

The only international conference with a special focus  
on Intelligent Tire Technology

11<sup>th</sup> International Conference

# INTELLIGENT TIRE TECHNOLOGY

News on intelligent tire technologies – Advanced tire materials  
– Innovation on tire technology for commercial vehicles

17 – 19 November 2015 | Kempinski Hotel Taschenbergpalais Dresden, Germany

Meet experts from the following companies:



DAIMLER



PORSCHE



Learn from these experts among others:



Takeshi Masago,  
Staff Member of Tire Sensing Advanced  
Chassis Engineering, Research Unit,  
**Bridgestone**, Japan



Dr.-Ing. Michael Unterreiner,  
Advanced Chassis Engineering,  
**Dr. Ing.h.c.F. Porsche AG**, Germany



Dr. Daniel Fischer,  
Tire Monitoring Solutions Senior Manager,  
**Continental Engineering Services GmbH**,  
Germany



Philippe Lallement,  
Tire Electronics Pre Development Manager,  
**Michelin**, France



Guenther Maeckle,  
Manager Tire Pressure Monitoring Systems,  
**Daimler AG**, Germany



Angelo Giombelli,  
Cyber Operation,  
**Pirelli Tyre S.p.A**, Italy

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## Your top ten reasons to attend this conference:

- 1) Discover latest innovations of **indirect TPMS**
- 2) Discuss **Asia`s market developments** and **regulations** to evaluate its impact on **European tire industry**
- 3) Find out about **tire identification technology** and **standards** as **possible key enablers** for future developments of the **intelligent tire**
- 4) Understand **fleet TCO optimization adopting TMS solutions**
- 5) See how to **improve materials** for car and for **truck tires** to enhance safety, durability and efficiency in terms of energy
- 6) Get in touch with some of the **most important industry professionals** via our **interactive sessions**
- 7) Enjoy our **networking dinner** on the first evening of the conference to get in contact with **new experts in an informal and inspiring surrounding**
- 8) Discuss **future trends** of intelligent tire technology
- 9) Develop **tire wear estimation** with the use of acceleration of a tire
- 10) Find out how to utilize **sustainable materials** to **improve tire performance**

## IQPC wants to thank the advisory board members of the ITT 2015 for the kind support:



Hans-Rudolf Hein  
Executive Advisor Standards and Regulations,  
**Bridgestone Europe, NV/SA**, Belgium



Dr. Frank Klempau,  
Manager New Tire/Wheel-Systems,  
Quality and Tire Data,  
**Daimler AG**, Germany



Prof. Dr.-Ing. Michael Kaliske,  
Institute for Structural Analysis,  
**Technische Universität Dresden**, Germany



Dr. Gregor Kuchler,  
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### Melexis Technologies NV

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### HungaroJet Ltd.

Nánási út 2/E.  
1031, Budapest  
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Gábor Kostyál  
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E-Mail: [kg@hungarojet.eu](mailto:kg@hungarojet.eu)  
[www.hungarojet.eu](http://www.hungarojet.eu)

HungaroJet has developed a rubber recycling technology based on a proprietary process of milling whole tires with ultra high pressure (UHP) water jets, the best alternative to existing milling processes. The tread, sides and interior of the tires are milled separately providing chemical homogeneity of the powder obtained: • The rubber powder shows very high surface to weight ratio • completely metal and textile free • displays no surface oxidation or thermal degradation, outstanding in re-vulcanization properties • REACH compliant

“You can succeed on your own terms but you can’t succeed alone”

Join our **interactive workshops** and benefit from **in-depth sessions**, hosted by selected **industry experts**. In our unique workshops, industry experts will **share** their **expertise** with a **limited group of peers**. Our workshop leaders provide in-depth knowledge and will actively foster open **exchange** and **discussion** to help you face **challenges**, discover **solutions**, and **make decisions** crucial to business **excellence**.

08:30 Registration & welcome coffee

10:30 Refreshment break & networking

**Workshop A | 09:00 – 12:00**

**Technical directions and fundamentals for intelligent tire technology to enhance vehicle energy efficiency, mobility and safety**

The workshop offers an **overview of technical history and formulates new directions** in vehicle dynamics with an **emphasis on the intelligent tire technology** for **future research and engineering work**. Coupled and interactive dynamics of vehicle systems is discussed to illustrate advantages of **intelligent locomotion modules/sets of intelligent tires** in future vehicle layouts. Power distribution between intelligent tires is explained as a key element to **enhance vehicle energy efficiency, mobility and safety**. Requirements for intelligent **tire sensors** and **actuator systems** are discussed in the light of **new vehicle dynamics and design fundamentals**.

