

automotive **testing**expo

★ NORTH ★ AMERICA ★

OCTOBER 21, 22 & 23, 2025
Suburban Collection Showplace,
Novi, Michigan

SHOW PREVIEW



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EXHIBITORS
30+
SPEAKERS

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AUTOMOTIVE TESTING EXPO NORTH AMERICA

You do not want to miss this event! Find the exhibitors, presentations, demonstrations and workshops you need to reduce development time, cut costs and eliminate recalls – all under one roof

2025

This year's Automotive Testing Expo North America is taking place at a time of unprecedented change and rapid transformation within the automotive and mobility industry. Once again the venue is the Suburban Collection Showplace in Novi, Michigan (October 21, 22 & 23), and the emphasis will be on navigating unexpected change by showcasing technologies, software and services as well as strategic, practical frameworks to address challenges amid market volatility, while complying with evolving standards and a stringent regulatory landscape.

To foster critical OEM-supplier collaboration across the development phase, Automotive Testing Expo North America will gather the whole ecosystem, including industry, academia, government/regulatory bodies and standards organizations, with the goal to accelerate innovation and the formation of new strategic partnerships in fast-evolving areas such as EV production and autonomous driving technology.

Consisting of an exhibition, The Future of Automotive Testing Conference and the Innovation Showcase, the free-to-attend event has evolved to meet industry needs by helping visitors to enhance product quality and efficiency, eliminate recalls, reduce costs and accelerate product development, all while maintaining their unique brand identity.

Challenges bring opportunities! Keep reading for some of this year's highlights, including conference speakers and state-of-the-art solutions on display... ◀





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200+
EXHIBITORS
30+
SPEAKERS

Co-located
with Automotive
Interiors Expo
North America

3,500+
VISITORS



Attendees can explore the latest advances in:
Electric and hybrid vehicle powertrain analysis | Sensors | **Autonomous driving validation** | Software engineering | **Cloud computing** | Predictive maintenance | **Connectivity** | CAE simulation and modeling | **Vehicle dynamics testing** | Data acquisition, analytics and management | **Crash evaluation** | Emissions measurement systems | **Dynamometers** | NVH analysis | **Proving grounds** | End-of-line testing and quality engineering | **EMC and electronics evaluation** | Interiors and infotainment testing | **And more!**



INTEGRATED WORKFLOW FOR VEHICLE TESTING

Vector North America Inc

The shift toward electric vehicles and ADAS demands robust, scalable data acquisition systems. Vector's integrated ecosystem is designed to streamline measurement and calibration, enhancing both efficiency and accuracy.

The company's seamlessly coordinated hardware and software components cover a wide range of vehicle development applications. GL loggers such as the GL5370 record up to 1TB of data via CAN FD, LIN and ethernet – ideal for e-drive testing under tough conditions. The VP family is optimized for high-data-rate ADAS

applications. VX1000 provides fast, direct access to microcontroller data via debug interfaces. The compact VIO system accelerates ECU validation during early development. For test drives and precise measurement of physical values, Vector modules offer a reliable solution.

All data is time synchronized, visualized and stored using CANape. Integrated cloud services in CANape, vCDM and vMDM enable seamless collaboration, even across company boundaries. Configuration, measurement and calibration data can be easily shared and edited jointly.

Booth 9000



ADVANCED IMAGING FOR AUTOMOTIVE ENGINEERS

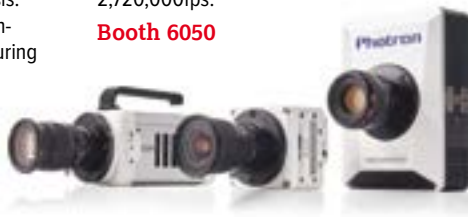
Photron

Automotive engineering teams rely on high-speed cameras to conduct advanced imaging for various tasks, such as onboard and offboard vehicle crash tests, road testing, static airbag tests and engine combustion analysis. Such cameras give them the ability to capture high-speed video in order to slow down or pause actions for detailed analysis.

Photron provides an array of high-speed digital camera systems, featuring models capable of capturing up to 37,500fps at megapixel resolution and 4K/UHD models that record up to 1,250fps in full 4K resolution.

Photron is the exclusive distributor of the Pharsighted E9 series of ultra-high-speed cameras. These are reportedly the fastest full-frame high-speed cameras in the world, achieving a data rate of 150 gigapixels per second. The E9 series can attain speeds up to 489,000fps at a resolution of 640 x 480 pixels and features a peak acquisition rate of 2,720,000fps.

Booth 6050



COMPREHENSIVE AUTOMOTIVE DATA ACQUISITION

Dewetron

Dewetron will be showcasing its data acquisition systems at the expo. The systems cover a wide range of applications, including power analysis, NVH measurements, vehicle dynamics and durability. As electromobility is becoming increasingly important, recording electrical parameters is essential not only on the test bench but also during real-world test drives. For in-vehicle measurements, compact, space-saving measurement devices are vital. Dewetron's DAQ systems require low power consumption or independent power sources, and offer multiple interfaces for seamless communication with vehicle sensors and high accuracy for reliable data. On the test bench, versatility and high sampling rates are crucial for capturing dynamic processes. Fast data transmission and ample storage capacity handle the large volumes of data generated.

Dewetron's easy-to-use measurement systems are tailored specifically for the automotive industry. The solutions include customizable chassis, versatile measurement modules and the powerful Oxygen software for comprehensive data visualization and analysis.

Booth 12010



CO₂-POWERED SYSTEM FOR GREENER TESTING

Huber

At this year's expo, Huber will spotlight the Unimotive GL series – its latest advance in sustainable temperature control for the automotive sector. Developed specifically for demanding test applications, the Unimotive GL uses CO₂ as a natural refrigerant, eliminating the need for high-GWP synthetic alternatives.

