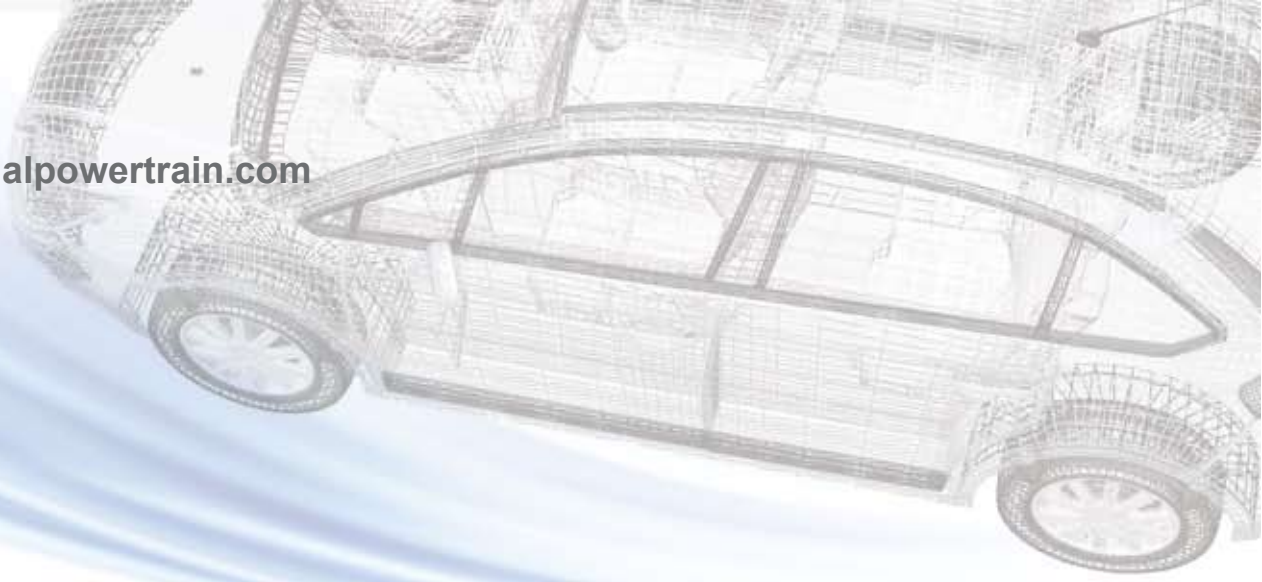


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VIRTUAL POWERTRAIN CHINA

27-28th October, Beijing, China



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CAVENDISH GROUP



Virtual Powertrain Conference and Exhibition

27-28th October, Beijing, China

Virtual Powertrain China, will bring leading, engineers, management, CAE analysts and technicians, engineering service providers and software suppliers together with OEM's from one of the worlds fastest growing automotive markets to learn, exchange and explore the latest technology. This technology will significantly reduce the time and costs of producing new vehicles as well as redesigning existing power train systems. This must attend event for the automotive industry within India, will be of significant interest to OEM's, suppliers, engineering services providers and R & D facilities to discuss new trends and results of process development, based on the integrated use of virtual and physical methods concerning the entire lifecycle of powertrain systems.

In addition to the conference programme there will be an exhibition featuring many new products and solutions in whole field of powertrain. This will provide fantastic networking opportunities as well as additional information on some of the ideas and concepts developed in the main conference programme.

This is the first Virtual Powertrain event to take place within China and is a must attend event in 2010

Can you or your organisation afford to miss the opportunities presented?

2010 Virtual Powertrain Conference subject list

The event focus's on an interesting array of topics, including

Virtual process chain for systems and components

• Electrification • Emission • Engine • Transmission • Powertrain • Accessories and auxiliaries

Virtual technologies

• Design for simulation, production, assembly, etc • Simulation (system simulation, component simulation)
• Virtual testing • PDM, PLM • Virtual reality • Optimisation • Strengths of tests and simulation

Simulation and testing in the powertrain development process

• Cost-Engineering • Endurance • Noise, vibration and harshness • Ignition and emissions • Calibration • Hybrid concepts • Heat management • Friction • Manufacturing simulation • Reliability / 6 Sigma • Damage analyses

Industry leaders, senior development engineers, leading academics and researchers, gather for two days of panal discussions, keynotes, presentations, and networking.

Delegate Package

Full access to the 2 day conference programme
Refreshment and lunch breaks
Exhibition
Delegate Pack – Laptop Bag, with other goodies
Ticket to drinks reception

The delegate fee is 450 Euros per person.

25% early bird discount applicable for all bookings booked and paid by 31st August 2010.

Group Discount

If you have a group of 5 or more delegates, please contact Thomas Fone on email thomas.fone@bric.com or telephone +390 44 51960 061 for special reduced rates.

To Register

- 1) GO online, and register
- 2) Complete form at the back of this brochure and fax to +44 203 077 8729
- 3) Scan registration form and email to sales@virtualpowertrain.com

Payment Options

1) Please make cheques payable to "Cavendish Group International Ltd" and post to Cavendish Group international LTD, 4th Floor, Commonwealth House, 1 - 19 New Oxford Street, London WC1A 1NU

2) By bank transfer:

Account number: 20704199

Sort code: 20 - 36 - 16

Swift code: BARC GB22

Account title: Cavendish Group International Ltd.

IBAN - GB37 BARC 2036 1620 7041 99





I acknowledge the terms and conditions and I will pay the attendance fee for the below a reservation to attend the conference, with the following attendees

Please confirm the names of your delegates

1. Name.....Job Title.....Department.....
2. Name.....Job Title..... Department.....
3. Name.....Job Title..... Department.....
4. Name.....Job Title..... Department.....
5. Name.....Job Title.....Department.....

Please invoice the total sum of..... Will be charged for the above delegate passes

I acknowledge the above information is correct and hereby confirm our participation

Signed: _____ Date: _____

Position: _____

Organisation: _____

Contact Telephone: _____

Terms & Conditions

Organisers Cavendish Group & BRIC Media Group

- 1. Submitting a registration form constitutes binding contract between your company and Cavendish Group. 2. All registrations will be invoiced and all fees must be paid in advance of the event. 3. If you wish to cancel this agreement before 26th September 2010, you will incur 35% of the overall fee. After this date, you will incur 100% of the cost. 4. No shows will be charged at the full rate. Substitutes are welcome. 5. Joining instructions will be sent three weeks prior to the event. 6. