



evitomotus

automotive—facts and figures

EXCELLENT TRADE-FAIR CONCEPT WITH THREE STRONG PILLARS

Companies that are represented at **electronica automotive** profit from the fair's unique three-pillar concept, which consists of the exhibition itself, the **automotive Forum** and the **electronica automotive conference**.

Automotive: a complete success

Strong presence in 2008: 1,087 companies had innovations for the automotive sector at **electronica**

Great appeal: 17,513 visitors, or 24% of all **electronica** visitors, at **electronica automotive**

High satisfaction: Met expectations, fair received outstanding ratings

electronica automotive conference: Strategy plus technology

Indispensable for the entire automotive industry, OEMs, component manufacturers and software developers:

Day 1 of conference: Lectures about markets and strategies by leading executives in the semiconductor, supply and automotive industries

Day 2 of conference: Important developments in pioneering technology fields for all experts and specialists

Overwhelming interest in 2008: Industry very well represented with 300 participants from 23 countries

automotive Forum: Outstanding innovation platform

Perfect location: At the heart of the automotive exhibition sector

Hot topics in 2010: Innovations from e-mobility to power electronics

Appealing attraction: Strong attendance, plenty of attention

get the whole picture

24th International Trade Fair
New Munich Trade Fair Centre
09–12 November 2010
www.electronica.de



electronica 2010
automotive

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diversity that meets all your needs

electronica automotive themes:

- Power trains (engines and transmissions)
- Chassis, steering
- Brakes
- Interior, comfort
- Body, safety
- Active safety
- On-board power supply
- Design and testing

VISITOR PROFILE:

The more than **17,000 visitors** at electronica automotive represent practically the entire electronics industry—and in all key categories.

Job position*

- Self-employed entrepreneur, owner, freelance **7%**
- Managing director, board member **10%**
- Department/team/group/division head **17%**
- Project director in management capacity **13%**
- Other employees, specialists, civil servants **30%**

Department*

- Company/business/plant management **12%**
- Development: Hardware **29%**
- Sales, marketing **19%**
- Development: Software **13%**
- Purchasing, acquisitions **12%**

Sector/branch of industry*

- Use/application of electronic components/assemblies/subsystems **20%**
- Manufacture of electronic assemblies/subsystems **18%**
- Manufacture of electronic components **16%**
- Service sector **12%**
- Research and development **10%**
- Trading with electronic components/assemblies/subsystems **9%**

Primary area(s) of interest*

- Automotive **51%**
- Industrial electronics **27%**
- Wireless **9%**
- Electronics for other consumer goods **8%**
- Wired telecommunications **8%**
- Medical electronics **7%**
- Consumer electronics **7%**
- Services **7%**
- Power engineering **6%**
- Electronics for aviation/aerospace/military electronics **6%**

Visitors by company size*

- 100–199 employees **8%**
- 200–499 employees **13%**
- 500–999 employees **10%**
- 1,000–9,999 employees **10%**
- 10,000 employees and more **19%**

Influence on purchasing/acquisition decisions*

- Major influence **17%**
- Help to decide **27%**
- Advisory capacity **32%**

*Excerpt from TNS Infratest survey of visitors at electronica 2008 for the "electronica automotive" exhibition sector, multiple responses possible in some cases

better

ratings—why exhibitors and visitors come—and come again

EXHIBITOR RATINGS:

90% of all exhibitors stated that their target groups were present!

Exhibitors in the **electronica automotive sector rated the fair as good to excellent in the following areas***

- Share of international visitors **84%**
- Quality of visitors **86%**
- Fair's leading role in the industry **87%**
- Transparency/breakdown of exhibits **86%**
- Program of related events (conferences, forums, CEO Round Table, etc.) **82%**
- Quality of exhibitor services provided by organizer **85%**

*Excerpt from TNS Infratest survey of exhibitors at **electronica 2008**

VISITOR RATINGS:

electronica automotive visitors have a high opinion of the fair in general and of the automotive sector.

- Gave **electronica** a rating of good to excellent for the scope and completeness of its exhibits** **95%**
- Gave the **electronica automotive** sector a rating of good to excellent** **82%**
- Gave the automotive forum a rating of good to excellent** **83%**
- Gave the **electronica automotive** conference a rating of good to excellent** **89%**

Planning to attend the next **electronica:**

74% of all visitors in the **electronica automotive** sector stated that they would probably or definitely attend the next **electronica**.