With an operating range from -45°C to +150°C, the system is designed for temperature simulations, material stress evaluations and component durability testing. The CO₂-based refrigeration cycle delivers precise, repeatable thermal control while aligning with industry efforts to reduce environmental impact.

Huber has been a pioneer in natural refrigerants since 1976, incorporating them across its temperature control portfolio. The Unimotive GL builds on that legacy, combining robust performance with a climate-conscious design. Its recyclable construction and energy-efficient operation reflect a growing demand for sustainable solutions.

As OEMs and suppliers embrace electrification and lifecycle sustainability, Huber's presence at the show underscores the role of eco-driven thermal systems in the next generation of automotive testing.

Booth 13034



OPTICAL AND MOTION SENSORS FOR MOTORSPORT AND DYNAMIC TESTING

Sensoric Solutions

➤ Sensoric Solutions will present its flagship OMS Race ground-speed sensor – a compact, robust and ultra-precise optical sensor designed for the toughest motorsport and vehicle dynamics applications.

Unlike conventional inertial systems, the OMS Race provides direct, slip-free measurement of vehicle speed and movement



direction via an optical method based on spatial frequency analysis. It is designed to deliver unmatched accuracy, including slip angle (wheel slip angle) precision better than 0.1°, even during slow or steady driving – a critical advantage for advanced control systems, driver assistance development and autonomous vehicles.

In addition to slip angle, the OMS Race captures

longitudinal and lateral acceleration, yaw, roll, pitch, slip angles and more – all in real time. Its compact design, universal mounting options (including wheel-mounted configurations) and fast setup make it an ideal tool for Formula Student teams, professional racing engineers and R&D departments. Sensoric Solutions' aim is to set new standards in measurement precision with its latest generation of OMS sensors, enabling high-performance validation, tire modeling and control optimization.

Booth 8044

DYNAMIC VEHICLE EMC TESTING

Stähle

➤ The importance of electrically powered vehicles is growing, and with it their vulnerability to magnetic and electrical fields. Antennas or high-voltage lines can create interference. Furthermore, vehicles can emit electromagnetic pollution to their occupants.

The requirements for electromagnetic compatibility certification are evolving because quasistatic condition test cycles (more or less constant speed) are no longer sufficient. A test cycle that more closely reflects real-life use is necessary, such as the WLTC.

These tests require robotic speed and precision that could not be achieved by the pneumatic robots used so far. Stähle is therefore launching a new model – SAP2000V – based on the well-proven SAP2000 electric robot, with added insulation that meets the requirements for EMC test cell working conditions. The robot controller inside the vehicle is powered by an internal battery and interfaced via fiber-optic

cables. The driving software enables



repeated operation with different driving styles. Its performance is identical to that of SAP2000 on a chassis dynamometer, which ensures best traceability in the development and verification of vehicles.

Booth 4010



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NEXT-GENERATION BATTERY MODULE AND PACK TEST SYSTEM

Chroma

➤ Chroma will be showing its 17050 Series scalable, high-power test system that is purpose-built to evaluate battery modules and packs under real-world conditions. Supporting up to 1.08MW with wide auto-ranging voltage from 33V to 2,000V, it integrates with BMS, environmental chambers and dataloggers to simulate drive cycles, execute automated test sequences and collect detailed performance, safety and lifecycle data. Powered by BatteryPro X software, the system supports drive simulation, DCIR calculation, VCU simulation and end-of-line (EOL) testing with go/no-go judgment and report generation. Its modular design and versatile power stages allow use as a power supply, regenerative load or battery/fuel cell simulator, providing unmatched flexibility.

Booth 8000



FLANGED DIGITAL TORQUE SENSORS

S. Himmelstein

➤ S. Himmelstein will present the new MCRT 48/49860V, 48/49861V and 48/49870V Series flanged digital torque transducers. These offer high measurement accuracy with fast installed response and high mechanical overloads and electrical overrange. Output signals for torque, speed and horsepower are provided as analog (± 5 or ± 10 V DC) and digital over RS232 serial port. Available capacities range from 56.5Nm to 10,8500Nm.

The transducers are available in two accuracy grades: $\pm 0.1\%$ and $\pm 0.05\%$ of full scale. Mechanical overloads of 200% or 400% offer a safety margin in the presence of high startup torques or large torsional oscillations. Electrical overrange of 150% reduces potential for errors. Output bandwidth is 1kHz with 13 user-selectable, low-pass filters.



Included interface software allows fast PC setup and reconfiguration while selecting from up to 33 units of measure, without recalibrating. All are calibrated CW and CCW to rated load in S. Himmelstein's ISO 17025:2017, NVLAP-accredited lab (NVLAP lab code 200487-0). They are well suited for a range of use cases including performance and endurance testing of engines, transmissions, drive systems, motors, servomotors, gearboxes and actuators.

Booth 13018

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PERFORMANCE TEST SOLUTIONS FOR HV BATTERIES, INFOTAINMENT AND ACOUSTICS

Göpel Electronic

Göpel Electronic will showcase a wide range of powerful, intelligent automotive test technologies at the expo, primarily focusing on its infotainment and network test systems.

The innovative CARoLINE advanced acoustic tester will be unveiled. It ensures the assembly

quality of mechatronic vehicle components with regard to noise, using parallel sound measurements as an EOL tester to check the quality of the assembly. With the help of integrated statistical analyses and evaluation of acoustic parameters, manufacturing and assembly processes can be optimized.

The new server-based infotainment test systems for complex operating and display components offer a powerful hardware and software architecture that enables systems to be flexibly adapted to the test objects right from the start of planning, while also providing sufficient resources for future device generations. All testing applications from instrument clusters to HMIs can thus be covered.

