

automotive facts

International innovation engine for automotive electronics.



13,217 visitors, 43% of them from abroad, attended **e**lectronica automotive in 2006 to gather information about the latest innovations of 1,254 well-known German and international manufacturers. Visitors hold the exhibition in very high regard: 90% of those surveyed gave **e**lectronica automotive a rating of good to excellent for quality.

The thing that makes **e**lectronica automotive so appealing to exhibitors is the importance of its visitors, 73% of whom hold executive positions. However, there is also another key factor: 85% of all visitors are involved in investment decisions. The results of **e**lectronica automotive: highly satisfied visitors on the one hand, and high-quality, high-quantity contacts for exhibitors on the other.

The **e**lectronica automotive Conference, which will be held from November 10–11, 2008, also offers you a great deal of potential when it comes to highly qualified visitors. Planned topics include "Strategies, Trends and Markets," "Semiconductors for the Automotive Industry," "Future Requirements to be Met by Displays," "Interconnect Technology and Cable Kits" and "Hybrid Drives and Energy Storage."

And it is all in the context of **e**lectronica, the industry's only exhibition that makes the complex world of electronics completely transparent in all of its breadth, depth and diversity. From semiconductors, passive and electromechanical components, solutions for system periphery, displays, power supplies, EMS, EDA and software in electronics to the latest trends and developments related to the driving forces behind innovation, i.e. automotive, wireless, embedded and micro/nano applications. In 2006, a total of 77,748 visitors from 124 countries, 2,961 exhibitors from 47 countries and some 850 journalists from around the world documented **e**lectronica's unique significance and innovative strength for the industry. It is, after all, the **world's leading exhibition for components, systems and applications in electronics.**

This flyer tells you which target groups you will reach when you exhibit in the **e**lectronica automotive sector.

Highlights*:

13,217 visitors, of which
43% are from abroad

1,254 suppliers of
automotive innovations

90% of all visitors gave
electronica automotive
a rating of good to excellent

85% of all visitors participate
in investment decisions

73% of all visitors hold
executive positions

electronica automotive features:

- > **Information and communication**
- > **Bus systems/
Information transmission**
- > **x by wire**
- > **Safety systems**
- > **Comfort**
- > **Voltage and electrical
power-supply systems**
- > **Services**



electronica 2008
automotive

23rd International Trade Fair

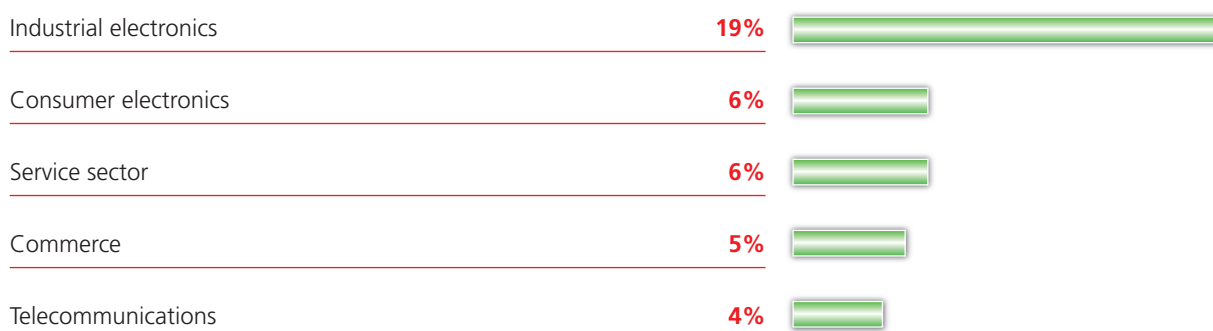
New Munich Trade Fair Centre
November 11–14, 2008

www.electronica.de

Numerous sectors. Numerous applications. Countless possibilities.

Naturally, the majority of the 13,217 visitors are from the automotive sector, but not all of them are. You can also look forward to meeting a number of prominent guests from other branches of industry with outstanding sales potential, such as industrial or consumer electronics, who are interested in your automotive innovations.

