



Automotive IQ

MARCH TOP FIVE

**WHICH CONTENT CAUGHT
THE ATTENTION OF 30.000
AUTOMOTIVE IQ MEMBERS?**

**CHECK OUT THE TOP 5
CONTENT-PIECES FOR
MARCH 2016!**





#01

THE TOP TEN AUTOMOTIVE CYBERSECURITY VULNERABILITIES OF 2015!

If you're trying to build connected automotive software that's both bulletproof and secure, you've got a big task ahead of you; knowing where to focus your time and energy can be half the challenge. Nearly 90% of all detected security holes can be traced back to just ten types of vulnerabilities. Join us to review these vulnerabilities and see how they are discovered in real software, what those problems might look like in your code, and what simple changes you can make to your coding style or processes to avoid them.

**View the
Webinar!**



#02

AUTOMOTIVE VISUAL & DISPLAY TECH TRENDS

With the industry incorporating ever more driver information through advanced driver assistance systems together with a car brands' need to create a unique and accessible user interface, displays have a key role to play in the future of the cockpit design.

**Get The
Infographic!**



#03

AUTOMOTIVE HMI: DISTRACTION BY DESIGN?

Despite its fascination with the human-machine interface (HMI) the automotive industry has rarely got this right. Remember the early BMW i-Drive interfaces? They were great in theory but impossible to master.

Dave Lyon, a former General Motors designer who is now cofounder of Pocketsquare Design, a startup that specializes in user-experience design, describes the interaction as follows: “When I see somebody who really knows how to use the system, it’s like watching someone play good saxophone, like wow, how many years did it take you to learn that?”

**Read The
Article!**



#04

THE 10 WORLD'S BIGGEST AUTOMOTIVE COMPANIES

In this new eBook, we reveal the 10 biggest companies in the global automotive industry and explore the history of these giants, their current challenges in the modern industry and take a closer look at the top managers who lead them.

**Download The
eBook!**



#05

SMART APPROACHES TO CONSOLIDATING ECUS IN MODERN CONNECTED ARCHITECTURE

Open any industry publication and you'll be met with images of the "connected car": A sleek, intelligent, digital appliance on wheels, where convenience, comfort, safety, and performance merge with powerful network technologies to keep drivers and passengers connected on the go.

**Read
The Report!**

INTRODUCING AUTOMOTIVE IQ

Automotive IQ, a division of IQPC, is an international online platform focusing on providing automotive industry professionals with a central resource for knowledge on topics such as Powertrain, Electrics/Electronics, Chassis Systems and Car Body & Materials.

Membership is free. By becoming a member you have access to a plethora of industry-relevant information through expert interviews, white papers, our blog, presentations and podcasts. You will also find links to our upcoming automotive conferences focusing on current topics and future trends within the auto industry.

Most importantly, the Automotive IQ is a community. We are dedicated to creating a learning environment for sharing best practices and finding solutions to challenges within the automotive industry.



Business Intelligence for the Global Automotive Industry

www.automotive-iq.com