

THE GREAT DEBATE

ACTIVE VS PASSIVE SUSPENSION

Digital disruption is migrating out of Silicon Valley and out onto America's concrete arteries. It's likely your company is already investing in connected car technology – but are you applying it to your suspension systems? Should you? This quiz will help you decide, before you ever set foot at the [Advanced Suspension Systems Summit](#), July 25 – 27 in Detroit.

ARE YOU LOOKING TO UPGRADE YOUR SUSPENSION SYSTEMS?

NO

YES

WELL THEN WHY ARE YOU READING THIS?

HOW BIG IS YOUR BUDGET?

RELAX. I CAN READ WHATEVER I WANT

SMALL

LARGE

THAT'S FINE. LEARN HOW TO DO MORE WITH LESS:

July 27 – 9:30 AM



Bridging The Consumer Gap: How To Attain The Correct Balance Of Ride Quality And Cost

Fernando Rio • Senior Suspension Manager • Mando Corp.

I THINK YOU DO WANT TO UPGRADE, YOU JUST DON'T WANT TO ADMIT IT

ARE YOUR CUSTOMERS ENERGY-CONSCIOUS?

NUH UH!

NO

YES

YOU GOT ME

PERFECT. CATER TO THEM:

Vehicle Electrification & Suspension Systems: Improving Efficiency Through Additional Energy Recuperation

July 25 – 2:30 PM



Jorge de Jesus Lozoya Santos, Ph. D. • Director of Research • Universidad de Monterrey

WAIT, ARE YOU INVESTING IN ACTIVE SUSPENSION ALREADY?

DO YOUR CUSTOMERS PRIORITIZE PERFORMANCE?

YES

YES

YOU JOKER, YOU HAD ME GOING FOR A SECOND

YES

NO

AS THEY SHOULD

Enhancing Vehicle Capabilities And Handling Through The Development Of Comprehensive Suspension Controls

July 27 – 8:45 AM



Olivier Raynauld • Director of Chassis Development • BWI Group

LEARN HOW TO SATISFY A BROAD CUSTOMER BASE

Satisfying Your Global Consumer Base: Developing Suspension System That Meet A Wide Range Of Consumer Requirements

July 27 – 10:45 AM

PASSIVE SUSPENSION

ACTIVE SUSPENSION

The long and short of it is, active suspension is the future... take it from Future Market Insights, who recently completed [a report](#) on the subject. It outperforms passive suspension in nearly all categories, and while the furthest-advanced systems are, so far, gaining the most traction in luxury vehicles, it's only a matter of time before your customers demand it across the board.

The question becomes: what level of active suspension should you implement, and at what time? Industry professionals will gather at the [Advanced Suspension Systems Summit](#) to address this. Check out the [Anticipated Attendee Snapshot](#). See you in Detroit!



Advanced Suspension Systems Summit