All statistics based on TNS Infratest survey of visitors at **electronica 2008**.

Exhibitors at **electronica automotive** (excerpt from 2008)

2E mechatronic GmbH & Co. KG • AB Elektronik GmbH • AB Mikroelektronik GmbH • ALTERA GmbH • Analog Devices • as electronic GmbH & Co. KG • Cherry GmbH • Delphi Deutschland GmbH • DELTEC Automotive GmbH & Co. KG • EAO Automotive GmbH & Co. KG • EASYCODE GmbH • EDAG GmbH & Co. KGaA • ELFA AB • Elmos • Semiconductor AG • Elnec s.r.o. • era-contact GmbH • Fairchild Semiconductor • Fastwel Group Co. Ltd. • flextem GmbH • Freescale Halbleiter Deutschland • Freudenberg • Mektec Europa GmbH • GÖPEL electronic GmbH • Green Hills Software GmbH • Hans Widmaier Fernmelde- und Feinwerktechnik • Heraeus Sensor Technology GmbH • Hirschmann Automotive GmbH • Hirschmann Car Communication GmbH • INCOstartec GmbH • LACKWERKE PETERS GmbH & Co. KG • LACROIX / PREHTRONICS • Lear Corporation GmbH • Littelfuse Automotive GmbH • Melexis NV • Nu Horizons Electronics GmbH • ODU Automotive GmbH • Oshino Lamps GmbH • pls Programmierbare Logik & Systeme GmbH • Preh GmbH • Robert Bosch GmbH • SOF Optoelectronics GmbH • Taiko Device Techno & Co., Ltd. • TIGAL • TT electronics plc. • Tyco Electronics AMP GmbH • u-blox AG • VAREP GmbH • Vector Informatik GmbH • Vishay Electronic GmbH • W. C. Heraeus GmbH • WEVO-CHEMIE GmbH

electronica automotive

advantage for exhibitors: more chances for new customers

ACTIVATE ADDITIONAL SALES POTENTIAL.

Visitors in other exhibition sectors come to **electronica automotive** in large numbers.

Exhibitors in this sector can expect a great deal of acceptance and to tap new sales potential.

	Share of visitors in other exhibition sectors who also visited electronica automotive	Visitors in management positions	Gave electronica automotive rating of good to excellent
Wireless	36%	31%	86%
Sensor technology	32%	30%	80%
Electronic Design (ED/EDA)	31%	26%	85%
Embedded Systems	30%	27%	82%
Displays	29%	23%	85%
Test and measurement	26%	24%	90%
Semiconductors	24%	20%	87%
Passive components	24%	22%	89%
Power supplies	22%	16%	90%
PCBs, other circuit carriers and EMS (electronic manufacturing services)	22%	15%	86%

All statistics based on TNS Infratest survey of visitors at **electronica** 2008.

Visitors at **electronica automotive** (excerpt from 2008)

