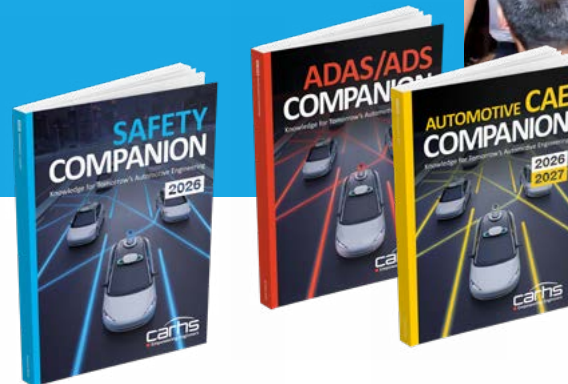




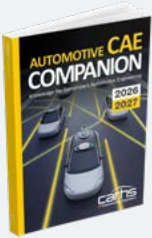
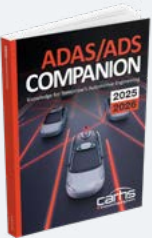
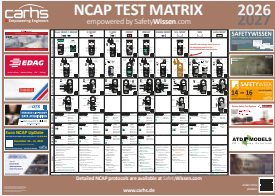
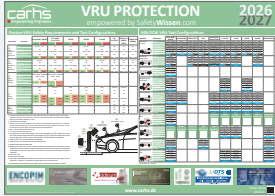
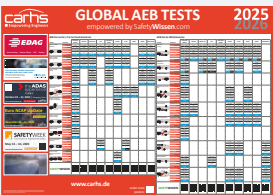
carhs.training
Media & Events
2025/2026



www.carhs.de

carhs
Empowering Engineers

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15		Virtual Testing Series
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19		The Safe Battery Experience Klettwitz, Germany
20		Human Modeling and Simulation in Automotive Engineering Shanghai, China
22		The Safe Seats Experience Landsberg, Germany
24	 The Future of Automotive Safety  SAFETYUPDATE  AUTO[NOM]MOBIL  SAFETYTESTING  SAFETYEXPO	SafetyWeek Frankfurt/Hanau, Germany
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31		PraxisConference Pedestrian Protection Bergisch Gladbach, Germany
33		Automotive Safety Summit Shanghai Shanghai, China
35		SafetyUpDate Tokyo, Japan
36		The ADAS Experience China
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39		Human Modeling and Simulation in Automotive Engineering

carhs.training GmbH – About Us

The global automotive industry is undergoing a radical transition to embrace the new paradigms of connected, autonomous, shared and electrified mobility. carhs.training is empowering engineers to manage this transition by providing a unique set of offerings such as conferences, trainings, workshops and the comprehensive knowledge database SafetyWissen.

Benefit from these networks and resources to reach and meet your customers. Let us help to boost your sales and marketing efforts and join us at our marketing activities. The following sales book summarises our current offering.

**Benefit from our extensive network
in vehicle safety and automotive development.
SafetyWissen has become an important tool
for engineers in safety all over the world.**

Constantin Hoffmann
Managing Director

+49 (0)170 2136082
constantin.hoffmann@carhs.de



Take advantage of the potential of our seminars, events and media in order to reach new customers, or to maintain personal contacts with your customers. We offer tailor-made marketing solutions. Our sales team is looking forward to your call and cooperation!



Natascha Elsässer

+49 (0)151 107 386 70
natascha.elsaesser@carhs.de



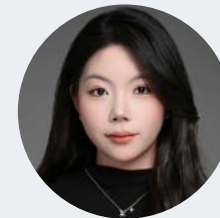
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+86 199 4197 9084
sharon.fang@carhs.de



Ava Jin 金思佳

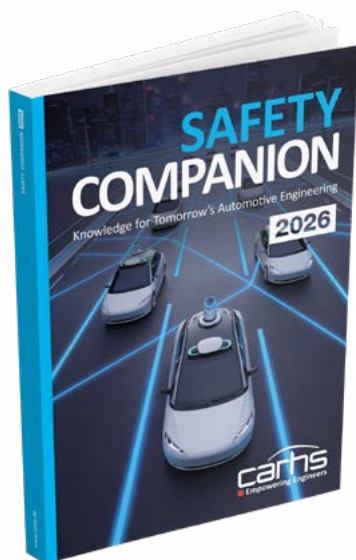
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ava.jin@carhs.de



Laurinda Zhang 张晓丽

+86 153 1785 5148
laurinda.zhang@carhs.de

Advertisement in SafetyCompanion 2026 – The World's most Popular Handbook in Automotive Safety



Media data:

DIN A5 Booklet - SafetyCompanion 2026
Knowledge for Tomorrow's Automotive Engineering

Edition: **Distribution in Europe/USA:**
10,000 English copies
Distribution in Asia:
5,000 Chinese copies &
5,000 English copies
Plus: more than 10,000 Digital
Views + Downloads

Available as: Print + Digital
Publication date: December 2025

Advertising deadline: December 05, 2025

Language: English, Chinese

Pages: More than 200 Pages



[Download the current Safety Companion \(PDF\)](#)

NEW



- Hybridisation in connection with [SafetyWissen.com](#) through QR codes and links; Links to your product entries* possible
- Advertiser directory in print and digital version
- Link to Company Profile on [SafetyWissen.com](#) Homepage

Target group:

- Experts in the field of active and passive vehicle safety

*Get more details on tool catalog on [SafetyWissen.com](#) →



1/1 page
full coloured
148 x 210 mm

EUR 4,950
Order No. SC2026-01



1/2 page
full coloured
136 x 96 mm

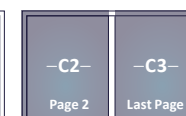
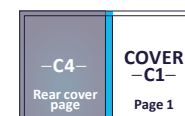
EUR 3,550
Order No. SC2026-02



Special placement "Next to the cover"
1/1 page
full coloured
148 x 210 mm

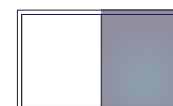
EUR 6,000
Order No. SC2026-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see SafetyCompanion 2025, p. 3+4)



Cover pages
1/1 page
full coloured
148 x 210 mm

EUR 6,990
Order No. SC2026-04



DIGITAL ONLY:
2/1 page
full coloured
148 x 210 mm

EUR 4,820
Order No. SC2026-05

All prices are subject to VAT.

Distribution:

- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

Highlights of SafetyCompanion

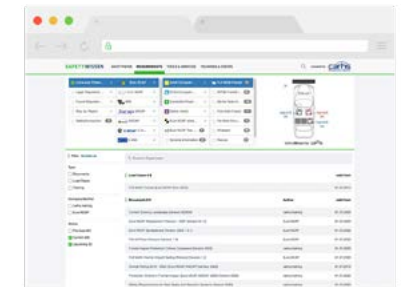
Print-run targeting the right recipients due to direct shipping

On the engineer's desk all year

Continuous updates of the digital version – therefore in discussion all year

Special attention through LinkedIn contributions to individual SafetyWissen topics

Hybridisation in connection with SafetyWissen through QR codes and links leading to the load case on [SafetyWissen.com](https://www.safetywissen.com) – [with a link to your Solutions](https://www.safetywissen.com)



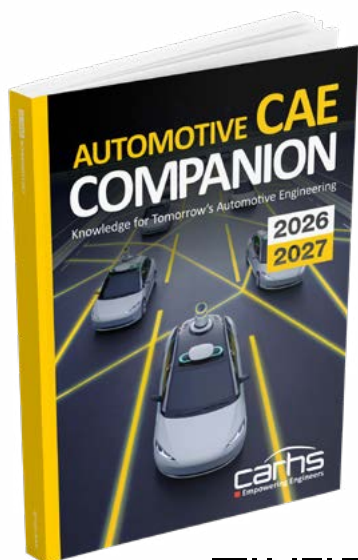
Current SafetyWissen content and therefore greater benefit for the reader

Links to individual documents (e.g. test protocols)



Download the current Safety Companion (PDF)

Advertisement in CAECompanion 2026/2027 – The State-of-the-Art in Automotive CAE



Media data:

DIN A5 Booklet - CAECompanion 2026/2027
Knowledge for Tomorrow's Automotive Engineering

Edition: 6,000
Available as: Print + Digital
Publication date: May 2026
Advertising deadline: April 30, 2026
Language: English
Pages: More than 150 Pages



[Download the current CAE Companion \(PDF\)](#)

NEW

- Hybridisation in connection with CAEWissen.com through QR codes and links
- Advertiser directory in print and digital version

Target group:

- CAE experts in the automotive industry



1/1 page
full coloured
148 x 210 mm

EUR 2,610

Order No. CAEC2026-01



1/2 page
full coloured
136 x 96 mm

EUR 1,350

Order No. CAEC2026-02

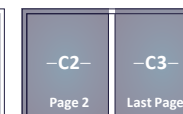
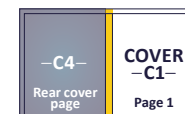


Special placement "Next to the cover"
1/1 page
full coloured
148 x 210 mm

EUR 3,100

Order No. CAEC2026-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see CAECompanion 2023/24, p. 3+4 and p. 173+174)



Cover pages
1/1 page
full coloured
148 x 210 mm

EUR 3,500

Order No. CAEC2026-04



DIGITAL ONLY:
2/1 page
full coloured
148 x 210 mm

EUR 2,610

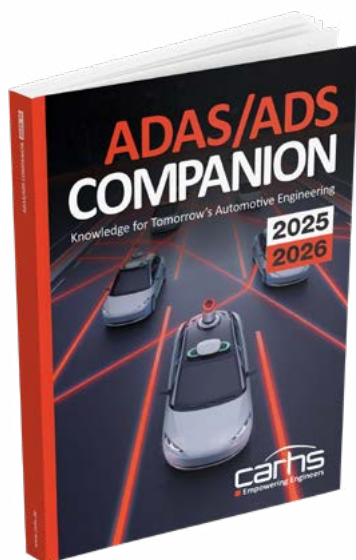
Order No. CAEC2026-05

All prices are subject to VAT.

