

Virtually Better: How Simulation is Enabling the Cutting Edge Technology in Bridgestone Tires



Dr. Hans Dorfi

Monday, November 16th, 2015

Holiday Inn Akron-West
4073 Medina Rd
Akron, OH 44333



**Take a glimpse into how the rubber
meets the road (virtually)**

The SAE Cleveland Section is very fortunate to include the Akron/Canton area in its coverage because of the strong ties to the transportation industry through one of the most important parts of any ground based vehicle, the tires. Tires are so important to ground based transportation that Maurice Olley, a well known and respected figure in GM for much of the 30's-50's, once posited that "Automobiles and trucks are

machines for using tires."

This month's meeting is special because it is rare that we get to hear about any new or groundbreaking technologies from the major tire manufacturers due to their closely guarded proprietary technology. Fortunately for us, Bridgestone has allowed Dr. Hans Dorfi to speak with us about advancements he and his team have been working on in the realm of virtual testing.

About the presentation:

Bridgestone's focus is to grow and strengthen its position as the number one global tire company. Its innovative products are designed to deliver the Brand Promise one expects from a Bridgestone tire and thus deliver the high customer satisfaction that comes with a premium product

Simulation technology is used extensively by Bridgestone's tire R&D engineers to optimize tire designs for the many performance targets a tire needs to achieve. The presentation will show how Bridgestone is applying simulation technology in the development of several of its cutting edge products for consumer and commercial markets and the unique insights that are being gained from applying virtual design technology in the R&D process.

About our speaker:

Dr. Hans Dorfi is Manager of Advanced Tire Technology at Bridgestone Americas, where he is responsible for developing strategic tire technology and future product concepts. He is also a Past President of the Tire Society, Associate Editor of Tire Science and Technology and an Adjunct Faculty at the University of Akron. Dr. Dorfi has over 20 years of experience in the tire industry with a primary focus on tire and vehicle simulation technologies to accelerate product development. He has numerous publications, patents and trade secrets in the areas of tire uniformity, NVH, vehicle dynamics, efficient tire simulation methods and novel testing and tire concepts.

SCHEDULE

- 5:30 - 6:00 p.m. Sign In / Social Time
- 6:00 - 7:00 p.m. Dinner (Steak)
- 7:00 - 8:00 p.m. Presentation by Dr. Hans Dorfi of Bridgestone

Scheduling Note:

The space we are using for our event will not be open to us before 5:30. If you arrive early please feel free to join us in the lounge off the main lobby.

LOCATION

Holiday Inn Akron-West

[4073 Medina Rd, Akron, OH 44333](#)

Directions

From the North and Northeast:

Take I-77 south to Exit 137A for Medina Rd/OH-18 East. Merge onto Medina Rd/OH-18 East at the end of the off-ramp. Take the first left onto Springside Dr and then turn left into the Holiday Inn Akron-West parking lot

From the Northwest:

Take I-71 south to Exit 218 for Medina Rd/OH-18. Take a left at the end of the off-ramp onto Medina Rd/OH-18 East and continue for approximately 7.9 miles. After crossing under the I-77 underpass, take the first left onto Springside Dr and then turn left into the Holiday Inn Akron-West parking lot

From the South:

Take I-77 north to Exit 137A for Medina Rd/OH-18. Merge onto Medina Rd/OH-18 East at the end of the off-ramp. Take the first left onto Springside Dr and then turn left into the Holiday Inn Akron-West parking lot

REGISTRATION & PAYMENT OPTIONS

Register and pay by
Thursday, November 12th

Cost:

- \$35 Members and Guests
- \$20 Students

Registration Options:

- 1) Register on-line and pay with a credit card at www.cleveland.sae.org
- 2) Register by phone at: 877-606-7323
(say "Cleveland Section November 16th Event" and pay

with a credit card or check.)

For anyone who is having trouble registering through the website or needs to register multiple prices (i.e. 1 member + 1 student) please use the phone registration option to avoid complications

New SAE Cleveland Email Address

This is a notice that your SAE Cleveland Section has a new email address. This new address will be a stable and reliable way for us to communicate with our members in the future. Please update your SPAM filters so that you will be able to stay up to date with the latest news and events going on in your area