In this workshop you will have the opportunity to discuss:

- **Future directions in vehicle dynamics** and **developments of intelligent tire technology** fundamentals
- **Coupled vs. interactive dynamics** of tires and vehicle systems
- **Intelligent tire** vs. set of intelligent tires and locomotion modules
- **Wheel power distribution** management for **vehicle energy efficiency** and mobility enhancement
- **Safety and security** in intelligent tire technology

*Please be aware that this is an interactive session. Participants are welcome to prepare their questions in advance and also share their experiences.*

Workshop leader:



Vladimir V. Vantsevich,  
Professor and Director, Vehicle and Robotics Engineering Laboratory,  
**University of Alabama at Birmingham, USA**

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12:00 Networking luncheon

14:30 Refreshment break &amp; networking

### Workshop C | 13:00 – 16:00

#### Innovation on material development

This interactive session is a **review of current cure and solid filler systems** for use in tires and the role of cross-linking fillers in **simplifying** and **improving rubber formulations** for tires.

It will be an ongoing story of research and progress in improving rubber formulations for the tire industry **including results of the past 20 years of research**. You will have the chance to find out about:

- **Health, safety, costs** and **environmental** issues facing **tire manufacturers world-wide**
- **Cure and solid filler systems** currently in use in formulations for **tire compounds** – Challenges and potential solutions
- Use of **cross-linking fillers** in tire compounds - A **new technology**
- Role of the **sulphur-bearing bifunctional organosilane** in silane-treated solid fillers –What are the current challenges and difficulties?
- **Benefits** and **advantages** of the new technology

*Please be aware that this is an interactive session. Participants are welcome to prepare their questions in advance and also share their experiences.*

Workshop leader:



Dr. Ali Ansarifar,  
Senior Lecturer in Polymer Engineering,  
**Loughborough University**, United Kingdom

### Workshop D | 16:00 – 18:30

#### Tire safety, durability and failure analysis

Tires have been considered as the last frontier of classical physics and for the chemist a constant challenge, it is a hi-tech complex product. Pneumatic tire is an indispensable component of an automobile because of its capability to withstand repeated large transformation and restoration. The flexibility of pneumatic tire not only contributes to vehicle durability and passenger comfort, but **plays most important role in safety**. However, tyres can become damaged, or when push beyond their limit, they will fail. **Failure analysis of tire is important** for making modern automobile more safe and durable.

In this session you will find out about the following topics:

- Tire a most indispensable component for automobile
- **Tire safety** – tire servicing and **maintenance**
- Fundamental of **tire durability**
- **Tire failure mode** and **analysis**

Workshop leader:



Dr. R Mukhopadhyay,  
Director (R&D), **JK Tyre & Industries Ltd.**,  
Director & CE, **Hari Shankar Singhanian Elastomer & Tyre Research Institute (HASETRI)**, India

18:30 End of workshop day

08:00 Registration & welcome coffee



**Who is Who**

Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference.  
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08:50 Welcome & opening address by



Hans-Rudolf Hein,  
Executive Advisor Standards and Regulations,  
**Bridgestone Europe, NV/SA, Belgium**

**China`s legislation and Asia`s market developments**

09:00 **Market developments in China**

- China`s tire market today
- Influence of U.S.A high tariff, China tire shift to European market
- Progress of China`s tire labeling regulation
- Forecast of China`s economy and China` tire market



Sunny Song (Song Zhiling),  
Director of Expo & Conference Department,  
**China Rubber Industry Association, China**

09:40 **Speed Networking**



The perfect opportunity to speak directly with your peers and network effectively. Maximise your time at this event by participating in this interactive networking session.

*Don't forget your business cards!*

10:20 Refreshment break & networking

10:50 **Latest developments in China tire industry**

- Mergers, acquisitions, consolidation
- International tariffs and trade barriers
- Labels and legislation



David Shaw FIMMM,  
CEO,  
**Tire Industry Research, United Kingdom**

11:30 **Indian tire industry – Opportunities and challenges of radialisation**

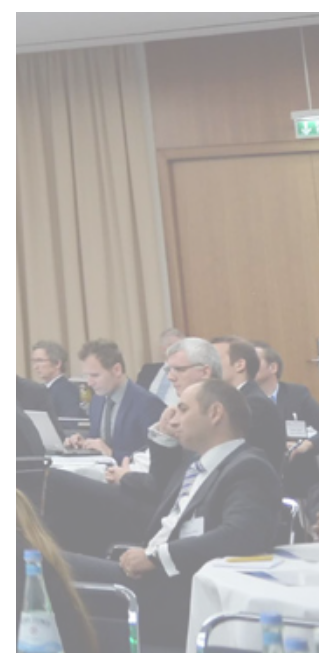
- Indian economic and tire market scenario
- Radialisation of commercial vehicles – Opportunities & challenges
- Trends of tire material usage for extreme service conditions (overload and bad roads)
- Preparedness of Indian tire industry to respond to global situation