Distribution:

- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

Advertisement in ADAS/ADSCompanion 2025/2026 – The 1st Handbook for ADAS/ADS Experts



Media data:

DIN A5 Booklet - ADAS/ADS Companion 2025/2026
Knowledge for Tomorrow's Automotive Engineering

Edition: **Distribution in Europe/USA:**
10,000 English copies
Distribution in Asia:
10,000 English copies
Plus: more than 10,000 Digital Views + Downloads

Available as: Print + Digital
Publication date: September 2025
Advertising deadline: August 29, 2025

Language: English
Pages: More than 140 Pages



[Download the current ADAS/ADS Companion](#)

- Hybridisation in connection with SafetyWissen.com through QR codes and links
- Advertiser directory in print and digital version

Target group:

- ADAS/ADS experts in the automotive industry



1/1 page
full coloured
148 x 210 mm

EUR 4,820
Order No. ADASC2025-01



1/2 page
full coloured
136 x 96 mm

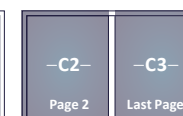
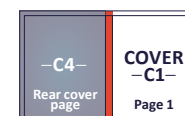
EUR 3,450
Order No. ADASC2025-02



Special placement "Next to the cover"
1/1 page
full coloured
148 x 210 mm

EUR 6,000
Order No. ADASC2025-03

Special placement for 1/1 adverts **on the 2 pages following the front cover or before rear cover page** (see ADAS/ADSCompanion 2023/24, p. 3+4 and p. 141+142)



Cover pages
1/1 page
full coloured
148 x 210 mm

EUR 6,850
Order No. ADASC2025-04



DIGITAL ONLY:
2/1 page
full coloured
148 x 210 mm

EUR 4,820
Order No. ADASC2025-05

All prices are subject to VAT.

Distribution:

- Direct shipping from our offices in Germany and China
- Worldwide at all carhs events and seminars
- Through global distribution partners e.g. in Japan, India, China
- Technical universities worldwide

NCAP TEST MATRIX Poster – Global NCAP Requirements at a Glance

The **SafetyWissen** Posters published by carhs.training enjoys cult status in the automotive safety community. Do you know any office or lab where no **SafetyWissen** poster is attached to the walls? With an advert on the poster you will be permanently present within your target group.

- Language: English
- 6600 copies distributed
- Permanently present
- Hybridisation in connection with SafetyWissen.com through QR codes

NCAP TEST MATRIX Poster 2026/2027	
Language	English
Print run	6,600
Publication date	April 2026
Print document deadline	March 20, 2026
full coloured 134 x 65 mm (width x height)	EUR 2,600 Order No. SP2026-04

The high-quality four-color offset print helps emphasizing your advertising message. The posters are distributed to conference and seminar delegates, at trade shows and by mail.

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors excepted.

carhs
Empowering Engineers

NCAP TEST MATRIX
empowered by SafetyWissen.com

2026
2027

DRAFT

Scan QR code and get direct access to all related documents in the [www.safetywissen.com database](https://www.safetywissen.com/database)

SAFETYWISSEN
The knowledge you need anytime, anywhere.

EDAG
Active Safety Passive Safety C-NCAP Testing

ERST

DTS
ONBOARD & IN-SUMMARY
DATA ACQUISITION
Full report of test results at a glance

Euro NCAP UpDate
December 10 – 11, 2025
ONLINE EVENT

JEBBOOL
• Pilot City
• Driver Safety
• Data Acquisition
• Performance Systems

ATD MODELS
12 - 15 m Solutions

SAFETYWISSEN
12 - 15 m Solutions

Detailed NCAP protocols are available at [SafetyWissen.com](https://www.safetywissen.com)

www.carhs.de

order more posters

VRU PROTECTION Poster – The most relevant Requirements for VRU Protection

The **SafetyWissen** Posters are popular amongst safety engineers all over the world. Since 2016 carhs.training offers a poster focussed on VRU protection. This contains even more detailed information on VRU protection load cases. The high-quality four-color offset print helps emphasizing your advertising message. The posters are distributed to conference and seminar delegates, at trade shows and by mail. Your logo on the VRU PROTECTION Poster will be visible in many offices and labs in the automotive safety industry.

- 2000 copies distributed
- Permanently present
- Adverts in 3 different sizes
- Hybridisation in connection with SafetyWissen.com through QR codes

VRU PROTECTION Poster 2026/2027	
Language	English
Print run	2,000
Publication date	June 2026
Print document deadline	May 19, 2026
L logo box full coloured 50 x 50 mm	EUR 450 Order No. SP2026-01
XL logo box full coloured 114,25 x 50 mm (width x height)	EUR 900 Order No. SP2026-02
XXL logo box full coloured 178,5 x 50 mm (width x height)	EUR 1,300 Order No. SP2026-03

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors excepted.

VRU PROTECTION
empowered by SafetyWissen.com

**2026
2027**

Passive VRU Safety Requirements and Test Configurations

Test method	Parameter	EN 12281-1 / NCAP	US NCAP (NHTSA 2002)	JNCAP	INCAP	C-NCAP	UN R127-08	OTA No. 9 (NHTSA 2002)	SAFETY 200
Head	Head	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
Chest	Chest	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
Legs	Legs	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000

AEB/FCW VRU Test Configurations

Scenario	Parameter	EN 12281-1 / NCAP	US NCAP (NHTSA 2002)	JNCAP	INCAP	C-NCAP	UN R127-08	OTA No. 9 (NHTSA 2002)	SAFETY 200
AEB	AEB	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
FCW	FCW	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000
	Neck	1000	1000	1000	1000	1000	1000	1000	1000

1. Head to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

2. Neck to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

3. Chest to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

4. Leg to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

5. Head to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

6. Neck to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

7. Chest to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

8. Leg to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

9. Head to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

10. Neck to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

11. Chest to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

12. Leg to be tested that is between 1000 and 1200 mm and tested with 1000 (1000) adult headform impactor. The points are marked at the top of the headform and between the points. The headform is tested in a 1000 mm radius.

ENCOPIM BRAIN-CRAFTED TEST RIGS

INEMATEXX

addition www.addition.com

ACTIVE SAFETY CENTRE

TECH

DTS INTEGRATED DATA SOLUTIONS for p41 / flex p41 / HEARINGS

SAFETY ASSESSMENT

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GLOBAL AEB TESTS Poster – The Essential Tool for all AEB Experts

Introducing the hybrid GLOBAL AEB TESTS Poster. Benefit from both high visibility of a poster advert in every safety lab/office as well as a unique online product placement.

Every poster advert includes your product entry on **SafetyWissen.com** that is linked to the relevant AEB test scenarios of your choice.

The 5.000 copies of the poster will be distributed from our offices in Germany and China to our extensive recipient list of engineers in automotive safety for free. Advertisers get 100 copies to forward to their customers.

GLOBAL AEB TESTS Poster 2025/2026

Language	English
Print run	5,000
Publication date	September 2025
Print document deadline	August 29, 2025
Advertisement Format	full coloured 134 x 65 mm (width x height)
INCLUDED BENEFITS	Poster Ad: EUR 2,000 Product Entry on SafetyWissen.com: EUR 2,400 10 Links to AEB Tests: EUR 600 Regular Price: EUR 5,000
Price	EUR 2,900 Order No. AEB2025-01

All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors excepted.

DRAFT

carhs Empowering Engineers

GLOBAL AEB TESTS
empowered by SafetyWissen.com

2025
2026

EDAG
Active Safety · Passive Safety · CSE · Testing

the ADAS experience
October 30 – 31, 2024 | Chengdu, China

Euro NCAP Update
December 10 – 11, 2024

SAFETYWEEK
The Future of Automotive Safety
May 13 – 16, 2025

SAFETYWISSEN

AEB Car-to-Car / Car-to-Truck Scenarios

AEB Car-to-VTU Scenarios

www.carhs.de

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Scan a QR-Code and acquire a comprehensive overview of protocols and documents.

The **SafetyWissen Global AEB Tests Poster** features the current and planned AEB test scenarios for:

- Euro NCAP
- ANCAP
- UN Regulations
- FMVSS
- C-NCAP
- C-IASI
- JNCAP
- KNACP
- ASEAN NCAP
- IIHS
- Latin NCAP
- TNCAP

SafetyWissen.com Statistics*

Top search terms on SafetyWissen.com



3.442

monthly visitors



25.220

average monthly page views



64.500

average monthly
banner impressions



00:05:36

average visit time

* As of May 2022

US NCAP C-NCAP R135

ECE R21 WP.29 Oblique

IIHS FMVSS 214 AEB

Pedestrian Rollover

Side Impact FMVSS 208

FMVSS 301 Euro NCAP

Full Width Frontal GTR9

MPDB R137 C-IASI

VRU Crash Sensors UNECE

Small Overlap THOR Far Side

Banner Advertisement - Reach your Customers Every Day

SafetyWissen.com

SafetyWissen.com is a requirement database and news portal for engineers and experts in the automotive safety industry. On the safetywissen.com landing page users will find daily industry and research news on regulations, consumer protection, crash results, ADAS&AD and many other topics.