The simple and quickly configurable battery test bench for automotive high-voltage batteries, also being presented for the first time at the expo, ensures maximum quality and security. The system has a power range of 1-500kW and offers test voltages of up to 1,200V DC and currents of up to 800A DC. Insulation tests can be carried out with up to 7kV. Thanks to preconfigured test routines, automated tests can be carried out in the shortest time possible and with a high level of test depth.

Booth 3034



SOFTWARE-IN-THE-LOOP TESTING

dSPACE

The Veos simulator from dSPACE enables software-in-the-loop testing. This FMI-compliant simulator, which will be on display at the expo, can import systems under test (SUTs) such as standardized virtual ECU artifacts as well as simulation artifacts such as vehicle dynamics models and restbus simulations such as ethernet, CAN and LIN. Veos can synchronize all artifacts

(Veos kernel) and also extend synchronization to external simulators via a co-simulation API that allows bridging to occur. In this way, Veos can facilitate all manner of ECUs in modern software-defined vehicle architectures, from high-performance computers to data aggregators (zonal ECUs) and edge ECUs.

Booth 7000



HIGH-VOLTAGE MEASUREMENT IN EV CRASH TESTING

Diversified Technical Systems

DTS will introduce the FMVSS305 high-voltage recorder for hybrid and electric vehicle testing at the expo. This isolation measurement system safely captures battery and drive system voltages up to 1,200V.

The DTS system supports a variety of safety standards, including FMVSS 305 (electrical shock protection) and FMVSS 301 (static rollover system). Using DataPro software, it operates either as a standalone unit or integrated with other DTS Slice and TDAS data acquisition systems. A built-in Slice6 data acquisition



system records measurements during dynamic testing. The DTS FMVSS305 features a standard 19-pin comm interface that supports ethernet communication, DTS signals (start/event/status) and manual resistance test switches. It easily connects to external voltmeters and pendants, making it ideal for demanding high-energy test environments.

Booth 14012

The future of **automotive testing** ★ CONFERENCE ★

Speaker spotlight

DR PARTHA GOSWAMI

Principal, PG Mobility Analysis, USA



Goswami has 30+ years' experience in the automotive industry in R&D, planning and technology strategy. As professional fellow of technology trends at GM, he identified emerging tech trends and their impacts. He regularly speaks at forums, is chair of the SAE's Vehicle IoT committee, a judge in GAMIC (Global Automotive & Mobility Innovation Challenge) and an advisor in several industry groups. He is currently freelancing and is a consulting partner with AutoMobility Advisors. He holds a PhD in applied mechanics from Iowa State University, an MBA from University of Michigan and a certification from University of Houston.

Free to attend!

END-TO-END DATALOGGING

ViGEM

The ViGEM CCA 9110 is a next-generation end-to-end datalogging solution for ADAS and autonomous driving development. Engineered for maximum performance and long-term sustainability, it delivers up to 60Gbit/s sustained recording performance, making it one of the most powerful mobile dataloggers on the market. With support for up to 100Gb ethernet, multiple 10/25G interfaces and seamless backward compatibility, the CCA 9110 is built to integrate into existing test environments while preparing for future demands.

Its robust, thermally optimized design ensures reliable operation even under harsh vehicle conditions, while intuitive controls, front display and LED indicators simplify daily use. Designed and manufactured in Germany, the CCA 9110's architecture supports future firmware upgrades, extended capture interface availability and compatibility with ViGEM's proven data handling ecosystem, including high-speed copy stations and secure storage.

Booth 16006



HIGH-PERFORMANCE VIBRATION CONTROLLER FOR LOW-NOISE TESTING

Vibration Research

The VR9700 controller is Vibration Research's premium-performance, low-channel-count hardware. Vibration shaker tests can be set up and safely controlled with this compact, powerful device that meets many needs, including

low- to medium-channel-count setups, single-axis control and demanding data processing. The VR9700 supports up to 128 input channels and features a 256kHz maximum sample rate, a small footprint and low power requirements.

The new VR9700 is built with longevity in mind. It features an updated architecture with increased computing power, allowing Vibration Research to implement advanced software capabilities well into the future. Its fast dual-core processor equates to more memory, and includes a USB 3.2 for external storage or autonomous operation.

The VR9700's class II double-insulated chassis reduces the potential for ground loops and helps prevent external components from sourcing a ground reference through the controller. This feature helps isolate the front inputs and drive outputs from the power system, which can improve overall signal integrity and reduce external noise.

Booth 7050

ISO/IEC 17025 CALIBRATION NOW AVAILABLE IN THE USA

Racelogic

The expo serves as the ideal opportunity for VBox Automotive to discuss the news that it is expanding its ISO/IEC 17025:2017-accredited calibration services to North America, so users can now benefit from UKAS-accredited calibrations carried out at Racelogic's in-house laboratory in Novi, Michigan.

This means VBox dataloggers, sensors and inertial modules can now be calibrated locally in the USA –



with full traceability and fast turnaround times. All calibrations are performed by Racelogic engineers using validated procedures and measurement standards. Each service includes a traceable UKAS certificate, calibration label and performance

check, ensuring testing equipment remains compliant, accurate and ready for audits.

New VBox systems continue to ship pre-calibrated with a certificate at no extra cost.

Booth 4040

LEAK TESTING FOR BATTERY INTEGRITY

Inficon

Inficon's ELT V_{max} leak testing system is designed to ensure the integrity and safety of battery cells and modules in line with SAE International's J3337 battery testing specification.

The high-performance solution offers highly sensitive, non-destructive testing that rapidly detects leaks, helping automotive manufacturers meet the stringent quality and safety requirements of modern electric vehicles. The advanced design streamlines

the testing process, enabling reliable detection of even the smallest leaks, which is critical for the performance and longevity of battery systems.

