

# SAE CLEVELAND

An SAE International Section

Cleveland Section Newsletter

February 2018  
Volume 32 Issue 4  
Spring

## "The Evolution and Future of Automated Driving"



**A historical and visionary discussion about shifting technology that could completely change the transportation industry**

**Monday, February 26th, 2018**

I-X Center  
1 I-X Center Dr.  
Cleveland, OH 44135

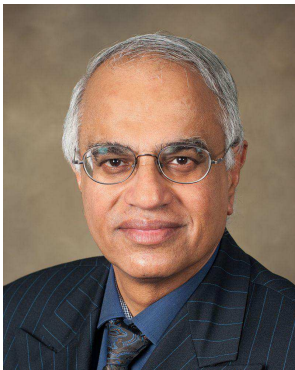
Each year in conjunction with the Cleveland Auto Show, SAE Cleveland attempts to give our members a glimpse into the future of automotive technology and innovation. This year we will be looking into one of the biggest changes on the horizon, set to potentially transform the transportation industry, autonomous vehicles.

As has become SAE Cleveland's custom, after the social time, dinner, and presentation by Dr. Bharat Balasubramanian, members and guests will have the remainder of the evening to browse the Auto Show Main Floor with the ticket included with registration.

### The presentation:

Dr. Balasubramanian will present the Past, the Present and the Future of automated driving and safety systems. He will show the technology changes from purely reactive systems like ABS, ESP, etc. to proactive systems like autonomous braking, lane keeping, etc. He will explain that increasing levels of safety and the levels of autonomous driving are two facets of an identical technology set using advanced sensors, actuators, and electronic control units with slightly differing software. He makes a strong case that the immediate advantage of deploying advanced driver assistance systems lie in their ability to dramatically reduce the number of accidents and fatalities. Increasing the Level of automation from currently 2 to Level 3 or 4 would open up tremendous opportunities to the trucking and logistics industry. It would also dramatically impact how customers utilize their time during commuting in their personal vehicles.

### Our speaker:



Dr. Bharat Balasubramanian retired in 2012 as Vice President of Group Research and Advanced Engineering responsible for Product Innovations and Process Technologies after nearly 40 years as a research and development engineer for the Mercedes-Benz brand in Stuttgart, Germany. He has been at the forefront of most of the major advances that have occurred in automotive technology over the past 20 years. Together with his research team at Daimler, he was the initiator and champion of self-driving cars, connected vehicle V2X technologies, battery electric vehicles and CFRP light weighting. After his retirement Dr. B joined the University of Alabama, College of Engineering as a professor in mechanical engineering and electrical & computer engineering as also executive director of the cross-discipline Center for Advanced Vehicle Technologies (CAVT). Dr. B's mission is to prepare UA students for their careers in the automotive industry in Alabama and the Southeast, and the University of Alabama and industry for future automotive challenges.

## SCHEDULE

5:00 - 6:00 p.m.	Social Hour and showing of Mercedes-Benz S-Class
6:00 - 6:45 p.m.	Dinner
6:45 - 8:00 p.m.	Presentation by Dr. Balasubramanian
8:00 - 10:00 p.m.	Cleveland Auto Show viewing (tickets included)

## LOCATION

### I-X Center

[1 I-X Center Dr. Cleveland, OH 44135](#)

### Free Parking

Enter through the East Entrance gate (first right when entering from Berea Fwy) and inform the guard shack that you are there for the SAE meeting. Park across from the East Entrance.

The presentation will be held in the Grand Ballroom (same location as 2017). Enter the building on the **main level** through the East Entrance into the lobby. The Grand Ballroom will be on your left when you enter and SAE Cleveland signs will be there to help guide members and guests to the event.

## REGISTRATION & PAYMENT OPTIONS

Register and pay by  
**Wednesday, February 21st**

Cost:

- \$45 SAE Members and Guests
- \$30 Students

*Each registration includes parking, presentation, catered dinner, and a ticket to the Cleveland Auto Show. Please contact [saecleveland.org@gmail.com](mailto:saecleveland.org@gmail.com) to request a vegetarian meal option after registering.*

Registration Options:

- 1) Register on-line and pay with a credit card at [www.cleveland.sae.org](http://www.cleveland.sae.org)
- 2) Register by phone at:   
(say "Cleveland Section February 26th 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\*\**

## Upcoming Events

This area of our newsletter will serve as a place to share upcoming events that may be of interest to SAE Cleveland members and students. The events listed below may not be hosted by SAE Cleveland.

- [Akron Engineers Week Banquet](#) - Thursday, February 22, 2018

- **SAE Cleveland Tour with Timken** - Monday April 23, 2018 - Details to follow

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