

AGENDA

Driving into AI - The Generative AI Opportunity for the Automotive Industry Executive Event

SPEAKERS



Rolf Löwisch
Director Data & AI
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Team Manager | Data
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Serif Ali Aydogan
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Senior Director &
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Lead Program
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Head of Product
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Bernhardt Lueddecke
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Arber Qesja
Head of
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Dario Trinkgeld
Head of Sales Vans
[Mercedes-Benz AG](#)

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November 12, 2024

Central European Time

Virtual Race Track - Driving Competition

4:30 PM-6:30 PM

Driving into AI - The Generative AI Opportunity for the Automotive Industry

6:30 PM-9:30 PM

Automotive companies' existing investments in digital, data and cloud technology provide a strong foundation to harness the potential of generative AI. Join the discussion with industry peers and experts on how to scale AI from pilot experimentation to broad value gain in productive use. Innovative project that reduced costs and increased customer satisfaction across all functional areas, from product development to after-sales service. Get ready for a unique experience that blends the thrill of driving with cutting-edge conversations about the future of Artificial Intelligence.

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