Expo attendees can expect hands-on demonstrations, technical presentations and direct engagement with Inficon experts, which according to Inficon, reinforces its reputation as a trusted partner in the transition to electrified mobility.

Booth 6012



GNSS-DENIED NAVIGATION

OxTS

➤ Sensor fusion is key to unlocking the potential of GNSS-denied navigation. Urban canyons and tunnels often get in the way of reliable, consistent, accurate data collection. Whether it's to validate the performance

of an ADAS sensor or enable autonomous navigation, the challenge remains the same: no GNSS = inaccurate data.

OxTS is breaking down the barriers to entry in these environments with WayFinder, a single, multisensor fusion



navigation platform. Engineered to use existing infrastructure, such as buildings, to constrain position drift in challenging GNSS conditions, the platform paves the way for accurate data collection in any environment. Find out more at the expo in Novi.

Booth 14016

LOW-SPEED, HIGH-TORQUE TESTING

Force Control Industries

➤ Low-speed, high-torque testing can be a challenge for dynamometers equipped with traditional load brakes. Testing that requires the brake to absorb significant horsepower and torque at low speeds can result in cogging, chatter or stick slip. Data captured when dynos are in these states is inaccurate, if captured at all. Oil shear brakes, however, are uniquely designed to absorb extreme torques at very low speed (down to 0rpm), thus allowing dynos to accurately capture data at these critical junctures.



Positorq dynamometer load brakes – on display at the expo – feature oil shear technology, which uses a film of transmission fluid between the brake disc and the drive plate. As the fluid is compressed, the fluid molecules in shear transmit torque to the other side. Since most of the work is done through the fluid molecules in shear, wear is virtually eliminated, which obviates the need for maintenance and adjustments.

Across the automotive industry, Positorq oil shear load brakes allow customers to acquire accurate test data relating to lifecycles, shock loading and even emissions testing/certification, engine performance, and overall machine life and performance. They are typically connected to the final output of the device or machine to be tested, accurately capturing data even at 0rpm.

Booth 4032

SELF-PACED TRAINING IN AUTOMOTIVE DURABILITY TESTING AND ANALYSIS

Re:Test

➤ Re:Test offers flexible, in-depth training for anyone involved – or hoping to be involved – in durability testing or analysis of auto components, assemblies or full vehicles.

Delivered via browser in a fully narrated, self-paced format, each course includes interactive checkpoints and concludes with a printable certificate of completion. These courses provide managers, engineers, technicians and students with a solid foundation in the key principles and practices of automotive durability.

The durability testing course has recently been updated to



include expanded content on integrating CAE modeling into the testing workflow, along with new material on reliability, life data analysis and design of experiments.

A new companion course, focused on durability analysis, is designed for CAE engineers and offers a deeper dive into fatigue theory – including multi-axial and frequency-based approaches – alongside training in loads development and design optimization.

Because there is some overlap between the two classes, bundled enrollment is available at a substantial discount. These vendor-agnostic courses are particularly useful for teams building new labs or expanding their testing or analysis capabilities. The content is designed to be immediately applicable in participants' current environments, regardless of the tools or platforms they use. No advertising, product pitches or upselling are included. To enroll, visit the team's booth in Novi.

Booth 13000

OPTIMIZING IMAGE QUALITY FOR AUTONOMOUS DRIVING

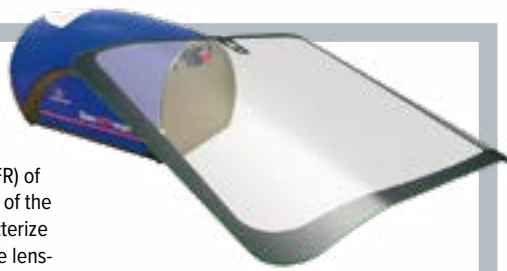
LaVision

➤ ADAS for autonomous driving needs to detect objects at great distances, far in front of the vehicle, to ensure safe control at highway cruising speeds. Cameras for this purpose need lenses with a long focal length. The image quality of these devices depends on the optical quality of the windshield.

The LaVision Glass-SFR Inspex system, which will be on display at the expo, provides pointwise measurements of the spatial

frequency response (SFR) of windshields in the area of the ADAS camera to characterize the optical quality of the lens-windshield combination.

The high-resolution camera-based system uses a large number of SFR targets to allow simultaneous analysis of different viewing angles through the windshield. It also provides optional 2D evaluation of the windshield's optical power at the ADAS area with high spatial resolution in the



submillimeter range.

Flexible use of customer ADAS lenses with LaVision's Glass-SFR Inspex enables analysis of different lens and windshield combinations at an early stage and helps to drastically reduce test time.

Booth 8058



WALK-IN ENVIRONMENTAL CHAMBER FOR WHOLE-VEHICLE TESTS

Guangdong SMS Intelligent Equipment

Guangdong will be showcasing its comprehensive walk-in environmental chamber at the expo. It is specifically designed for automotive research and development verification, quality control and regulatory environmental testing. It can simulate various extreme environments under controlled conditions. The chamber's testing scope covers several natural climate factors such as temperature (-70°C to +150°C), humidity (10% to 95% RH), sunlight simulation, rain and dust. It is suitable for comprehensive performance testing of the whole vehicle and its key components, including air-conditioning systems, engines, radiators, exterior components and interior parts.

This chamber offers high repeatability, high efficiency and safety, which can significantly shorten product development cycles and improve the reliability of products. It is ideal for environmental reliability testing in the automotive and EV industry.

Booth 10032

INNOVATIVE TECHNOLOGY FOR TEST RIG APPLICATIONS

Voith US

Test engineering is crucial for product development and validation across industries. Ranging from a few hundred watts to over 30MW, Voith drive systems are integral to development and end-of-line test rigs.

