



# Automotive IQ

NOVEMBER TOP FIVE

**WHICH CONTENT CAUGHT  
THE ATTENTION OF 45.000  
AUTOMOTIVE IQ MEMBERS?**

**CHECK OUT THE TOP 5  
CONTENT PIECES  
FOR NOVEMBER 2017!**





# #01

## MEASURING DISTANCE WITH LIGHT IN THE AUTOMOTIVE INDUSTRY: LIDAR, RADAR, AND CAMERAS

Whether it is a safety feature or a fully autonomous vehicle, information about the distance to other vehicles on the road, unexpected road obstacles, or permanent structures near the road is of paramount importance. This webinar discusses methods of measuring distance with light (emphasizing Time of Flight LiDAR) that either are or have the potential to be employed by the industry.

**Watch the  
webinar!**





# #02

## THE RISE OF 48V TECHNOLOGY - AN AUTOMOTIVE IQ EBOOK

**It appears that European regulators' dreams of eliminating carbon-based fuels in transportation is closer than ever, but each time this happened in the past, problems arose to stand in the way. As each step in emissions byproduct reduction has unfolded over the last 25 years, roadblocks got more difficult. Battery technology did not progress as had been hoped. Fossil fuel prices varied wildly, and car companies jumped from small car production to luxury car production when prices fell, and back to small cars again. The advance of trucking technology and large diesel engine emissions was slow, as well.**

**Download  
the eBook!**



## #03

# AUTOMOTIVE HUMAN MACHINE INTERFACE - AN AUTOMOTIVE IQ EBOOK

Once considered the planet's savior from greenhouse gas emissions, diesel was delivered a body blow by the American Environmental Protection Agency on the 25th September 2015 when VW was issued with a notice of violation of the Clean Air Act: Not only did this set in motion a series of events that would cost the manufacturer an estimated USD30 Billion, but more importantly, turned the diesel engine into an international villain.

**Download  
the eBook!**





## #04

# INTRODUCTION TO AUTOSAR CODING GUIDELINES

AUTOSAR, a partnership of leading organizations in the automotive industry, produces standardized open software architectures for automotive electronic control units (ECUs). It has developed new C++ coding guidelines for engineers who are developing software components according to its new adaptive platform specifications.

**Gain a better understanding of:**

- The rationale behind creating a new standard for C++
- Key highlights from the standards, especially its relation to ISO 26262
- Applying the AUTOSAR C++ standard

**Download the  
whitepaper!**



**#05**

# **TOP 5 MERGERS & ACQUISITIONS IN AUTOMOTIVE HISTORY**

**Mergers & acquisitions occur for reasons such as to synergise complementary strengths and weaknesses, to eliminate competition and ensure growth, to facilitate easier entries into new markets, and the global automotive industry we know today has been shaped by such M&A's since the mid 80's.**

**Read the  
article!**

# INTRODUCING AUTOMOTIVE IQ

**Automotive IQ is an international online platform focusing on providing automotive industry professionals with a central resource for knowledge on topics such as Powertrain, Electrics/Electronics, Chassis Systems and Car Body & Materials.**

**Membership is free. By becoming a member you have access to a plethora of industry-relevant information through expert interviews, white papers, our blog, presentations and podcasts. You will also find links to our upcoming automotive conferences focusing on current topics and future trends within the auto industry.**

**Most importantly, the Automotive IQ is a community. We are dedicated to creating a learning environment for sharing best practices and finding solutions to challenges within the automotive industry.**



**Business Intelligence for the Global Automotive Industry**

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