Dr. R Mukhopadhyay,  
Director (R&D),



**JK Tyre & Industries Ltd.,**  
Director & CE,  
**Hari Shankar Singhania Elastomer & Tyre Research Institute (HASETRI), India**

12:10 Networking luncheon



## Streams

### Advanced intelligent tire technology

**Chairman:**

Guenther Maeckle,  
Manager Tire Pressure Monitoring Systems,  
**Daimler AG**, Germany

13:40 **A development of tire wear estimation with the use of acceleration of a tire**

- Studying the estimation of parameter of tire wear from acceleration in a tire
- Constructing the estimation algorithm for tire wear
- Verifying the accuracy of the algorithm in a field test

Takeshi Masago, Staff Member of Tire Electronics Research Unit, **Bridgestone**, Japan

14:20 **Tire identification technology and standards as possible key enablers for future developments of the intelligent tire**

- Major stake holders of passenger car tire identification and tire related data will be reviewed
- What are the various identification technologies pros and cons in the scope of multiple applications like tire manufacturing, logistics, better customer experience, intelligent tire, maintenance, connected vehicles
- What standards are already there, what standards should fill the gap?

Philippe Lallement, Tire Electronics Pre Development Manager, **Michelin**, France

15:00 **Latest developments on indirect TPM**

- iTPMS for China
- New system approaches
- Innovations on iTPMS

Dr. Daniel Fischer, Senior Manager Tire Monitor Solutions, **Continental Engineering Services GmbH**, Germany

### Advanced intelligent tire technology for commercial vehicles

**Chairman:**

Angelo Giombelli,  
Cyber Operation,  
**Pirelli Tyre S.p.A.**, Italy

**Fleet TCO optimization adopting TMS solutions**

- Commercial vehicles – TCO analysis
- Tyres – impact on Fleet TCO
- “Intelligent Tyres” adoption enabling enhanced services
- Pirelli solutions overview

Angelo Giombelli, Cyber Operation,  
**Pirelli Tyre S.p.A**, Italy

**Effect of embedded location and tire size on RFID read range**

- Sufficient RFID read range is necessary for many use cases, such as trucking fleet asset tracking. Improper matching of tags to tires will not produce sufficient read range
- The read range of helical dipole UHF RFID tags embedded in tires has a high sensitivity to many features, including tire size and proximity of the tag to steel belts
- Changing the overall antenna length can be used to maximize the antenna gain, and therefore read range, for a particular embedded location and tire construction
- There is a need for a next-generation RFID tag for tires, allowing sufficient read range to be achieved by a single tag design embedded into many different tire sizes and constructions

Philip Heijnen, Expert in Technology Strategy and Innovation,

**Bridgestone Technical Center Europe**, Belgium  
Terence Wei, Team Leader, Tire/Vehicle Technology,  
**Bridgestone America**, USA

**Connected Conti Pressure Check - Advanced functions and 3rd party integration**

- Automatic Trailer Learning and other advanced functions
- Connected CPC: TIS web integration, 3rd party telematic integration, cluster integration
- Challenges for cross - industry business models

Hartwig Kuehn, ContiPressureCheck™ Manager,  
**Continental Reifen Deutschland GmbH**, Germany



15:40 Afternoon coffee break & networking opportunity

## Advanced intelligent tire technology

### Chairman:

Guenther Maeckle,  
Manager Tire Pressure Monitoring Systems,  
**Daimler AG**, Germany

### 16:10 Active Tools

- Industry trends / Market overview
- New generation sealant technology
- An eye for the future
- Our story



Dr. Louis Lam,  
Head of Research,  
**Active Tools Group**, China

### 16:50 Tyre pressure monitoring direct performance sensing, current and future challenges and solutions

- Status of technologies in use for direct TPMS applications, sensor solutions and system arrangements
- Market trends in terms of OE performance demand for system enhancements
- The Sensata prospective toward these market trends
- Challenges and solutions in the repair and service segment



Alfonso DI PASQUALE,  
General Manager of Global Aftermarket,  
**Sensata Technologies**, Germany

### 17:30 Panel Discussion: Future developments of Intelligent Tire Technology



- Challenges of intelligent tire technology
- Latest developments
- How to face legal requirements

Moderation:



Guenther Maeckle,  
Manager Tire Pressure Monitoring Systems,  
**Daimler AG**, Germany

with



Dr.-Ing. Michael Unterreiner,  
Advanced Chassis Engineering,  
**Dr. Ing.h.c.F. Porsche AG**, Germany



Rizwan Ullah,  
Task Leader TPMS Wheels & Tyres,  
**Volvo Car Corporation**, Sweden



Alfonso DI PASQUALE,  
General Manager of Global Aftermarket,  
**Sensata Technologies**, Germany

18:10 End of day one and closing remarks of Guenther Maeckle

### 19:00 Evening get-together!



IQPC invites you to a joint evening get-together. Take this opportunity to network and make new business contacts. Or just to relax and round off your first conference day.