Check out Voith's extensive product portfolio for the testing sector, which includes highly flexible couplings to dampen torsional vibrations and torque shocks, safeguarding driveline components and extending their lifespan; torque limiting couplings, with capacities from 1 to 20,000kNm, protecting people and equipment during potentially catastrophic system overloads; universal joint shafts, capable of transmitting power in drives with offset shafts, with torque capacities exceeding 20,000kNm (14,000,000 lbf-ft);



connection couplings to facilitate torque transmission across driveline joints without backlash, allowing quick disconnection; hydraulic systems and self-contained servo drives for diverse applications; and Elin Motoren, a Voith company that manufactures asynchronous and synchronous induction motors, from 50kW to 60MVA and recognized globally for quality.

Talk to Voith at the expo and tap in to the benefits of years of being a trusted partner for drive system components and fluid power solutions in the test engineering sector.

Booth 9032



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NEXT-GEN AI CONTROLLER

Tactun

Tactun will showcase its groundbreaking no-code, AI-ready controller platform, designed to enable test machine manufacturers to create fully customized control systems and operator software without coding or in-house R&D.

The system combines a bespoke industrial controller, engineered for each machine's exact I/O and performance needs, with a cloud-based visual design environment. Engineers can configure motion logic, safety functions, dashboards and end user applications in minutes, eliminating vendor



lock-in and lengthy integration cycles.

Optimized for demanding test environments, the controller delivers high-speed, closed-loop control up to 100kHz, with built-in signal

conditioning for load cells, LVDTs, encoders and thermocouples, plus deterministic outputs for servo and hydraulic actuation.

From fatigue testers to dynamic frames, Tactun enables manufacturers to move from concept to working prototype in days, while retaining ownership and branding.

Booth 4046



VENTILATED SEAT PERFORMANCE TEST BENCH

Seoul Industry Engineering

SIE's seat performance test bench is designed to evaluate air volume and fan performance in ventilated car seats. Equipped with an ASHRAE 51 flow nozzle, the system precisely measures air intake and outlet flow, as well as ventilation resistance (pressure drop). It also enables analysis of blower characteristics, including P-Q curves and maximum airflow.

As electric vehicles continue to gain dominance in the automotive industry,

ventilated seat systems are drawing increasing attention for comfort and energy efficiency. This test bench provides a reliable and efficient solution for evaluating these advanced features.

With a range of 3-400 CMH and optional blower power supply, the system is fully automated using a LabVIEW-based UI and compact DAQ system, maximizing test reliability and efficiency. Find out more at the expo in Novi.

Booth 9020



COMPREHENSIVE SOLUTIONS FOR AUTOMOTIVE TESTING

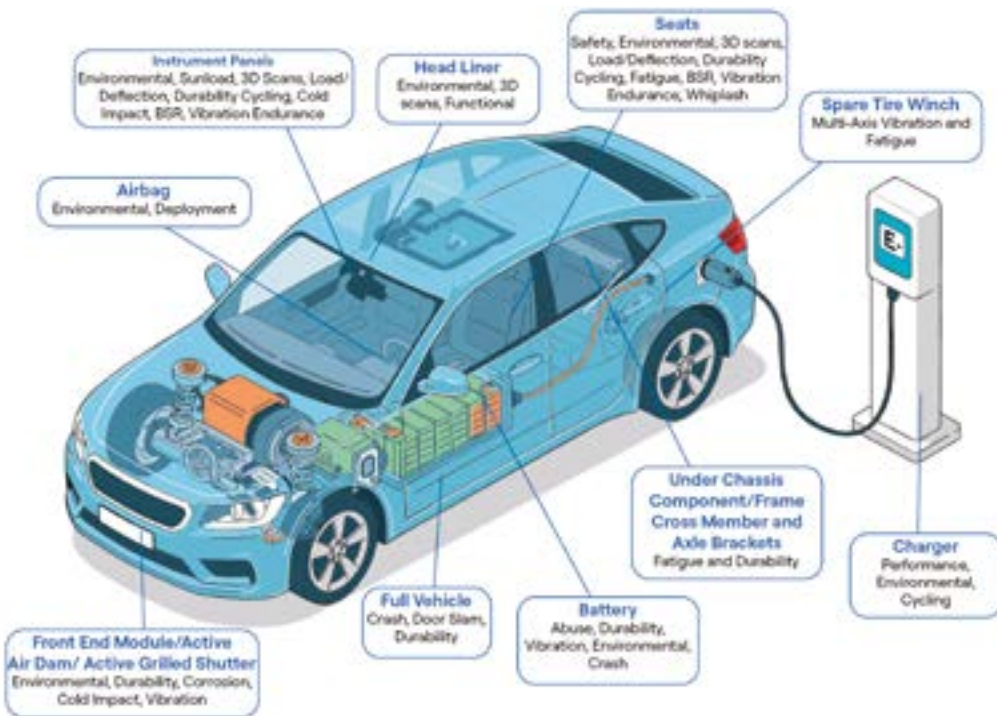
MGA Research Corporation

According to MGA Research Corporation, its mission is to advance safety and innovation through world-class

testing services and equipment solutions. The company envisions a future where its expertise contributes to safer, more reliable products across the automotive industry, and

says that its commitment to this vision drives it to constantly innovate, adapt and exceed expectations.

