



## **Visteon's Tim Yerdon to Discuss Trend Toward All-Digital Cockpits at "The Car of Tomorrow" session on Aug. 2 at CAR Management Briefing Seminars**

Jul. 30, 2017

Tim Yerdon, an established innovation leader and head of global marketing and communications for Visteon Corporation, will discuss the trend toward all-digital vehicle cockpits at the 2017 CAR Management Briefing Seminars in Traverse City, Michigan.



- What:** Yerdon will speak during the session titled, "The Car of Tomorrow: Mobility – Does Form Follow Function?"
- When:** 1:30 p.m. EDT Wednesday, Aug. 2
- Where:** Governors' Hall, Rooms C-D, at Grand Traverse Resort and Spa
- Credentials:** Leveraging more than 20 years of experience in engineering and thought leadership in innovation, Yerdon fosters collaborative efforts with technology/industry partners and government agencies to advance growth beyond traditional automotive electronics into the future of connected and automated vehicles. He serves on the Consumer Technology Associations (CTA™) Board of Industry Leaders and is vice-chair of CTA's Vehicle Technology Division Board. He also chairs the MICHauto/Detroit Regional Chamber talent committee, and serves on the University of Michigan-Dearborn's Industry Advisory Board.
- Interviews:** Yerdon is available for interviews on topics including the rapid shift to the all-digital cockpit, future mobility trends, and implications of autonomous driving on the user experience inside the cockpit.

Media contact: Jim Fisher – 734-417-6184

*Visteon is a global technology company that designs, engineers and manufactures innovative cockpit electronics products and connected car solutions for most of the world's major vehicle manufacturers.*

/PRNewswire -- July 30, 2017/

# Visteon®

SOURCE Visteon Corporation