

Ibro Muharemovic Joins Leaders in Autonomous Vehicles to Present on Challenges, Opportunities to Industry and Region

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DETROIT

Ibro Muharemovic, the head of advanced engineering NAFTA systems and technology for Continental Automotive Systems, will be among a panel of experts in driverless automotive technology at a March 2, 2016 event at Automation Alley.

Miller Canfield, a Detroit-based global law firm, together with the Oakland County Bar Association, is co-sponsoring an informative presentation about one of the most dramatic developments in the automotive industry today: autonomous vehicles. Automation Alley will host the event at its headquarters in Troy.

Autonomous vehicles (AVs) are rapidly evolving, from being a speculative concept to a reality. This presentation and seminar, "Autonomous Vehicles are Coming: Opportunities and Challenges," will explore how self-driving cars will impact the Detroit metropolitan region, including legal, economic growth and policy considerations.

Muharemovic joins the roster of thought leaders in autonomous vehicle technology, including U-M Mobility Transformation Center Assistant Director John Maddox; Michigan Department of Transportation Director Kirk Steudle; and Automation Alley Director of Entrepreneurship Tom Kelly, among others.

"The autonomous vehicle is going to introduce revolutionary change not only to how we drive cars, but to how the auto industry will function," said Richard Walawender, director of the Automotive Vehicle Practice at Miller Canfield in Detroit.

"The self-driving car is not just a concept for the future. The technology that makes AVs possible is here, and it will be functioning in cars much sooner than most people realize. It's already affecting how car companies, suppliers and software providers are doing business in the auto industry."

The topics to be discussed include: the present and future state of AV technology; how the region can be a leader in AV development; public-private initiatives to help AV development; legal liability issues; local government's role in encouraging industry growth; franchising and regulating shared mobility providers; and regulating vehicle to infrastructure (V2I) connectivity.

The speakers will include:

- Ibro Muharemovic, Head of Advanced Engineering NAFTA Systems & Technology, Continental Automotive Systems
- John Maddox, Assistant Director of U-M Mobility Transformation Center and Director of Collaborative Program Strategy, U-M Transportation Institute
- Richard Walawender, Corporate Group Co-Leader and Director of the International Practice and Automotive Practice groups, Miller Canfield
- Tom Kelly, COO and Director of Entrepreneurship, Automation Alley

Continued

- Bryce Pilz, Clinical Assistant Professor, University of Michigan Law School
- Matt Gibb, Deputy Oakland County Executive
- Emily Frascaroli, Counsel, Ford Motor Co.
- Kirk Steudle, Director, Michigan Department of Transportation
- Nicole Tabin, Oakland County Bar Association

The seminar will be 7:30-11 a.m., March 2, 2016, at Automation Alley, 2675 Bellingham, Troy, Michigan. Networking and a continental breakfast are included. Speaker presentations will be 8-10:30 a.m., followed by a panel Q&A session. The cost to attend is \$30 if pre-registered, or \$40 for on-site registration. For more information, please visit: <https://www.automationalley.com/>