Booth 10040



The future of **automotive testing** ★ CONFERENCE ★

Speaker spotlight

RAM MIRWANI

Senior group manager – business development, automotive, Rohde & Schwarz, USA



Ram Mirwani is a business innovator and technologist with over 27 years of experience in leading global business growth and market adoption for new technologies. His efforts span multiple areas including test automation and training, RF/wireless design and testing and ADAS/autonomous vehicles. He has published several articles and is a frequent speaker at industry events. At Rohde & Schwarz, Mirwani is responsible for leading the automotive business development team efforts. He lives in Austin, Texas, with his wife and two children. He has a BSc in ME (1997) and an MBA (2010), both with honors, from Arizona State University.

Free to attend!

COMPREHENSIVE DAQ ECOSYSTEM

Dewesoft

Dewesoft will be at the expo to talk to visitors about its comprehensive ecosystem for all major automotive testing applications. Its solutions are designed to provide cutting-edge data acquisition tailored to meet the demands of modern vehicle development. From durability and NVH testing to combustion analysis, EV testing, and ADAS validation, Dewesoft delivers high-precision hardware and intuitive software designed to offer seamless data collection, processing and analysis.

At the core of Dewesoft's ecosystem is its DAQ hardware,

featuring modular and rugged designs suitable for test laboratories and test tracks. These interconnectible systems support a wide range of sensors, including temperature, pressure, acceleration, strain and high-speed video, ensuring comprehensive data acquisition across all testing scenarios.

Dewesoft's flagship software platform offers real-time visualization, synchronized data acquisition and advanced analytical tools that can be seamlessly integrated into existing automotive workflows.

The software supports advanced connectivity options, including CAN, CAN FD, XCP,



FlexRay, and EtherCAT, ensuring compatibility with modern vehicle architectures.

Additionally, Dewesoft offers specialized solutions for electric vehicle power analysis, brake

testing, combustion diagnostics and structural testing, making it a one-stop solution for automotive engineers.

Booth 11000

PORTABLE, POWERFUL AND PRECISE GAS MEASUREMENT IN-LAB/ON-ROAD

Horiba

➤ Horiba's MEXAcube compact emissions measurement system is getting a lot of attention for its ability to measure nine key exhaust components with precision and reliability.

MEXAcube – on display at the expo – is designed to address stricter emissions standards and help the industry reshape the way it measures and validates performance. This achievement is made possible by Horiba Infra-Red Laser Absorption Modulation (IRLAM).

IRLAM is an infrared gas analysis advancement that incorporates modern sampling techniques and next-generation computational algorithms to meet the emerging needs of Real Driving Emissions testing. Precise, consistent data on difficult-to-measure gases such as ammonia (NH₃) and formaldehyde (HCHO) is now possible both in-lab and on-road. IRLAM also supports

sustainability and compliance efforts critical to reach future emissions standards and further carbon-neutral fuel development. MEXAcube is part of a growing range of IRLAM-based Horiba products for emissions testing applications.

Booth 14010



ATTI AWARDS 2026: TO BE ANNOUNCED LIVE AT AUTOMOTIVE TESTING EXPO EUROPE



For a feel-good boost during this uncertain time, we encourage you to enter the Automotive Testing Technology International Awards.

The awards have traditionally been magazine-based. In the last two years, however, they've been held at Automotive Testing Expo Europe in Stuttgart, Germany – cementing *ATTI* as the official show publication. The chance to celebrate with peers and let off some steam has been much appreciated.

The awards are also a fantastic way to showcase a product, service, team or individual. Companies from all regions of the world are invited to enter, with nominations welcomed for new technologies, developments of existing ones or novel applications.

Nominations for next year are now open – visit the website to find out more!

For further information on how to nominate, alongside sponsorship opportunities, please visit the *ATTI* website



The future of **automotive testing** ★ CONFERENCE ★

Speaker spotlight

RINAT ASMUS

Vice president – software-defined vehicles, Tata Technologies, USA



➤ Rinat Asmus has 15 years of experience in leading the change in innovation and strategy with a focus on embedded software and systems; expanding business/product development with a tech-centric approach, fostering partnerships and standardization; and enhancing operation within embedded software and systems engineering, ensuring peak team performance and product excellence. Since 2024 he has been vice president of SDV at Tata Technologies. Prior to that he was director of product, embedded systems and software at AEVA; director of embedded systems at Vector North America; and director of embedded systems at BMW Group.

Free to attend!

SIX-MICROPHONE ARRAYS

GRAS

➤ On display at GRAS's booth will be its precision-engineered six-microphone arrays for acoustic measurements in vehicle interiors. The AutoArray PR0003 and PR0004 are designed to streamline workflows for audio system tuning, NVH analysis and interior sound field mapping. Two configurations are available – cross and AES.

The GRAS AutoArrays are purpose-built microphone arrays designed to simplify in-cabin acoustic testing. With a robust structure,

precise positioning tools and two field-proven configurations, they help reduce setup time, improve measurement repeatability and ensure reliable results where they matter most.

Booth 14034



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Interface > Integrate > Operate
 Sense & Measure > Process & Control > Test Platforms



INTERFACE, INTEGRATE AND OPERATE

Innkeeper

Innkeeper provides technical expertise in the delivery of customized test equipment. It is experienced in combining multifunction electronics with test mechatronics, offering customers a straightforward process for operating their systems.

Innkeeper's software and control systems are centered around being flexible, modular and adaptive. The company's objective is to provide user-focused equipment that can be readily modified to meet customers' requirements.

Interfaces for sensors and measurement devices are brought together by designing unified wiring

and terminations that simplify the interconnection of various components. Quick exchange of these components helps operators build the functionality needed for the task at hand.

Integration of signals and data used by the control system is efficiently packaged into modular control drawers and backplanes. Items such as power supplies, sensors and control components are likely to be swapped over the years, so Innkeeper builds around these issues and allows for future improvements. Find out more at the expo.