08:00 Registration & welcome coffee

08:30 Welcome & opening address by



Prof. Dr.-Ing. Michael Kaliske,  
Institute for Structural Analysis,  
**Technische Universität Dresden**, Germany

### Latest update on intelligent tire technology

08:40 **Intelligent tires in the market**

- Standardization activities
- Tire sensors at Continental: Market feedback
- Future tire sensor functions



Dr. Matthias Kretschmann,  
Tire Information Systems - Function Development,  
**Continental Automotive GmbH**, Germany

09:20 **Round Table Discussion: The tire and its data**



- How to deal with the car industry which will have first access to the data of the tires?
- How could the tire industry get access to the data regarding its tires?
- Legal aspects and requirements



### Virtual real world testing

10:00 **Evaluation of rolling resistance of tires by numerical simulations**

- Steady state rolling
- Material modelling
- Thermo-mechanical coupling
- Evaluation of influence parameters on rolling resistance



Prof. Dr.-Ing. Michael Kaliske,  
Institute for Structural Analysis,  
**Technische Universität Dresden**, Germany

10:40 Refreshment break & networking

11:10 **Tire carcass deformation as a key to understanding of its transient handling behaviour**

- Analysis of different methods to measure deflection of tire carcass
- Development of mathematical handling model based on flexible carcass
- Test rig measurements of tire carcass and tread samples
- Simulation and validation of different approaches to carcass modelling



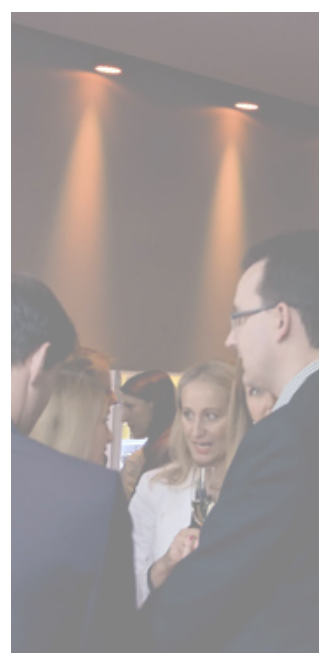
Dipl.-Ing. Pavel Sarkisov,  
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**Technische Universität Dresden**, Germany

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**Technische Universität Dresden**, Germany

Dr.-Ing. Sergey Popov,  
Docent at the Chair of Wheeled Vehicles,  
**Bauman Moscow State Technical University**, Russia







11:50 **Building virtual tires – Parametric description and simulation**

- Domains of virtual tires
- Parametric description – Geometry, topology and materials
- Tire modeling with FEM
- Optimizations – software system and results



Jan Hempel,  
Academic Staff Member at the Faculty of Engineering,  
**Brandenburg University of Applied Sciences**, Germany

Co-Author:

Prof. Dr.-Ing. Christian Oertel,  
Professor at the Faculty of Engineering,  
**Brandenburg University of Applied Sciences**, Germany

12:30 Networking luncheon

**Next-generation tire materials**

**Chairman:**



Hans-Rudolf Hein,  
Executive Advisor Standards and Regulations,  
**Bridgestone Europe, NV/SA**, Belgium



14:00 **A novel method for reinforcing rubber with a sulphur-bearing silane pre-treated kaolin**

- Natural rubber
- Kaolin
- Reinforcement
- Rheological and mechanical properties



Dr. Ali Ansarifar,  
Senior Lecturer in Polymer Engineering,  
**Loughborough University**, United Kingdom

14:40 **Utilizing sustainable materials to improve tire performance**

- Renewables company characteristics
- Performance focus
- Sustainability elements and experience
- Sustainability and performance

Sander Ridder,  
Global Marketing Manager Tires,  
**Arizona Chemical**, The Netherlands

15:20 **Controlled Fine Milling of Elastomers by ultra-high pressure (UHP) water jet technology**

- Difficulties in application of recyclates today
- HungaroJet approaches
- Applicability in tire industry



Gábor Kostyál,  
CEO,  
**HungaroJet Ltd.**, Hungary

16:00 Closing remarks of Hans-Rudolf Hein and end of conference with the announcement of the best speaker 2015 ITT

16:10 Refreshment break & farewell coffee

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Please indicate your choice of workshop on **Tuesday, 17 November 2015**

- A: Technical directions and fundamentals for intelligent tire technology to enhance vehicle energy efficiency, mobility and safety**
- C: Innovation on material development**
- D: Tire safety, durability and failure analysis**

Only one discount applicable per person.

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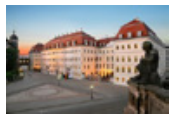
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