2E mechatronic GmbH & Co. KG • AB Elektronik GmbH • Abatek International AG • Adam Opel AG • ADC Automotive Distance Control Systems GmbH • Alpine Electronics (Europe) GmbH • Antennentechnik Bad Blankenburg AG • ap microelectronic GmbH • ATMEL Holding GmbH • Audi AG • AUDIO MOBIL Elektronik GmbH • Automotive • Lighting Reutlingen GmbH • Autosplince Europe GmbH • B&W Fahrzeugentwicklung • BAG automotive GmbH • Behr GmbH & Co. KG • Behr-Hella Thermocontrol GmbH • Bertrandt GmbH • BHTC • Blaupunkt GmbH • BMW AG • BMW-Motorsport • Bosch Car Multimedia GmbH • Bourns Sensors GmbH • Brose Fahrzeugteile GmbH & Co. KG • Bühler Motor GmbH • Bus Elektronik GmbH & Co. KG • Cartool technische Entwicklungen GmbH • CDN automotive AG • Cherry GmbH • Conti Temic • Continental Automotive GmbH • Continental Teves AG & Co. oHG • Daimler AG • Delphi Delco Electronics Europe • DELPHI Deutschland GmbH • Delphi Grundig Car InterMedia • Denso Automotive Deutschland GmbH • Digital Tuning Service GmbH • Drive Test GmbH • EADS Deutschland GmbH • EAO Automotive GmbH & Co. KG • EDAG • euromoto bvba • FCI Automotive • Fiat Powertrain Technologies • FIAT Research Centre • Ford Werke GmbH • Freescale GmbH • Freudenberg Mekttec Europa GmbH • Harman / Becker Automotive Systems GmbH • Hella Electronics • Hirschmann Automotive GmbH • Hirschmann Car Communication GmbH • Huber Automotive AG • IAV GmbH • INA Schaeffler KG • Infineon Technologies AG • Johnson Controls Automotive Electronics GmbH • Knorr Bremse, Systeme für Nutzfahrzeuge GmbH • Konfektion E Elektronik GmbH • Kostal GmbH • Kuhnke Automotive • Lear Corporation Czech Republic s.r.o. • LEONI Bordnetz Systeme GmbH • Leopold Kostal GmbH & Co. KG • Magna electronics italy • MAGNA STEYR Fahrzeugtechnik AG & Co. KG • MAGNETI MARELLI HOLDING S.P.A. • MATT automotive • Mobil Elektronik GmbH • NAP automotive Produkte GmbH • Nexans autoelectric GmbH • OMRON Automotive Electronics Technology GmbH • Panasonic Automotive Systems GmbH • Porsche AG • PSA PEUGEOT CITROEN • RENAULT SA • Robert Bosch GmbH • Saab AB • SG Automotive d.o.o • Siemens VDO Automotive AG • Skoda Auto a.s. • SMART electronic development GmbH • Sonceboz Automotive SA • SPAL AUTOMOTIVE SRL • STMicroelectronics • Taiko Device North America, Inc. • TAKOSAN OTOMOBIL GOSTERGELERI A.S. • Texas Instruments Deutschland GmbH • Toyota Motorsport GmbH • TRW Automotive GmbH • Valeo GmbH • Visteon Deutschland GmbH • Volkswagen AG • Volvo Car Corporation • ZF Friedrichshafen AG

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a trade show couldn't be more inviting.



- A1** Electronic design (ED/EDA)
 - A1** Test and measurement
 - A2** micronano-systems
 - A2** Servo-technology/drive elements
 - A2** Sensor technology
 - A3** Displays
 - A3 A4 A5 A6** Semiconductors
 - A4** Wireless
 - A6** Automotive
 - A6** Embedded Systems
 - B1** PCBs, other circuit carriers and EMS
 - B2** Power supplies
 - B3 B4 B5 C3** Electromechanics/system peripherals
 - Interconnection components/systems
 - Switches, relays, keyboards
 - Casing technology
 - B5 B6** Passive components
 - C4** Joint national exhibits from Asia
 - Passive components
 - Electromechanics/system peripherals
- in all halls** Information gathering and services, Assemblies and subsystems

electronica automotive

- ICM** electronica automotive conference
- A6** electronica automotive Forum Exhibition

electronica embedded

- A6** electronica embedded Forum Exhibition
- A2** electronica Forum
- A3** e-Signage Forum
- B4** ZVEI Forum

- ICM** Wireless Congress Systems & Applications



PARTICIPATION ALTERNATIVES AND STAND OFFERS

Stand concepts to your specifications in the

electronica automotive exhibition sector:

Whether you build your own stand, order a complete package including setup and dismantling or prefer the automotive combination package—our participation alternatives give you the greatest flexibility possible.

Presentation timeslot in the automotive Forum:

As an exhibitor, you can also book a presentation timeslot (30 min.) in the automotive Forum to prominently showcase your products and services.

Additional information is available in the "Offers" flyer and at:

www.electronica.de/stand



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other interesting information

Exhibition

09–12 November 2010

Hours:

Tuesday–Thursday, 9 a.m.–6 p.m.

Friday, 9 a.m.–5 p.m.

New Munich Trade Fair Centre, Germany

Setup

From Wednesday, 03 November 2010 (8 a.m.)

to Monday, 08 November 2010 (6 p.m.)

24 hours a day

Dismantling

From Friday, 12 November 2010 (6 p.m.)

to Tuesday, 16 November 2010 (6 p.m.)

24 hours a day

Foreign representatives

With six foreign subsidiaries and 66 foreign representatives serving 90 countries, Messe München International (MMI) has a global network. An up-to-date list of addresses is available at www.electronica.de > Exhibitor > Contact

Helpful offers for exhibitors

Our range of services includes specially developed tools and measures that will help to make your exhibit a success. They include:

- Advice about your exhibit
- Invitation and contact management
- Marketing packages
- 90 partners for event services, hotel reservations and much more

www.electronica.de/ExhibitorService

Organizer/Information

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