

Informa Tech Automotive Group Launches Automotive Tech Week 2021

Automotive Technology Spotlighted with All-New B2B Conference and Exhibition Held in August 2021

Detroit, MI, November 5th – [Informa Tech Automotive Group](#) has unveiled their 2021 event schedule, spotlighting Automotive Technology with a new brand; [Automotive Tech Week](#).

Following the success of the Festival of Automotive in August 2020; a co-located event offering expert intelligence from TU-Automotive Detroit, WardsAuto Interiors Conference, ADAS & Autonomous Vehicles, WardsAuto UX Conference and Connected Car Insurance USA, Informa Tech Automotive Group is excited to announce the continuation of this co-located offering into 2021 under a new name, [Automotive Tech Week](#).

For 2021, Automotive Tech Week will take place August 16-20, 2021, both in-person at the Suburban Collection Showplace, Novi, MI between August 16-18, and online via our virtual events platform, powered by Swapcard between August 16-20.

As the world has continued to adapt over the past few months, we have been continuously reviewing the best ways to serve the Automotive community. We believe the need for our community to connect, inform and innovate is stronger than ever and Informa Tech Automotive Group is committed to providing you this platform. We will continue to deliver the same, high-quality content including world renowned keynotes, conference tracks, workshops, roundtables and working groups that we are known for.

ABOUT AUTOMOTIVE TECH WEEK

[Automotive Tech Week](#) is the leading Automotive Technology B2B Conference & Exhibition. Combining the history, the expert content, and the audience of 5 world-class events (TU-Automotive Detroit, WardsAuto Interiors Conference, ADAS & Autonomous Vehicles, WardsAuto UX Conference and Connected Car Insurance USA), Informa Tech Automotive Group will gather the automotive technology ecosystem together in 2021 both in-person and online, via our robust virtual events platform at our market-leading venue, the Suburban Collection Showcase, Novi, MI.

Speaker Application is now open. The agenda and speaker list will be announced in April 2021.

For more information and to sign-up to be first to get the news, please visit the [Automotive Tech Week 2021 website](#) >>

ABOUT INFORMA TECH AUTOMOTIVE GROUP

Informa Tech Automotive Group: Connecting the automotive and technology ecosystem to inform, inspire and accelerate a brighter future.

Combining the research expertise of Wards Intelligence, the reach and community of WardsAuto, and the connection and event power of TU-Automotive, our trusted brand pillars provide expert direction

into automotive and technology with unrivaled opportunities to develop and differentiate your company's position within it.

As a part of our parent organization, Informa Tech, our mission is to bring together the entire ecosystem of those in technology and automotive to accelerate the future of our industries.

We serve the needs of our strong global community, hailing from traditional and disruptive automakers to suppliers of all levels; from emerging technology start-ups to software, telco and hardware companies, as well as the financial investing community and the retail market.

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