

# GREAT DESIGNS IN STEEL

May 21, 2025

Full Agenda

Time EDT	LOCATION		
	MAIN HALL		
7:00 AM	DOORS OPEN & BREAKFAST SERVED		
8:00 AM	<b>WELCOME &amp; KEYNOTE ADDRESS</b> Kevin Dempsey, President and Chief Executive Officer American Iron and Steel Institute - Welcome Lourenco Goncalves, Chairman, President and CEO, Cleveland-Cliffs Inc. Wolfgang Maluche, VP of Engineering, Volkswagen Group of America		
9:15 AM	<b>VEHICLE PRESENTATION IN MAIN HALL</b> <b>VW ID.BUZZ BODY-IN-WHITE CONSTRUCTION</b> <i>2025 North American Utility Vehicle of the Year</i> Eike Schuppert, Volkswagen AG		
9:45 AM	BREAK		
	<b>TRACK 1</b> VEHICLE ARCHITECTURE	<b>TRACK 2</b> MANUFACTURING	<b>TRACK 3</b> MATERIALS & JOINING
10:15 AM	<b>THE POWER OF LESS - ARCELORMITTAL MULTI PART INTEGRATION® (MPI) FOR IMPROVED EFFICIENCY, SUSTAINABILITY, AND PERFORMANCE</b> Ram Iyer, ArcelorMittal Global R&D & Gagan Tandon, ArcelorMittal Tailored Blanks	<b>CONSIDERATIONS FOR SUCCESS: FORMING PARTS WITH 3RD GEN STEEL</b> Dr. Danny Schaeffler, Engineering Quality Solutions Eren Billur, Billur Metal Form & Vince Millioto, Martinrea International	<b>SUSTAINABILITY ADVANTAGES OF ALTERNATE POWER SUPPLIES FOR RESISTANCE SPOT WELDING STEEL SHEET</b> Dr. Jerry Gould, EWI
10:45 AM	<b>THE CONNECTION BETWEEN 'UNDERSTANDING LOADCASE PHYSICS' AND STRUCTURAL MASS &amp; COST EFFICIENCY; A BEV SIDE POLE CASE STUDY</b> Mark Dingman, Daphnis Structural Solutions	<b>ACCRA® TECHNOLOGY DEVELOPMENTS</b> Hannes Fuchs, Multimatic	<b>PRECISION IN SPOT WELD SIMULATION: CREATING A ROBUST MATERIAL CARD</b> Abdelbaset Midawi, ArcelorMittal & Nick Avedissian, Hexagon Manufacturing Intelligence
11:15 AM	<b>OPTIMIZATION OF STELLANTIS SIDE STRUCTURES THROUGH PRESS HARDENED STEEL OPTIMIZATION USING TAILORED BLANKS FOR UPGRADED CRASH PROTECTION</b> Milind Parab, Stellantis & Nachiket Gokhale, ArcelorMittal Tailored Blanks	<b>STRUCTURAL DURABILITY OF MTH-STEEL</b> Dr.-Ing Thiago Rausch, Mubea Tailor Rolled Blanks LLC & Tim Korschinsky, M.Sc, Fraunhofer LBF	<b>THE UNIQUE FRACTURE RESISTANCE ELEVATION ON PROCESSED Q&amp;P1180 STEEL</b> Jun Hu, Cleveland-Cliffs
11:45 AM	<b>LUNCH IN MAIN HALL</b> <b>AUTOMOTIVE EXCELLENCE AWARD PRESENTATION</b>		
12:45 PM	<b>VEHICLE PRESENTATION IN MAIN HALL</b> <b>GENERAL MOTORS - BODY STRUCTURE EFFICIENCY ON D-SEGMENT CROSSOVER ARCHITECTURE, 2025 CHEVROLET TRAVERSE, GMC ACADIA AND BUICK ENCLAVE</b> Jinhui Wang, General Motors		
1:15 PM	BREAK		