The website's requirement section features overviews on all world wide regulations and consumer protection load cases from safety.

Benefit from a banner advertisement on the landing and news pages of **SafetyWissen.com**.

Even all articles from our monthly SafetyNews mailings will land on the news pages.

Each banner is drawn randomly with an equal probability from a rotation of a maximum of ten banners per position.

CAEWissen.com

CAEWissen.com focuses on providing tools, resources, and insights related to virtual testing and simulation technologies in the automotive industry.

The platform likely emphasizes the use of advanced modeling techniques, data analytics, and engineering best practices to enhance vehicle design and performance. It also covers software tools and methodologies for efficient virtual prototyping, as well as fostering collaboration within the automotive engineering community.

SafetyWissen.com Ads

Advertising material	Format in px	Duration: 1 month	Duration: 3 months	Duration: 6 months	Duration: 12 months
Premium banners Desktop and mobile Top of the page	650 x 90	EUR 600 per month Order No. SWAP2025-01	EUR 500 per month Order No. SWAP2025-02	EUR 400 per month Order No. SWAP2025-03	EUR 300 per month Order No. SWAP2025-04
Standard banners L Desktop only Tower and side	235 x 400	EUR 480 per month Order No. SWAL2025-01	EUR 400 per month Order No. SWAL2025-02	EUR 320 per month Order No. SWAL2025-03	EUR 240 per month Order No. SWAL2025-04
Standard banners S Desktop only	235 x 175	EUR 360 per month Order No. SWAS2025-01	EUR 300 per month Order No. SWAS2025-02	EUR 240 per month Order No. SWAS2025-03	EUR 180 per month Order No. SWAS2025-04

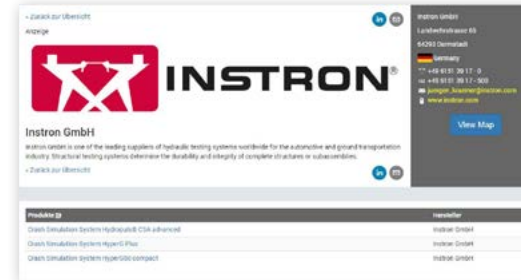
All prices exclude V.A.T.

CAEWissen.com Ads

Duration: 1 month	Duration: 3 months	Duration: 6 months	Duration: 12 months
EUR 300 per month Order No. CAEAP2025-01	EUR 250 per month Order No. CAEAP2025-02	EUR 200 per month Order No. CAEAP2025-03	EUR 150 per month Order No. CAEAP2025-04
EUR 240 per month Order No. CAEAL2025-01	EUR 200 per month Order No. CAEAL2025-02	EUR 160 per month Order No. CAEAL2025-03	EUR 120 per month Order No. CAEAL2025-04
EUR 180 per month Order No. CAEAS2025-01	EUR 150 per month Order No. CAEAS2025-02	EUR 120 per month Order No. CAEAS2025-03	EUR 90 per month Order No. CAEAS2025-04

Your Product Page on SafetyWissen.com – Unique Product Placement

A product placement on **SafetyWissen.com** does not only mean structured presentations of your products and services, but it also creates the link to load cases and requirements of laws and consumer protection. Each of your product placements appears in our product and service catalogue, but also under the load cases you have selected. Here the user will not only find protocols and legal texts, but also the suitable products for his search.



Your free company profile appears on searches for your company.

Please email your profile to
alexander.hoffmann@carhs.de

SafetyWissen.com/SafetyWissen App Product Page*

Runtime	0 – 12 months	from 12 months
First product entry	EUR 200 per month Order No. SWPS2025-01	EUR 160 per month Order No. SWPS2025-02
Each additional product entry	EUR 50 per month Order No. SWPS2025-03	EUR 40 per month Order No. SWPS2025-04
Each link to requirements (e.g. Euro NCAP: Full Width Frontal, FMVSS: 208)	EUR 5 per month Order No. SWPS2025-05	EUR 4 per month Order No. SWPS2025-06

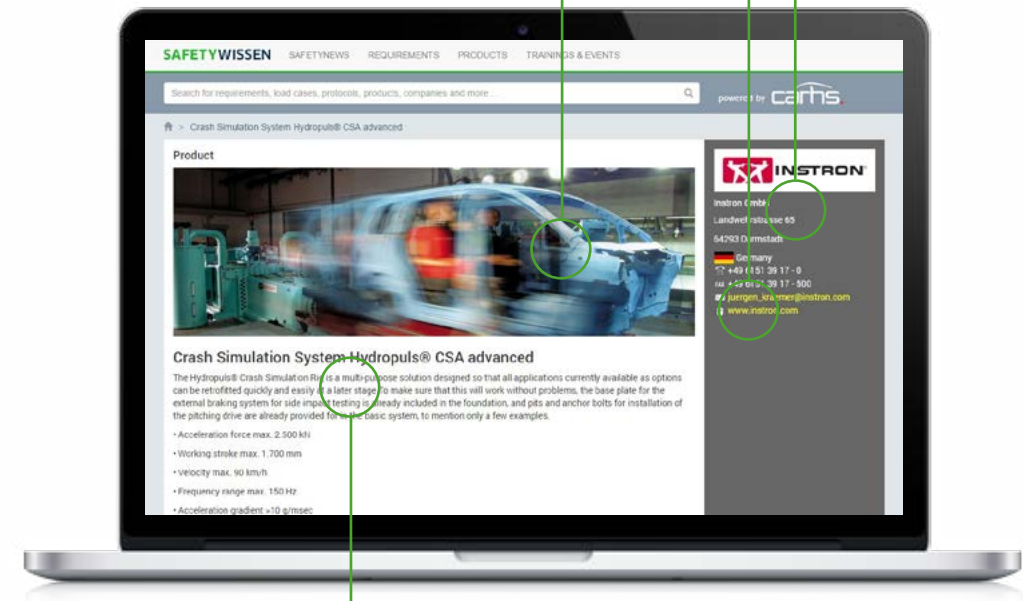
All prices exclude V.A.T. The availability of ads is limited. Subject to any kind of alterations, errors expected.

* inclusive product image, contact data, external link to your company page, unlimited description, company logo and login screen (only app).

Your contact information

Link to current material on your webpage

High Definition Product Image



General Product Information

Banner Ads in the **SafetyNews** and **AutomotiveCAENews** – Meet your customers on a regular basis

SafetyNews

The e-mail newsletter reaches about 14,700 experts in automotive safety since 2004. It is published in German and in English. It features current and relevant news in the field of automotive safety. SafetyNews reports on changes in rules & regulations, NCAP testing, latest research findings and new product development in automotive safety. The growing number of subscribers underlines the outstanding quality of this newsletter. The strong focus on automotive safety enables you to directly address your target group in this field via SafetyNews.

- Published in 2 languages
- Reaches over 15,000 experts
- Weekly e-mail newsletter
- Audience: Automotive Safety Experts
- Average opening rate: 23.09 %*
- Average click to open rate: 22.59 %*
- Delivery rate: 99.38 %*

more
than **15,000**
Recipients



AutomotiveCAENews

Since 2008 carhs.training distributes the AutomotiveCAENews to experts in computer aided engineering in the automotive industry. Current news on software and hardware, latest scientific findings, reports from industry congresses and new appointments make this newsletter interesting to read for industry insiders. Profit directly from this publication's attractiveness with your banner advertisement.

- Published in 2 languages
- Reaches over 6,800 experts
- Monthly e-mail newsletter
- Audience: Automotive CAE
- Average opening rate: 22.93 %*
- Average click to open rate: 14.11 %*
- Delivery rate: 98.69 %*



SafetyNews Ads					
Advertising material	Format in px	1 month (4 issues)	3 months (12 issues)	6 months (24 issues)	12 months (48 issues)
	468x60	EUR 300 per issue Order No. SNA2025-01	EUR 250 per issue Order No. SNA2025-02	EUR 200 per issue Order No. SNA2025-03	EUR 150 per issue Order No. SNA2025-04

AutomotiveCAENews Ads					
Advertising material	Format in px	1 month	3 months	6 months	12 months
	468x60	EUR 500 per issue Order No. CAENA2025-01	EUR 400 per issue Order No. CAENA2025-02	EUR 300 per issue Order No. CAENA2025-03	EUR 200 per issue Order No. CAENA2025-04

All prices exclude V.A.T.

* As of September 2024



VIRTUAL TESTING



Virtual Testing Series

Cost pressures and ever shorter development times in the automotive industry, combined with increasing regulatory and consumer protection testing requirements, are accelerating the use of virtual testing as an alternative or complement to physical testing.

At first glance, this appears to be just a matter of reducing costly testing. In fact, virtual development supports the goal of robust product functionality that can never be achieved through real-world testing. In addition to this advantage, the question arises as to how far virtual testing methods can be used for certification and homologation in the future.

The events described below explore this question and aim to clarify what validation methods could look like and in which areas, such as ADAS development, battery or occupant safety, virtual testing can be used today and in the future..



