chris Kersting (Diamond Bar)

3:30 PM – Conclusion of Forum

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