electronica automotive visitors' branches of origin*

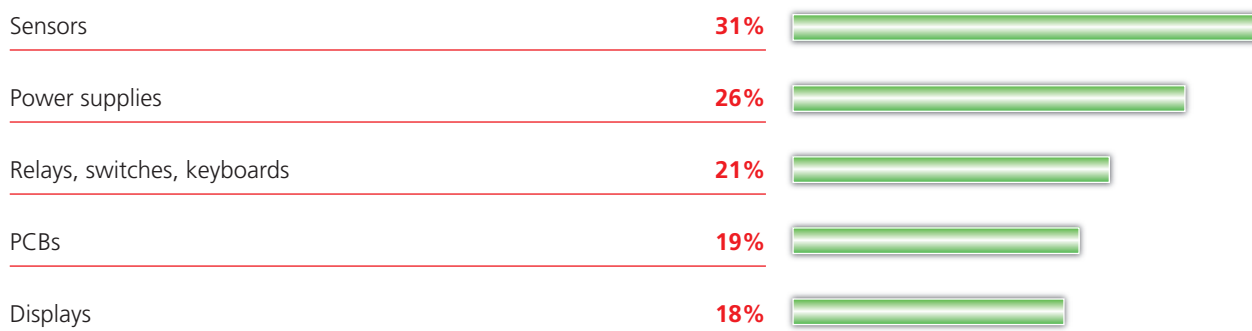


* Question: To which sector/branch of industry does your company/organization belong? Multiple responses possible

Varied interests. Business for your business.

Visitors from other exhibition sectors are also extremely interested in electronica automotive. The result: enormous additional potential for you as an exhibitor.

electronica automotive visitors also come from the following sectors*



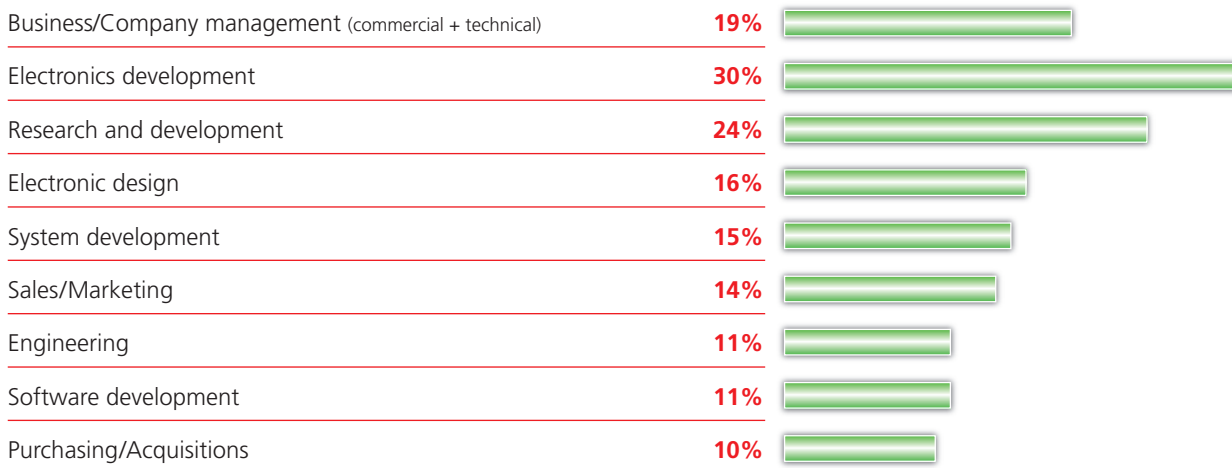
* Question: Which exhibition sectors at electronica did you visit or are you planning to visit? Basis: Trade visitors interested in specific products. Multiple responses possible

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Talk to decision-makers, developers, users and buyers.

electronica automotive promotes targeted dialog at all levels, because the various visitors who attend the fair cover all of your prospective customers' relevant activities and areas of responsibility in their entirety.