NEW

Target group:

- Engineers who need to become familiar with the topic
- Professionals who need an update

Exclusive Sponsorship Offer for Webinar on Virtual Testing Series

Overview	Become a co-sponsor of our upcoming webinar focused on Virtual Testing in Automotive Development. This event will attract 500 participants from the automotive industry, including engineers, developers, and decision-makers eager to learn about the latest innovations and best practices.
Webinar Structure	Format: Online
	Audience: 500 participants (free registration)
Agenda	1. Welcome and Introduction
	2. Expert Presentation 1 (45 minutes)
	3. Sponsor Presentations (20 minutes each): - Two sponsors will each present their solutions - Live Q&A session with participants
	4. Expert Presentation 2** (45 minutes)
Sponsorship Benefits	Exclusive Visibility: Partner with us to enhance brand recognition in a focused setting.
	Full Participant Data: Gain complete contact information from all participants for future engagement. By participating for free, participants agree to the terms and conditions, including the sharing of their contact details.
	Engagement Opportunity: Deliver a 20-minute presentation showcasing your offerings, followed by a Q&A session.
	Comprehensive Promotion**: Your brand will be featured in all event marketing materials, including emails, social media, and the webinar landing page.
Investment	Sponsorship Fee: EUR 10,000 (only 2 sponsorship spots available) Order No. VT-2025

Why Sponsor?

Establish Authority	Position your brand as a thought leader in Virtual Testing.
Generate Quality Leads	Connect with a targeted audience actively seeking solutions in the automotive development sector.
Network with Experts	Collaborate with industry professionals and gain valuable insights.

Next Steps

To secure your sponsorship, please contact us.
Availability is limited to two sponsors, so act quickly to reserve your spot!

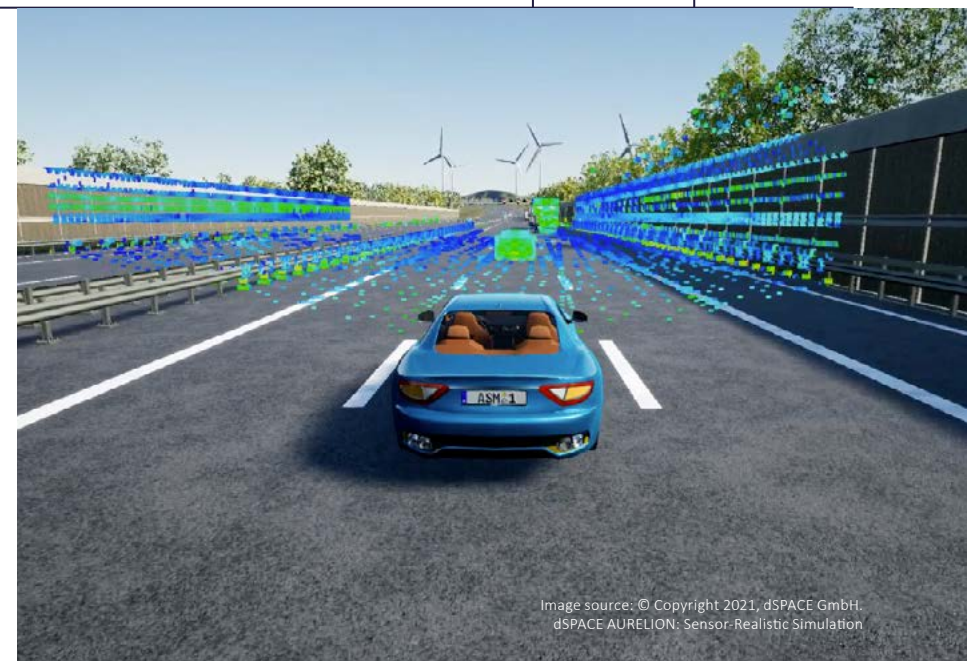


Image source: © Copyright 2021, dSPACE GmbH.
dSPACE AURELION: Sensor-Realistic Simulation

Date	Event	Content
to be announced	Virtual Testing in ADAS Development	In principle, an infinite number of scenarios can be developed in the field of ADAS. How can virtual testing help here? What Virtual Test methods are being used in ADAS development today? What are the development requirements? What will be possible in the future? The Virtual Testing in ADAS Development event aims to answer these questions.
to be announced	Virtual Testing for Battery Safety Assessment	Electric vehicles continue to be viewed critically in terms of battery safety. The safety of high-voltage batteries for vehicles is subject to strict requirements, and new regulations and demands from consumer protection organizations are under discussion. This event looks at how virtual testing can help with robust designs and regulatory compliance.
to be announced	Virtual Testing for Occupant Protection Assessment	The demands on restraint systems are increasing significantly, and new load cases must be considered when designing restraint systems. The first tests can now be carried out virtually, and HBMs are becoming increasingly important in the development of new seating positions. The Event Virtual Testing for Occupant Protection Assessment tries to give an overview and looks at how the development could look like in the future.

the ADAS experience

中国



The ADAS Experience China, September 23 – 24, 2025, China, Jiangsu, Suzhou

The ADAS Experience condenses all relevant development framework conditions such as requirements, technical principles and development and release methods into a theory day, followed by a practical day on the test track. Various test scenarios will be performed and examples of how the test technology can be used will be shown live in the test setup.

Topics

Real World Data • Current and Future Requirements • Consumer Testing • Testing Hardware • Simulation Tools • AEB/AES Testing • Data Evaluation • and many more

Previous Sponsors



Target Groups

The ADAS Experience is targeted to all who are involved in the development process of safety-relevant driver assistance systems.

Anyone wishing to expand their network will find interesting contacts from all areas of system development, system integration, regulations and testing.



Sponsorships

Packages	 Silver	 Gold	 Platinum
Price	EUR 3,990 Order No. ADAS-CN-01	EUR 6,750 Order No. ADAS-CN-02	EUR 12,250 Order No. ADAS-CN-03
Conference tickets including evening event	5	10	15
Logo placement/size*	small	medium	large
Exhibition space on conference day	—	✓	✓
Exhibition space on demo day	—	✓	✓
Company brochure as a pdf document in the event app	—	✓	✓
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Demonstration on the demo day with introduction on the conference day	—	—	✓
Get involved in the conference. Talk to us.	—	—	✓
Exhibition area	Banner width max. 1 m	2x1 m	2x1 m
Discount on additional conference tickets	15 % Order No. ADAS-CN-04	35 % Order No. ADAS-CN-05	50 % Order No. ADAS-CN-06

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover page, presentation during conference breaks, logo and weblink on web page and in email newsletters.

Extra

Benefit	■ Your brochure as download in the Event App
Price	EUR 800 Order No. ADAS-CN-10

Previous Partner 2023/2024




检 致 精 · 行 致 远

Test Site 2025



Suzhou Yangcheng Lake Island Intelligent Connectivity Test Site

PROGRAM

the SafeBattery experience



PRESS RELEASE

The Safe Battery Experience, Klettwitz, Germany, October 08 – 09, 2025

The SafeBattery Experience is the forum to discuss and experience the latest technologies and findings for automotive battery safety and its testing and simulation. It focusses on the objective evaluation and validation of battery safety, testing and simulation procedures and the enabling technologies. Automotive safety has been traditionally an area for very stringent legislation and consumer testing. Battery safety is no exception. The SafeBattery Experience will address current and future legal requirements, NCAP assessments and development standards. Furthermore, the SafeBattery Experience is showcasing the latest testing technologies at real laboratories.



Sponsorships

Packages	Silver	Gold	Platinum
Price	EUR 3,200 Order No. SB2025-01	EUR 6,000 Order No. SB2025-02	EUR 7,200 Order No. SB2025-03
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner (Width 1 m)	✓	✓	✓
Speakerslot	—	—	✓
Your company brochure as download in the Event App	—	—	✓
Additional conference tickets	EUR 1,200 Order No. SB2025-04	EUR 1,000 Order No. SB2025-05	EUR 800 Order No. SB2025-06

Topics

- Battery Basics (Chemistry, Types etc.)
- Rescue & Extrication
- Requirements (Legal, NCAP)
- Electrical Safety
- Simulation (multi-physics, micro-macro)
- Testing (cell, module, battery, vehicle)
- Abuse Testing
- Structural Integration
- Standards (ISO, DIN etc.)
- and many more

TV Rental

48": EUR 400 Order No. TV48

TV stand included

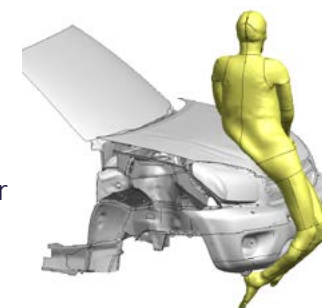


HUMAN MODELING AND SIMULATION IN AUTOMOTIVE ENGINEERING



Human Modeling and Simulation, October 30 – 31, 2025 | Shanghai, China

The application of numerical simulation incorporating digital human models offers exciting opportunities in automotive development. Applying human models in comfort, ergonomics and safety allows to overcome limitations imposed by the use of real humans or their mechanical surrogates and thus enables further optimization of automotive designs.



Autonomous vehicles will bring significant comfort benefits to passengers. However, safety cannot be compromised for alternative seating positions. Human Modeling and Simulation is currently the only technology that will allow assessment of occupant protection for new car interior architectures with flexible seat arrangements.