Booth 9018

LOAD SIMULATION FOR MOTOR TEST BENCHES

Redex USA

When designing a motor test bench, EMP (electromagnetic particle) brakes provide an excellent solution to simulate a variable load (resistant torque) on the motor shaft.

Delivering precise, repeatable torque that remains unaffected by slip speed, along with fast response time, easy remote control and low power consumption, Merobel EMP brakes offer a modern, clean and cost-effective solution for test bench applications.

The combination of EMP brake, TRS torque sensor and DGT 300+ controller enables closed-loop control. The brake provides the torque load to the motor; the torque sensor provides measurement feedback to the controller; the controller provides PID output to match the brake torque to setpoint value.

Booth 10052



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ACCELERATED EMC MEASUREMENTS

Lumiloop

Lumiloop's patented Power-over-Fiber (PoF) technology enables reliable sensors anywhere, including environments with high voltage, high current or strong electric or magnetic fields. For EMC testing, PoF guarantees consistent and continuous measurements without affecting the field distribution.

Traditional EMC measurements can take a long time. Lumiloop can speed up radiated immunity testing in a reverberation chamber (RC) according to ISO 11451-5.

At the expo, the company will demonstrate eight fast, synchronized electric-field probes in a miniature RC. Real-time e-field strength measurements and closed-loop e-field control based on statistics are the unique features of Lumiloop's LSProbe e-field probes. These high-speed measurement devices support other testing methods, such as automotive and military radar pulse testing: pulses down to 0.5µs can be measured directly, in front of the transmitting antenna, with field strength of up to 15kV/m.

Booth 11054

HIGH-ENERGY BATTERY SHOCK TEST SYSTEM

CME

Visitors to CME's booth will be able to see the company's KRD12 series high-energy battery shock test system, which is suitable for various battery testing procedures and meets battery testing standards including UN38.3, IEC62281, IEC62133-2, UL2054, SAE J2464, SAE J2929, ISO 12405-3 and UL2580. It is a fully automatic pneumatic driving shock test system, with easy maintenance. The system can perform classical half-sine battery test

specifications, such as 16g@60ms, 24g@16ms, 25g@15ms, 30g@15ms, 50g@11ms, 50g@15ms and 150g@6ms, and high-energy shock tests especially for new-energy batteries, to simulate the shock energy that the product is subjected to in the real world. The purpose of the tests is to ensure the safety and reliability of batteries and products.

The system offers a Windows-based control system, pneumatic drive technology and automatic

control of shock speed. It has the high strength and hardness of a cast-aluminum table, with multiple waveforms.

The high-energy battery shock testing specifications are 60g@45ms, 24g@50ms, 90g@20ms, 150g@15ms, 70g@45ms, 300g@11ms and 200g@10ms.

Booth 11022



THE FUTURE OF AUTOMOTIVE TESTING CONFERENCE



Taking place on the expo floor on Day 2 (Wednesday, October 22), The Future of Automotive Testing is a free-to-attend, one-day conference where OEMs, suppliers, testing laboratories, research institutions and regulatory bodies will share strategic insights into the future of automotive testing, highlighting emerging trends and sharing their vision for the industry. Whether you're driving innovation or exploring new testing strategies, this is your opportunity to engage with the forerunners in the industry.

Topics will include:

- ★ Future testing requirements for new and developing technologies
- ★ Advanced powertrains
- ★ Software-defined vehicles
- ★ Data-driven testing
- ★ Digital twins
- ★ Using AI, ML and other advances in automotive testing technologies



INNOVATION SHOWCASE

The Innovation Showcase will take place on the expo floor, highlighting innovative concepts, prototypes and future trends in automotive testing.

Breakthrough innovations: Present your cutting-edge products and services in a dedicated session.

Product demonstrations: Showcase your latest advances and technologies to a targeted audience eager to see the future of automotive testing in action.

Audience: Connect with professionals looking for the next big thing in automotive testing solutions.



CONFERENCE HIGHLIGHT

Venkat Adusumalli

Software engineering manager,
Stellantis, USA

Beyond standards: Accelerating automotive E/E testing with AI- driven workflows

Legacy standards such as Autosar are struggling to keep pace with the complexity of software-defined vehicles, creating bottlenecks in integration and especially in testing. This session will explore how AI-driven workflows – spanning automated test generation, simulation and validation – can radically accelerate the E/E testing process. The audience will learn how the industry is leveraging AI to cut testing cycles from weeks to hours while improving coverage, reliability and compliance in next-generation automotive systems.

What the audience will learn:

- ★ How AI accelerates E/E system testing and validation workflows;
- ★ Ways to automate test case generation and regression testing;
- ★ Key inefficiencies in legacy standards such as Autosar;
- ★ Practical steps to adopt AI-powered testing in automotive projects;
- ★ Real-world examples of improved testing speed and coverage.





Behind the wheel

According to Nick Lazar, GM of LaFontaine Global Vehicles, his team can source every make and model of vehicle imaginable

INTERVIEW BY RACHEL EVANS

Dedicated to serving the unique needs of OEMs, Tier 1 and Tier 2 suppliers, and other automotive partners, LaFontaine Global Vehicles is a specialized division within one of Michigan's largest automotive retail groups. The company provides vehicles for engineering, benchmarking, marketing, product development and more – along with short- and long-term rental solutions, parts procurement and complete logistical support for technical and research programs across the US and abroad.

How did LaFontaine Global Vehicles come about, and how has the vision evolved?

Over a decade ago, our retail dealerships were receiving frequent requests from OEMs and suppliers for short-term vehicle access to support engineering and benchmarking. Ryan LaFontaine recognized the opportunity to transform these one-off requests into a scalable, dedicated business that could operate independently while benefiting from our dealer network's reach.