electronica automotive visitors' areas of responsibility*

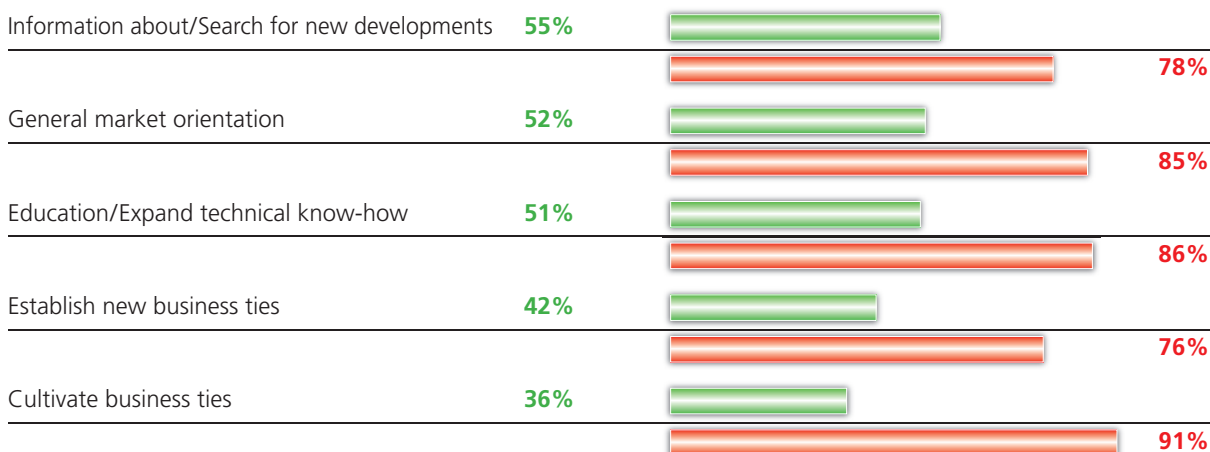



* Question: In what area of responsibility do you work? Multiple responses possible

Finding customers, retaining customers and monitoring markets.

Whether you want to establish new business contacts or cultivate existing ones, or to gather specific information about the market and the latest trends, electronica automotive visitors have clear-cut objectives, and they reach them, too.

electronica automotive visitors' objectives and those who reached them (rated fair as "good" to "excellent")*



 * Objectives—Question: What are the aims of your visit to electronica automotive? Multiple responses possible

 * Objectives reached—Question: To what extent have you been able to fulfil these aims? Multiple responses possible

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electronica automotive in Hall A6.



Visitors of **e**lectronica automotive 2006 (excerpt):

35Behr Thermot-tronik • Adam Opel GmbH • Alpine Electronics (Europe) GmbH • ATT Antriebstechnik GmbH • AUDI AG • AUTOLIV • Automotive Lighting Reutlingen GmbH • Autosplince Europe GmbH • AVX GmbH • Bayerische Motoren Werke AG • Behr GmbH & Co. KG • BHTC GmbH • Blaupunkt GmbH • Bombardier Transportation • Bosch Rexroth AG • Brose Fahrzeugteile GmbH & Co. KG • Centro Ricerche Fiat • Conti Temic microelectronic GmbH • Continental AG • Continental Automotive Systems • Continental TEMIC microelectronic GmbH • Continental Teves AG & Co. oHG • DaimlerChrysler AG • DAS Draexlmaier Automotivsysteme GmbH • DELPHI Automotive Systems • Delphi Automotive Systems (China) • Delphi Deutschland GmbH • Delphi Electronics and Safety • DENSO automotive GmbH • EADS Deutschland GmbH • Faurecia Autositze GmbH • FER Fahrzeug-elektrik GmbH • Fiat Auto SpA • Ford Werke GmbH • Freescale GmbH • Freudenberg Mektect Europa GmbH • Freudenberg NOK Mechatronics • FSD Fahrzeugsystemdaten GmbH • Fuba Automotive GmbH & Co KG • Haldex Brake Products AB • Harman Becker Automotive Systems GmbH • Hella KGaA • HellermannTyton GmbH • Hirschmann Automotive GmbH • Hirschmann Car Communicaion GmbH • Honda Racing Development Ltd. • Huber Automotive AG • Infineon Technologies AG • IVM Automotive GmbH • Johnson Controls AG • Johnson Electric AG • Kathrein-Werke KG • Knorr Bremse GmbH • Krauss-Maffei Wegmann GmbH & Co. KG • Lear Corporation • LEONI Bordnetz-Systeme GmbH • Leopold Kostal GmbH & CO KG • Magna Car Top Systems Belgium N.V. • Magna Powertrain, ECS • MAGNA STEYR Fahrzeugtechnik AG & Co KG • MAGNETI MARELLI • MAN Nutzfahrzeuge AG • Marquardt GmbH • NISSAN • NXP Semiconductors • On Semiconductor • Panasonic Automotive Systems GmbH • Porsche AG • Preh GmbH • Pro Car GmbH & Co. KG • PSA Peugeot Citroen • RENAULT • Renesas Technology Europe GmbH • Robert Bosch GmbH • Rolls-Royce Marine AS • Saab Automobile AB • Saab Training Systems AB • SCARpro Ltd. • SG Automotive d.o.o. • Siemens VDO Automotive • Skoda Electric s.r.o • STMicroelectronics • Texas Instruments Deutschland GmbH • THALES Defence Deutschland GmbH • Toyota Tsusho Europe S.A. • TRW Automotive Electronics & Components GmbH & Co. KG • TT Electronics Technology Ltd • TTI Inc. • Tyco Electronics • VALEO • Visteon Deutschland GmbH • VOGT electronic Components GmbH • Volkswagen AG • Volvo Cars Corporation • Webasto AG • Wehrle Autoelektronik GmbH • WISI Automotive GmbH & Co KG • Yazaki Europe Ltd. • ZF Friedrichshafen AG



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