Previous Participants

Adidas • AGU Zürich • Altair • AnyBody • Audi • Autoliv • BAST • Benteler • Bertrand • Biomotion Solutions • BMW • CATARC • CIT Renato Archer • Chalmers University • Chungnam National University • Coventry University • CR FIAT • Daimler • DYNAmore • EDAG • ESI • Euro NCAP • Faurecia • FIA • Ford Motor Company • Fraunhofer ITWM • FronTone • General Motors • HAW München • HAW Ulm • Hongik University • Human Solutions • Humanetics • Hyundai Motor Company • IAC Group • IAT • Idiada • IFSTTAR • RWTH Aachen • TU Chemnitz • Jaguar Land Rover • JARI • JSOL Corporation • LMU • MAGNA Steyr • Mahindra • Mazda • MECAS ESI • MBR&DI • newgentechs • NHTSA • NIO USA • Nissan • o.k. engineering • Opel • Optis • Porsche • P+Z Engineering • pdb • Renault SAS • Robert Bosch • SAFETEQ • SEMCON • Siemens • TASS International • TU Delft • TU Graz • TECOSIM • TNO • Toyoda Gosei • Toyota Boshoku • Toyota Central R&D Labs • Toyota Motor Corporation • TRW Automotive • U.S. DOT • Uniklinikum Freiburg • Universität Karlsruhe • Universität Stuttgart • University of Michigan • University of Strasbourg • University of West Bohemia • Virginia Tech- Wake Forest University • Virtual Vehicle • Volkswagen • Volmo • Volvo • Wayne State University • Wölfel • and many more

Previous Sponsors



Target Groups

The symposium addresses engineers, researchers and managers involved in automotive or software development, who want to inform themselves about the status of virtual human models and their application in automotive development.

Topics

Comfort • Ergonomics • Safety • Active Models • Age Dependency • Biomechanics • Discomfort • Injury Prediction • Human Vision • Motion Simulation • Muscle Activation • Pedestrian Protection • Seating Comfort • and many more

Sponsorships

Package	 Silver	 Gold	 Platinum
Price	EUR 3,990 Order No. HUMO-C2025-01	EUR 6,750 Order No. HUMO-C2025-02	EUR 12,250 Order No. HUMO-C2025-03
Conference tickets ON SITE (incl evening event) or ONLINE Combinations of ON SITE and ONLINE Tickets are possible (e.g. a GOLD sponsor can opt for 1 ON SITE and 4 ONLINE tickets).	5	10	15
Logo placement/size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner with the following width	max. 1 m	max. 1 m	max. 2,5 m
Company profile in event app	✓ 3 rd position	✓ 2 nd position	✓ 1 st position
Company brochure as a pdf document in the event app	—	✓	✓
Discount on additional conference tickets	15 % Order No. HUMO-C2025-04	35 % Order No. HUMO-C2025-05	50 % Order No. HUMO-C2025-06



TV Rental

48": EUR 400 Order No. TV48

TV stand included

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover page, presentation during conference breaks, logo and weblink on web page and in email newsletters.



the **Safe Seats** experience



The Safe Seats Experience, Landsberg, Germany, November 26 – 27, 2025

In the practical Workshop the Participants will be introduced in the following topics:

- BioRID Dummy
- Dummy Seating Procedure
- Use of HRMD
- Rear Impact for Seating Concepts for Automated Driving
- Euro NCAP Procedures
- Measuring of Head Rests according to Euro NCAP



Topics

BioRID • Biomechanics • Euro NCAP • GTR 7 • Active Systems • Lightweight Design • Testing • Simulation • Human Vision • Motion Simulation • and many more

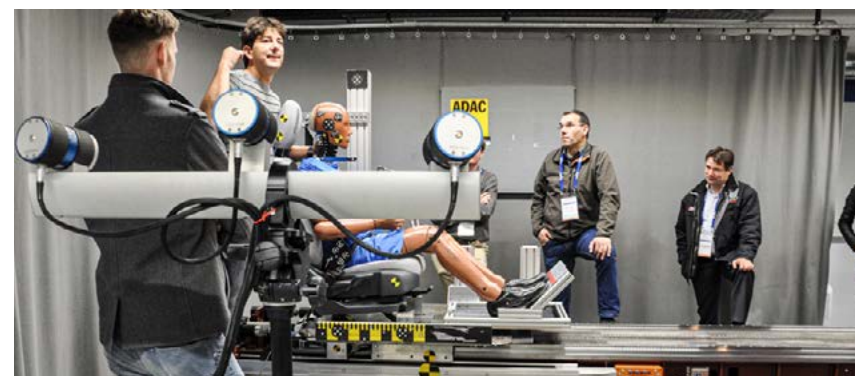
Participants of the last years

ACTS • ADAC • Altair • Altran • AUDI • Autoliv • AZT • BAST • Bertrandt • BMW • Brose • C. Rob. Hammerstein • CDH • Continental • Daimler • DEKRA • Denton • EDAG • Ernst Prüfmaschinen • ESI • F.S. Fehrer • Faurecia • Ford • Frontone • GO Design • Grammer • Hirtenberger • Humanetics • IAT • IAV • Instron • Intier • ISKO • Isringhausen • ITW • Johnson Controls • Jifeng • Keiper • Kistler • Lear • Magna • Messring • Metzeler • nectec • Opel • Porsche • P+Z • SEAT • Scherdel • SITECH • Skoda • Tecosim • Toyota • Toyota Boshoku • TRW • TÜV Rheinland • Volkswagen • ZSE • and many more

Target Groups

The Conference is aimed at experts in the development departments of the automotive industry who are concerned with the development of car bodies, seats and restraint systems for rear impact and want to update their knowledge and to be informed in detail.

(Previous) Sponsors



Sponsorships

Packages	 Silver	 Gold	 Platinum
Price	EUR 3,200 Order No. RI2025-01	EUR 6,000 Order No. RI2025-02	EUR 7,200 Order No. RI2025-03
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner (Width 1 m)	✓	✓	✓
Speakerslot	—	—	✓
Your company brochure as download in the Event App	—	—	✓
Additional conference tickets	EUR 1,200 Order No. RI2025-04	EUR 1,000 Order No. RI2025-05	EUR 800 Order No. RI2025-06

TV Rental

48": EUR 400 Order No. TV48

TV stand included



All prices exclude V.A.T.

* Logo placement: Conference flyer, cover pages, presentation during conference breaks, logo and weblink on web page and in email newsletters.

In cooperation with





SAFETYWEEK

The Future of Automotive Safety



SafetyWeek, Congress Park Hanau, Germany, April 14 – 16, 2026

SafetyWeek is the platform for the full spectrum of vehicle safety products and technologies used in their development. The SafetyWeek events are attended annually by around 500 experts from the vehicle safety industry from all over the world. SafetyWeek is the ideal platform for your company presentation: as a sponsor and as an exhibitor. With your sponsorship or your exhibition booth, you can reach the decision-makers and top experts of the global vehicle safety industry. In 2026, we will once again be presenting numerous highlights:



SAFETYUPDATE

SafetyUpDate knowledge congress with the latest updates on active and passive safety requirements and solutions.



AUTO[NOM]MOBIL

Auto[nom]Mobil – The Experts' Dialogue
Whether automated functions in passenger cars of the future or autonomous shuttles in urban areas – safety for passengers and external road users is the top priority.



SAFETYTESTING

SafetyTesting Challenge
The market leaders present their solutions to tackle the challenges in testing and simulation of active and passive safety components and systems.



SAFETYEXPO

The accompanying trade exhibition **SafetyExpo**, the meeting place for suppliers and decision-makers in vehicle safety.

Previous Participants (OEMs)



Become a Sponsor of Safety Week

Package	Exhibitor	 Silver	 Gold	 Platinum	 Partner SAFETYTESTING
MARKETING					
Logo & Link on conference website and email invitations	–	small	medium	large	large*
Logo, link and profile in exhibitor list on conference website	✓	✓	✓	✓	✓
Banner in SafetyNews	–	–	–	1	–
EVENT					
Exhibition floor space SafetyExpo , 3 x 2 m, 3 days	✓	✓	✓	✓	✓
VIP-Tickets for all events included	1	2	3	5	1
Get involved in the conference. Talk to us.	–	–	–	✓	✓
Company presentation in the Event App	✓	✓	✓	✓	✓
Your advertising material as download in the Event App	–	✓	✓	✓	✓*
Logo presentation during breaks	–	✓	✓	✓	✓*
Signature Wall	–	small logo bottom row	medium logo middle row	large logo top row	–
Speakerslot – SafetyTesting	–	–	–	–	up to 20 Min.
SafetyTesting-Tickets for customers and guests (value: EUR 990 each)	–	–	–	–	10
Price	EUR 3,500 Order No. SW2026-01	EUR 5,900 Order No. SW2026-02	EUR 7,900 Order No. SW2026-03	EUR 9,900 Order No. SW2026-04	EUR 6,500 Order No. SW2026-05
Additional VIP Tickets for colleagues	EUR 1,500 Order No. SW2026-08	EUR 1,500 Order No. SW2026-09	EUR 1,350 Order No. SW2026-10	EUR 1,200 Order No. SW2026-11	–
	Upgrade: Partner Package SafetyTesting EUR 3,000 Order No. SW2026-07				

All prices exclude V.A.T.

* at SafetyTesting Challenge

SPONSORS 2025

Platinum Sponsor	Gold Sponsors	Silver Sponsors
	   	         

SAFETYTESTING

SafetyTesting Challenge, April 14, 2026

Testing is a key element in the product development cycle of any new vehicle development and its active and passive safety functions. In collaboration with the industry experts in our program committee we defined the current challenges of the safety testing landscape.

Join us for a new conference format where the industry leaders challenge the test tool and testing suppliers and their hard- and software solutions. Four sessions will be defined to focus on one of the challenges that will provide the platform for dialogue and discussion.

We have invited global leaders out of the full safety testing spectrum to answer these industry calls.