1:30 PM	<b>ARTIFICIAL INTELLIGENCE IN AUTOMOTIVE STEEL</b> Presentations & Panel Discussion Moderated by Mike Davenport, Auto/Steel Partnership Panelists: Eric McCarty, Auto/Steel Partnership Dr. Sheng-Dong Liu, Generalety, LLC FADI Abu-Farha, Material Insights	<b>PMA METALFORMING PANEL: "STAMPING OF NEW ADVANCED HIGH STRENGTH STEELS"</b> Moderated by Dr. Danny Schaeffler, Engineering Quality Solutions, Inc. Panelists: Art Hedrick, Dieology LLC Vince Millioto, Martinrea International Darryl McCaleb, ArcelorMittal Scott Stevens, Cleveland-Cliffs	<b>DEFORMATION AND EDGE STRETCHABILITY OF MULTIPHASE STEELS AFTER SHEAR CUTTING</b> Advait Narayanan, University of Waterloo <b>A NEW METHODOLOGY TO CHARACTERIZE THE INFLUENCE OF PRE-STRAINING ON THE BAKE HARDENING RESPONSE OF 3G AHSS</b> Rhys Northcote, University of Waterloo
2:15 PM	<b>A NEW ALL STEEL ROCKER ASSEMBLY - SINGULAR TUBE REINFORCEMENT JOINED TO A ROCKER INNER WITH WELD POCKET</b> Miao Yu, Cleveland-Cliffs	<b>TAILORED PROPERTIES, A BLACK BOX? CORRELATION AND VALIDATION BETWEEN NUMERICAL ANALYSIS AND HARDWARE TESTING</b> Paul Deller, GEDIA Automotive	<b>VACUUM HOT STAMPING TECHNOLOGY WITH ELECTRO-GALVANIZING &amp; HIGH-TEMPERATURE RESISTANT LUBRICATING COATING</b> Tony An, Pressler Advanced Forming Technologies
2:45 PM	<b>A PACKAGING EFFICIENT STAMPED BATTERY TRAY WITH ZERO-DEGREE DRAFT ANGLE AND TIGHT RADII</b> Kevin Eldridge & Caroline Kella, PhD, ArcelorMittal Global R&D	<b>LASER HARDENING OF CUTTING DIES (SEMI INDUSTRIAL) TRIAL</b> J.P. Singh, General Motors on behalf of Auto/Steel Partnership	<b>JOINING ALSI COATED BORON STEEL WITH BEAM SHAPING OPTICS - A GAME CHANGER FOR THE CAR BODY INDUSTRY</b> Yama Fedai, TRUMPF US
3:15 PM	BREAK		
3:30 PM	<b>LEAN THINKING ANALYSIS OF FASTENER INSTALLATION IN METAL STAMPINGS</b> Rob Edwards, PROFIL	<b>MEET MODERN AUTOMOTIVE MANUFACTURING DEMANDS WITH TUBULAR HYDROFORMING</b> Chris McMahon, Schuler	<b>INVESTIGATION OF INFLUENCING FACTORS OF LIQUID METAL EMBRITTLEMENT FOR AHSS EXPANSION</b> Tomohiro Takahashi, Nissan Motor Co.
4:00 PM	<b>ARCELORMITTAL MULTI PART INTEGRATION™ FOR SCALABLE VEHICLE ARCHITECTURES FOR MULTIPLE POWERTRAINS</b> Nachiket Gokhale, ArcelorMittal Tailored Blanks Americas	<b>TRÜ SERVO™ PRESS: THE ABILITY TO PASS THE DRAWING RATIO</b> Kevin Fernandes, Macrodyne Technologies Inc.	<b>REPAIRABILITY OF 3RD GEN AHSS</b> Justin Hunt, Stellantis on behalf of Auto/Steel Partnership
4:30 PM	<b>VEHICLE PRESENTATION IN MAIN HALL</b> <b>RIVIAN R1 BODY STRUCTURE EVOLUTION AND REPAIRABILITY</b> <i>Awarded 2025 IIHS Top Safety Pick+</i> Dan Black, Matt Tummers, Venu Krishnardula, Rivian		
5:00 PM	NETWORKING SOCIAL HOUR		
6:00 PM	EXHIBIT HALL CLOSES		