As our dealership group expanded to represent more brands, so did demand for benchmarking vehicles. We evolved alongside the industry, expanding into long-term rentals, purchases, parts procurement and logistical services. Today, we work with nearly every major automotive manufacturer and supplier, supporting projects from concept to completion. Our focus remains the same – delivering fast, flexible and precise solutions so clients can concentrate on innovation while we handle the operational complexities.

What sets LaFontaine Global Vehicles apart from traditional rental or fleet companies?

Leveraging the scale of LaFontaine Automotive Group's extensive dealership network, we offer rapid access to a

Most days, the company receives requests for nearly every make and model imaginable. No two days – or requests – are ever the same



diverse range of brands, models, trims and configurations – often fulfilling highly specific or time-sensitive requests. Whether a customer needs one vehicle for a targeted study or an entire fleet for a multimonth testing program, we tailor solutions to the exact objectives, enabling clients to stay competitive in a fast-changing market. We're not a standard rental provider – we're a specialized partner for the automotive industry.

We understand the unique demands of testing and development, from specific powertrains to emerging technologies and rare configurations. Traditional rental companies typically offer only general vehicle categories, while we deliver exact specifications, trim levels and technology content. We adapt quickly, scale with a customer's needs, and ensure their engineering and validation teams have the precise vehicles they require – without compromise.

What does a typical request from an automotive customer look like?

Requests vary widely and can come from engineering, research and development, emissions testing, procurement or marketing teams. We may be sourcing advanced hybrid SUVs for calibration testing one day, and securing fleets for pre-production evaluation or media events the next.

Regardless of complexity, our approach is the same: listen closely, tailor the solution and deliver quickly. Our industry knowledge, extensive inventory access and logistics expertise ensure that projects stay on schedule and teams can focus on results.



Scan the QR code to find out more about LaFontaine Global Vehicles

How early should OEMs engage to ensure timely availability of vehicles?

The earlier, the better. Ideally, we're involved during the planning or sourcing phase so we can align on timing, specifications and potential challenges. Many of our strongest partnerships integrate us directly into their R&D and forecasting discussions, allowing us to provide real-time market insights, identify risks and secure vehicles ahead of demand.

With shifting availability, changing release timelines and supply chain pressures, early coordination is the surest way to have the right vehicles, in the right configuration, exactly when and where they are needed.

How do you handle last-minute or highly specialized customer requests?

Flexibility is one of our core strengths. If a vehicle exists – and budget allows – we can source it. Unlike traditional rental providers, we don't stop at 'category availability'; we secure the exact make, model and equipment required.

We also understand needs may evolve mid-project. Extending rentals, swapping vehicles or adding new configurations is common – and our internal teams across account management, logistics and procurement are structured to adapt without disrupting timelines.

Are you seeing demand shifts tied to current testing trends?

Yes. Over the past decade, we've seen cycles of focus – ADAS and autonomy, then a surge in battery-electric vehicle demand post-Tesla Model 3, and now renewed emphasis on hybrids, PHEVs and advanced driver assistance systems.



“We’re also enhancing our forecasting capabilities to anticipate demand shifts”



Being embedded in one of Michigan's largest dealer groups gives LaFontaine Global Vehicles unmatched access to a wide variety of vehicles, trims and technologies across all major brands, according to Lazar

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**Visit LaFontaine
Global Vehicles
in Novi this
October
Booth 11020**

Road to R&D success

Founded in 1980, LaFontaine Automotive Group has grown into one of the nation's most respected dealer groups, representing 58 franchises across 42 locations in Michigan. Alongside its business in the automotive testing sector, the network includes full-service collision centers, body shops and service facilities, supported by nearly 3,000 professionals.

While the headquarters are in Michigan, the Group's reach is national. Through its dealer network, OEM relationships and in-house logistics capabilities, LaFontaine Global Vehicles supports programs anywhere in the US – from Michigan to California and beyond. This combination of scale, depth and agility allows it to deliver tailored solutions quickly, no matter the location or complexity.

OEMs and suppliers are increasingly conducting multi-year, real-world comparisons across brands and trims. Hybrid and PHEV demand has accelerated, driven by evolving electrification strategies and market realities. Our role is to anticipate these trends and ensure rapid access to the vehicles that testing and validation teams need most – whether that's a newly released EV, a legacy model year or a highly equipped ADAS-enabled platform.

What are the biggest logistical challenges in sourcing and delivering vehicles for testing?

Our challenges include securing specific trims or technologies in limited supply, aligning with strict program timelines and delivering to remote or confidential locations. We also navigate carrier availability, seasonal constraints and security protocols for proprietary technology or unreleased models. Our in-house logistics team works closely with clients to address these factors proactively, ensuring secure, on-time delivery wherever testing occurs.

Can you share an example where LaFontaine Global Vehicles played a crucial role in a program's success?

One OEM tasked us with sourcing nearly every pickup truck configuration in production, plus older models and rare, discontinued vehicles. The request evolved to supplying specific vehicle sections for prototype development – requiring nationwide salvage yard sourcing and complex logistics. Years later, the OEM launched a new truck incorporating functions we had supported during that program. While our role was behind the scenes, it was integral to enabling the innovation that reached the market.

What developments are you pursuing to better support testing and validation teams?

We're expanding our supplier network and inventory nationwide to secure hard-to-find vehicles – especially new releases, specialty trims and global models – before they reach retail.

We're also enhancing our forecasting capabilities to anticipate demand shifts, enabling us to secure vehicles early for clients with time-sensitive needs. Beyond sourcing, our focus is on becoming a true extension of our customers' teams – removing logistical burdens so they can focus on engineering, validation and innovation.

The automotive industry is evolving rapidly – from electrification to advanced driver assist technology – and our commitment is to remain flexible, responsive and ready to deliver whatever our partners need to keep development moving forward. ◀



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