Partner-Package

Benefit

- Present your technologies, innovations and solutions to the audience in one contender talk
- 10 conference vouchers to hand out to customers existing and potential, for use on site or as online ticket (for SafetyTesting Challenge)
- Benefit from a exhibition space in the enclosed SafetyExpo during the complete SafetyWeek
- Includes Exhibition Area worth EUR 3,500

Price (excluding V.A.T.)

EUR 6,500
Order No. SW2026-09

Previous Participants (OEMs)



CHALLENGES 2025:

- Modern Testing Solutions for Future Automotive Challenges
- Test Tools for ADAS Validation

Partners 2025



SAFETYEXPO

SafetyExpo is the exhibition and exchange platform for the **SafetyWeek**. In the recent years more than 1,000 industry experts (28 exhibitors in 2025) used the SafetyExpo to get an overview of the current market, make contacts, exchange experiences and to initiate collaborations. The catering for all single events are staged in the central exhibition area. This gives all exhibitors the possibility to meet all participants of the SafetyWeek.

SafetyExpo-Package

Floor space	3 x 2 m
Banner with your company logo	✓
Price	EUR 3,500 Order No. EXPO2026-01

TV Rental

48": EUR 400 Order No. TV48

TV stand included

All prices exclude V.A.T.

ALL-INCLUSIVE

- **1 VIP Ticket** for the booth staff for all events incl. conference dinner and daily catering
- **Additional VIP Tickets** for your booth staff at a price of **EUR 1,500 (instead of EUR 2,890)**
- Company introduction at a guided exhibition tour + in the Event-App
- All marketing costs (Flyer, Website, Poster, Event-App)
- Floor plan and your company profile on www.safetyweek.de (with link to your homepage), Event-App
- Electricity (230 V) and WiFi included
- Waste disposal and cleaning
- 1 table and 2 chairs



automotive **CAE** GRAND CHALLENGE

Automotive CAE Grand Challenge, Congress Park Hanau, Germany, May 19 – 20, 2026

The automotive CAE Grand Challenge stimulates the exchange between users, scientists and software developers in order to solve the challenges of CAE based car development. Annually the current challenges of automotive CAE are being identified through a survey among simulation experts of the international automotive industry. In the conference one session is dedicated to each of the most critical challenges, the "Grand Challenges". In every session CAE experts from industry, research and software development explain the importance of the individual Challenge for the virtual development process and report on their efforts to overcome the challenge.

TARGET GROUPS:

The automotive CAE Grand Challenge is attended by simulation engineers from automotive manufacturers, suppliers and engineering companies, staff of research institutes and universities as well as from software manufacturers.

Participants from Europe and overseas make up a significant part of the audience.



"An unusual event concept made the automotive CAE Grand Challenge sustainably successful: Preview of this year's vital dialogue platform on current challenges and answers in the area of simulation and verification in car development."

<https://d1g1tal.de/automotive-cae-grand-challenge-to-explore-the-status-of-simulation/>

THE GRAND CHALLENGES OF 2025:

// ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, BIG DATA:
PHYSICS INFORMED NEURAL NETWORKS

// CAE PROCESS & QUALITY ASSURANCE: **MANAGEMENT OF
CAE MODEL EVOLUTION DURING A DEVELOPMENT PROGRAM**

// FULL VEHICLE SIMULATION: **ROAD LOAD DETERMINATION
WITH ADVANCED WHEEL AND TIRE MODELS**

NOISE, VIBRATION, HARSHNESS:
PREDICTION ACCURACY OF ACOUSTIC ANALYSIS

// OCCUPANT SAFETY: **BEHAVIOR OF
RESTRAINT SYSTEMS FOR DIVERSE HUMAN PROPORTIONS**

// OPTIMIZATION & ROBUSTNESS: **SENSITIVITY ANALYSIS FOR
CRASH SIMULATIONS WITH EXPLICIT CODES**

// VIRTUAL MANUFACTURING: **SIMPLIFIED CASTING SIMULATION,
ESPECIALLY FOR GIGA CASTINGS**

Impressions



Previous Participants

4a engineering • AIT • Altair • Applus IDIADA • ARRK Engineering • ASC(S) • AUDI • Autoliv • AVL • Basell • BASF • BAST • Poliolefine • Benteler • Bertrandt • BETA CAE • BMW • Bosch • Brose • Cascate • CDH • Ceetron • CENAERO • Contact • Continental • Cray • CRF • CRH • CSI • Daimler • DLR • Dow • Draexlmaier • DSM • EDAG • EOMYS • Faurecia • FE Design • FIFTY2 • Ford • Fraunhofer LBF • Fraunhofer IWM • Fraunhofer ITWM • Fraunhofer SCAI • Fuji Heavy • Fundación CIDAUT • Gestamp • HBM • Hirtenberger • Honda • Humanetics • Hyundai • IAT • IAV • IEE • ihf • Imperia • IndustrieHansa • Isuzu • Jaguar-Land Rover • Johnson Controls • JSOL • Karmann • Key Safety Systems • Key to Metals • Kirchhoff • Lamborghini • L&L • Lasso • Lear • MAGMA • Magna • Mahindra • MATFEM • MAZDA • MIRA • MSC • Mubea • NISSAN • Nippon Steel • Opel • PART • Penso • pdb • Plastic Omnium • Porsche • P+Z • QLF • Reydel • RLE • Saab • SAIC • Saint Gobain • Scania • SFE • Sika • Skoda • SmartCAE • TASS • TU Graz • Takata • Tata • Technalia • Toyota Gosei • Toyota • Toyota-Boshoku • TRW • VIF • Volke • Volkswagen • Volvo • Xitadel • and many more

Previous Exhibitors and Sponsors



Sponsorships

Package	Exhibitor	 Silver	 Gold	 Platinum
Price	EUR 2,900 Order No. CAEGC2026-01	EUR 3,900 Order No. CAEGC2026-02	EUR 4,900 Order No. CAEGC2026-03	EUR 5,900 Order No. CAEGC2025-04
Exhibition booth ¹	✓	✓	✓	✓
Conference tickets ON SITE (incl evening event) or ONLINE Combinations of ON SITE and ONLINE Tickets are possible (e.g. a GOLD sponsor can opt for 1 ON SITE and 4 ONLINE tickets).	1 ON SITE	2 ON SITE or 4 ONLINE	3 ON SITE or 6 ONLINE	5 ON SITE or 10 ONLINE
Logo placement/size*	–	small	medium	large
Signature Wall	–	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	–	–	–	✓
Company profile in event app	✓ 4 th position	✓ 3 rd position	✓ 2 nd position	✓ 1 st position
Company brochure as a pdf document in the event app	–	–	✓	✓
Additional ON SITE conference tickets	EUR 800 Order No. CAEGC2026-05	EUR 800 Order No. CAEGC2026-06	EUR 700 Order No. CAEGC2026-07	EUR 600 Order No. CAEGC2025-08
Additional ONLINE conference tickets	EUR 400 Order No. CAEGC2026-09	EUR 400 Order No. CAEGC2026-10	EUR 350 Order No. CAEGC2026-11	EUR 300 Order No. CAEGC2025-12

¹**Exhibition booth includes:** 3 x 2 m exhibition space: table, chairs, electricity 230 V, waste disposal, presentation during the guided tour of the exhibition and profile in exhibitor list on conference website.

Sponsor Workshop** including Live stream

- Includes
- Conference room
 - Video projector, refreshments
 - Announcement in conference brochure and on web site with sponsor logo

Price
EUR 1,000
Order No. CAEGC2026-13

Sponsor Online-Workshop**

- Broadcast from your offices
- Participants join interactively via Zoom
- Announcement in conference brochure and on web site with sponsor logo

Price
EUR 700
Order No. CAEGC2026-14

Extras

Your brochure as a pdf document in the event app
EUR 500
Order No. CAEGC2026-15

TV Rental
(TV stand included)
48": EUR 400
Order No. TV48

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover pages and presentation during conference breaks, logo and weblink on web page and in email newsletters.

** only bookable when ordering a sponsor package.

PraxisConference Pedestrian Protection



PraxisConference Pedestrian Protection, Bergisch Gladbach, June 2026

The PraxisConference Pedestrian Protection is held every June or July with about 150 participants, including delegates from all major OEMs. It is the world's largest expert meeting in the field of pedestrian protection. The intensive discussions at the info-points and between the presentations show that the participants value the innovative conference concept. Highlights of the event are the demonstrations in the laboratory of Germany's Federal Highway Research Institute and the OEM's presentations of pedestrian protecting solutions implemented in current car models.

Topics

- aPLI
- NCAP
- Active Safety Systems
- Integrated Ped Pro
- Testing
- AEB
- Grid
- GTR
- Simulation
- ...

Target Groups

VRU protection experts from throughout the industry. Even beginners will find the event an excellent opportunity to quickly acquire theoretical and practical knowledge and become part of the expert community.

Participants of the last years

Aston Martin • AUDI • Autoliv • BAST • Bentley • Bertrandt • BMW • Bosch • Bugatti • CATARC • Continental • Daimler • DEKRA • EDAG • Ferchau • FIAT CHRYSLER • Ford • Fuji Heavy • GM • Hella • Honda • Humanetics • Hyundai • IAV • IDIADA • IIHS • Infineon • Italdesign-Giugiaro • Jaguar Land Rover • Kiekert • Lucid Motors • Magna • Mitsubishi • NHTSA • Opel • Porsche • Renault • Rivian • SAIC • SKODA • StreetScooter • Subaru • Tata • Toyota • Volkswagen • Volvo • ZF • Zoxx • ...

Sponsors of the last years



Sponsorships

Package	 Silver	 Gold	 Platinum
Price	EUR 4,200 Order No. PKF2026-01	EUR 5,900 Order No. PKF2026-02	EUR 7,200 Order No. PKF2026-03
Conference tickets ON SITE (incl evening event) or ONLINE Combinations of ON SITE and ONLINE Tickets are possible (e.g. a GOLD sponsor can opt for 1 ON SITE and 4 ONLINE tickets).	2 ON SITE or 4 ONLINE	3 ON SITE or 6 ONLINE	4 ON SITE or 8 ONLINE
Logo placement/ size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	—	—	✓
Presentation of the sponsor at the event	Setting up a banner with a width of max. 1 m in the foyer	Set up 2 banners with a width of max. 1 m each in the foyer and in the praxis session in the laboratory	Exhibition space of 2.5 x 2 m in the foyer or in the praxis session in the laboratory + setting up a banner with a maximum width of 1 m in the foyer/practice section**
Company profile in event app	✓ 3 rd position	✓ 2 nd position	✓ 1 st position
Company brochure as a pdf document in the event app	—	✓	✓
Additional ON SITE conference tickets	EUR 1,200 Order No. PKF2026-04	EUR 1,100 Order No. PKF2026-05	EUR 1,000 Order No. PKF2026-06
Additional ONLINE conference tickets	EUR 600 Order No. PKF2026-07	EUR 550 Order No. PKF2026-08	EUR 500 Order No. PKF2026-09

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover pages, presentation during conference breaks, logo and weblink on web page and in email newsletters.

** The sponsor is free to choose whether he wants to set up his stand in the foyer or in the laboratory. The additional banner can then be placed at the location not chosen for the exhibition stand.

Extra

Benefit  Your brochure distributed to the onsite conference attendees
 Your brochure as download in the event app

Price EUR 800
Order No. PKF2026-10

TV Rental

48": EUR 400 Order No. TV48

TV stand included



AUTOMOTIVE Safety Summit Shanghai 2026



Automotive Safety Summit Shanghai, July 15 – 16, 2026

Since 2014 the »Automotive Safety Summit Shanghai« is attracting hundreds of automotive safety experts from China and beyond to discuss the latest requirements and innovations in active and passive safety. Accompanied by a comprehensive trade show with the worldwide vendors in development technologies and services, the summit is the leading event for everyone involved in automotive safety.

Who should attend:

»Automotive Safety Summit Shanghai« is addressing decision makers and engineers at all stages of the development phase, managers during the conceptual phase who need to understand upcoming global requirements, design engineers, testing and simulation specialists.

TOPICS

- Safety in Autonomous Driving Systems
- Legal Requirements for Level 3 and beyond
- Advances in World-wide NCAP Programs
- Safety of New Energy Vehicles
- Vulnerable Road Users
- New Testing Technology for ADAS and ADS
- Safety Simulation for Autonomous Driving
- Human Modeling and Simulation for Safety

Participants of the last years

ARRK • Arup • Autoliv • Baic • Beijing Automobile • Benteler • BMW • Bordrin Auto • Brilliance • Britax • Brose • CATARC • ChangAn Automobile • Changan Ford • Changan Mazda • Chery • Chery Jaguar Land Rover • CAERI • CEVT AB • China FAW • CHJ Automotive • Chongqing Changan Automobile • Chongqing Vehicle Test & Research Institute • Ciri Automotive • CJLR • CK Electric Machinery • Coastal Automotive • Continental • Cowin • CSI SPA • Daimler • Daimler Greater China • Dongfeng Liuzhou Automobile • Dongfeng Liuzhou Motor • Dongfeng Nissan • Dongfeng Peugeot Citroen • East Joylong • EDAG • Edscha • Elec-joy Vehicle • Faurecia • FAW Car • FAW Toyota Motor • FAW-Volkswagen • Ford Motor Company • Fujian Automobile • Furukawa Automotive • Fuzhou Lianhong Motor Parts • GAC Engineering • GAC FIAT • Gaei • Geely • General Motors • GM China • GONVVAMA • Goodbaby • Great Wall Motor • Guangdong Automobile • Guangzhou Zeer Testing • Guoji Zhijun Automotive • Henge Sustainable Energy Automotive • Honda • HORIBA MIRA • HuaYu Automotive • Hyundai Motor • IHS • JAC Motor • Jaiwen Ke Ji • JASTE • JATC • Jianghuai Car Technology • Jiangling Motors • Jiangsu MIN'AN Automotive • Jilin Changchun Shi • JinAn Siteng • Jinheng • JMC Jiangling Motors • KSS • Lear • Liaoning Zhongwang • LiuZhou • LvChi Auto • MAGNA STEYR • Mercedes-Benz • Mira • Mubea • Nanjing Protech Safety System • NAST Xiangyang Encore Automotive Test Center • Ningbo Auto Parts Testing • NIO • Nissan • NLAHI • One Measurement Group • Opel Automobile • P+Z Engineering • PATA • PSA • Qoros Automotive • SAIC GM • SAIC Motor • SAIC MOTOR Commercial Vehicle Technical Center • SAIC Technology Center • SAIC Volkswagen • SAIC-GM-WULING • Shaanxi Qinghua Vehicle Safety • Shandong Xindayang Electric • Shandong Xindayang Electric Vehicle • Shanghai East Joylong Motor Airbag • Shanghai Guanchi Auto-Safety Technology • Shanghai Hengstar Technology • Shanghai IDIADA • Shanghai ITW • Shanghai Motor Vehicle Inspection Center • Shanghai Volkswagen Automotive • Shanghai Yanfeng Johnson Controls • Shanghai Yuantong Seating • Shenyang Jinbei Jinheng Automotive Safety • ShouGang Research Institute of Technology • Sokon • Song Yuan • South East Motor • Southeast University • Suzhou Automotive Research Institute • Taihang Changqing Automobile Safety System • Taiwan Unique • TAKATA • TATA Motors • Thatcham • Tianjin Faw Xiali Automobile • Tokai Rika • Toyoda Gosei • Toyota China • Tricomtek • TRW • TUEV SÜD Certification • Valin ArcelorMittal Automotive Steel • VAMA • Volvo Car • Yanfeng Key Automotive Safety • Yanfeng Visteon Automotive Trim • YFKSS • YUTONG • ZF TRW • Zhejiang Geely Automobile Research Institute • and many more

TARGET GROUPS: Development and Testing engineers, management and decision makers in the automotive industry from Chinese and international OEM and suppliers.



Sponsorships

Packages	Exhibitor	 Silver	 Gold	 Platinum
Price	CN¥ 29000 EUR 3,990 Order No. ASSS2026-01	CN¥ 49000 EUR 6,750 Order No. ASSS2026-02	CN¥ 89000 EUR 12,250 Order No. ASSS2026-03	CN¥ 129000 EUR 17,750 Order No. ASSS2024-04
Free conference tickets ON SITE / ONLINE / MARKETING (incl. food voucher, no conference)	0/4/2	4/8/2	8/16/3	16/32/4
VIP Dinner tickets	—	1	2	3
Logo placement/size	small	small	medium	large
Advert space (links, documents, videos) in Event App	✓	✓	✓	✓
Logo & Link on conference website and email invitations	✓	✓	✓	✓
Exhibitor floor space	3x2 m	3x2 m	3x2 m	6x2 m
Speakerslot	—	—	20 minutes + questions & answers	40 minutes or 2 x 20 minutes + questions & answers
Discount for further tickets	—	15%	35%	50%
Preview Season video	—	—	—	✓
Material in Bag	CN¥ 3700 EUR 500	All prices exclude V.A.T.		

Previous Sponsors





SafetyUpDate Japan, Tokyo, 2026

Vehicle safety plays a major role in vehicle development. The diversity of issues continues to grow. Whereas in the past the focus was on the safety of occupants in vehicles, today issues such as ADAS functions or the safety of vulnerable road users must also be taken into account. This requires an in-depth understanding of current and planned changes in legislation and the requirements of consumer protection organizations. The focus must be not only on the Japanese market, but on all markets in order to develop strategies for vehicle safety concepts that meet global requirements.

The Safety Update Japan seeks to provide insight into current and foreseeable requirements and current market trends in order to provide an up-to-date overview of the fundamentals to develop vehicle safety concepts for the Japanese and relevant global markets.



Safety Update Japan supports the young engineers exchange program AC Fund. This Fund provides young engineers with the opportunity to experience in foreign countries and acquire cross-cultural competencies.

Sponsorships			
Packages	Silver	Gold	Platinum
Price	EUR 3,200 Order No. SUJ2026-01	EUR 6,000 Order No. SUJ2026-02	EUR 7,200 Order No. SUJ2026-03
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner (Width 1 m)	✓	✓	✓
Speakerslot	—	—	✓
Your company brochure as download in the Event App	—	—	✓
Additional conference tickets	EUR 400 Order No. SUJ2026-04	EUR 300 Order No. SUJ2026-05	EUR 200 Order No. SUJ2026-06

Sponsors 2025			

TARGET GROUPS

- Development, test and CAE engineers who need to become familiar with new international trends in automotive safety.
- Decision makers from Japanese and international OEMs and suppliers.

the ADAS experience

中国



The ADAS Experience China, 2026

The ADAS Experience condenses all relevant development framework conditions such as requirements, technical principles and development and release methods into a theory day, followed by a practical day on the test track. Various test scenarios will be performed and examples of how the test technology can be used will be shown live in the test setup.

Topics

Real World Data • Current and Future Requirements • Consumer Testing • Testing Hardware • Simulation Tools • AEB/AES Testing • Data Evaluation • and many more

Previous Sponsors



Target Groups

The ADAS Experience is targeted to all who are involved in the development process of safety-relevant driver assistance systems.

Anyone wishing to expand their network will find interesting contacts from all areas of system development, system integration, regulations and testing.



Sponsorships

Packages	 Silver	 Gold	 Platinum
Price	EUR 3,990 Order No. ADAS-CN-2026-01	EUR 6,750 Order No. ADAS-CN-2026-02	EUR 12,250 Order No. ADAS-CN-2026-03
Conference tickets including evening event	5	10	15
Logo placement/size*	small	medium	large
Exhibition space on conference day	—	✓	✓
Exhibition space on demo day	—	✓	✓
Company brochure as a pdf document in the event app	—	✓	✓
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Demonstration on the demo day with introduction on the conference day	—	—	✓
Get involved in the conference. Talk to us.	—	—	✓
Exhibition area	Banner width max. 1 m	2x1 m	2x1 m
Discount on additional conference tickets	15 % Order No. ADAS-CN-2026-04	35 % Order No. ADAS-CN-2026-05	50 % Order No. ADAS-CN-2026-06

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover page, presentation during conference breaks, logo and weblink on web page and in email newsletters.

Extra

Benefit	■ Your brochure as download in the Event App
Price	EUR 800 Order No. ADAS-CN-2026-10

Previous Partner

DIGAUTO



Test Site 2025



Suzhou Yangcheng Lake Island Intelligent Connectivity Test Site

the SafeBattery experience



PRESS RELEASE

The Safe Battery Experience, 2026

The SafeBattery Experience is the forum to discuss and experience the latest technologies and findings for automotive battery safety and its testing and simulation. It focusses on the objective evaluation and validation of battery safety, testing and simulation procedures and the enabling technologies. Automotive safety has been traditionally an area for very stringent legislation and consumer testing. Battery safety is no exception. The SafeBattery Experience will address current and future legal requirements, NCAP assessments and development standards. Furthermore, the SafeBattery Experience is showcasing the latest testing technologies at real laboratories.



Sponsorships

Packages	Silver	Gold	Platinum
Price	EUR 3,200 Order No. SB2026-01	EUR 6,000 Order No. SB2026-02	EUR 7,200 Order No. SB2026-03
Free conference tickets including evening event	1	3	4
Logo placement/size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner (Width 1 m)	✓	✓	✓
Speakerslot	—	—	✓
Your company brochure as download in the Event App	—	—	✓
Additional conference tickets	EUR 1,200 Order No. SB2026-04	EUR 1,000 Order No. SB2026-05	EUR 800 Order No. SB2026-06

Topics

- Battery Basics (Chemistry, Types etc.)
- Rescue & Extrication
- Requirements (Legal, NCAP)
- Electrical Safety
- Simulation (multi-physics, micro-macro)
- Testing (cell, module, battery, vehicle)
- Abuse Testing
- Structural Integration
- Standards (ISO, DIN etc.)
- and many more

TV Rental

48": EUR 400 Order No. TV48

TV stand included



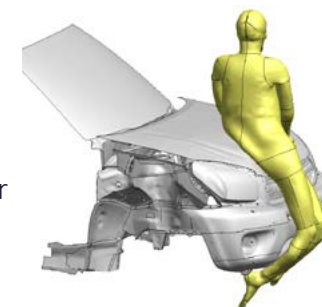
HUMAN MODELING AND SIMULATION IN AUTOMOTIVE ENGINEERING



Human Modeling and Simulation, 2026

The application of numerical simulation incorporating digital human models offers exciting opportunities in automotive development. Applying human models in comfort, ergonomics and safety allows to overcome limitations imposed by the use of real humans or their mechanical surrogates and thus enables further optimization of automotive designs.

Autonomous vehicles will bring significant comfort benefits to passengers. However, safety cannot be compromised for alternative seating positions. Human Modeling and Simulation is currently the only technology that will allow assessment of occupant protection for new car interior architectures with flexible seat arrangements.



Previous Participants

Adidas • AGU Zürich • Altair • AnyBody • Audi • Autoliv • BAST • Benteler • Bertrand • Biomotion Solutions • BMW • CATARC • CIT Renato Archer • Chalmers University • Chungnam National University • Coventry University • CR FIAT • Daimler • DYNAmore • EDAG • ESI • Euro NCAP • Faurecia • FIA • Ford Motor Company • Fraunhofer ITWM • FronTone • General Motors • HAW München • HAW Ulm • Hongik University • Human Solutions • Humanetics • Hyundai Motor Company • IAC Group • IAT • Idiada • IFSTTAR • RWTH Aachen • TU Chemnitz • Jaguar Land Rover • JARI • JSOL Corporation • LMU • MAGNA Steyr • Mahindra • Mazda • MECAS ESI • MBR&DI • newgentechs • NHTSA • NIO USA • Nissan • o.k. engineering • Opel • Optis • Porsche • P+Z Engineering • pdb • Renault SAS • Robert Bosch • SAFETEQ • SEMCON • Siemens • TASS International • TU Delft • TU Graz • TECOSIM • TNO • Toyoda Gosei • Toyota Boshoku • Toyota Central R&D Labs • Toyota Motor Corporation • TRW Automotive • U.S. DOT • Uniklinikum Freiburg • Universität Karlsruhe • Universität Stuttgart • University of Michigan • University of Strasbourg • University of West Bohemia • Virginia Tech- Wake Forest University • Virtual Vehicle • Volkswagen • Volmo • Volvo • Wayne State University • Wölfel • and many more

Previous Sponsors



Target Groups

The symposium addresses engineers, researchers and managers involved in automotive or software development, who want to inform themselves about the status of virtual human models and their application in automotive development.

Topics

Comfort • Ergonomics • Safety • Active Models • Age Dependency • Biomechanics • Discomfort • Injury Prediction • Human Vision • Motion Simulation • Muscle Activation • Pedestrian Protection • Seating Comfort • and many more

Sponsorships

Package	 Silver	 Gold	 Platinum
Price	EUR 3,990 Order No. HUMO-C2026-01	EUR 6,750 Order No. HUMO-C2026-02	EUR 12,250 Order No. HUMO-C2026-03
Conference tickets ON SITE (incl evening event) or ONLINE Combinations of ON SITE and ONLINE Tickets are possible (e.g. a GOLD sponsor can opt for 1 ON SITE and 4 ONLINE tickets).	5	10	15
Logo placement/size*	small	medium	large
Signature Wall	small logo bottom row	medium logo middle row	large logo top row
Get involved in the conference. Talk to us.	—	—	✓
Advertising banner with the following width	max. 1 m	max. 1 m	max. 2,5 m
Company profile in event app	✓ 3 rd position	✓ 2 nd position	✓ 1 st position
Company brochure as a pdf document in the event app	—	✓	✓
Discount on additional conference tickets	15 % Order No. HUMO-C2026-04	35 % Order No. HUMO-C2026-05	50 % Order No. HUMO-C2026-06



TV Rental

48": EUR 400 Order No. TV48

TV stand included

All prices exclude V.A.T.

* Logo placement: Conference flyer, cover page, presentation during conference breaks, logo and weblink on web page and in email newsletters.



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All prices are in Euro and subject to VAT.

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STREET

ZIP CODE, CITY

COUNTRY

ADDITIONAL INVOICE DATA (OPTIONAL)

VAT ID*

DATE, SIGNATURE

COMPANY STAMP

EVENTS



2025
Virtual Testing #5: ADAS Development Challenges, Online



September 23 – 24, 2025
The ADAS Experience, China



October 08 – 09, 2025
The Safe Battery Experience
Klettwitz, Germany



October 30 – 31, 2025
Human Modeling and Simulation in
Automotive Engineering, Shanghai, China



November 26 – 27, 2025
The Safe Seats Experience,
Landsberg, Germany



April 14 – 16, 2026
Safety Week, Frankfurt/Hanau, Germany



May 19 – 20, 2026
Automotive CAE Grand Challenge
Hanau, Germany



June 2026
PraxisConference Pedestrian Protection
Bergisch Gladbach, Germany



July 15 – 16, 2026
Automotive Safety Summit Shanghai
Shanghai, China



2026
SafetyUpDate Japan



2026
The ADAS Experience, China

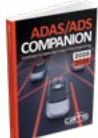


2026
The Safe Battery Experience



2026
Human Modeling and Simulation in
Automotive Engineering

PRINT



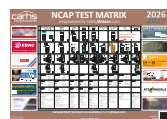
September 2025
ADAS/ADS Companion 2025/2026
Publication date: September 2025
Advertising deadline: August 29, 2025



September 2025
GLOBAL AEB TESTS Poster 2025/2026
Publication date: September 2025
Advertising deadline: August 29, 2025



December 2025
SafetyCompanion 2026
Publication date: December 2025
Advertising deadline: December 05, 2025



April 2026
NCAP TEST MATRIX Poster 2026/2027
Publication date: April 2026
Advertising deadline: March 20, 2026



May 2026
CAECompanion 2026/2027
Publication date: May 2026
Advertising deadline: April 30, 2026



June 2026
VRU PROTECTION Poster 2026/2027
Publication date: June 2026
Advertising deadline: May 19, 2026

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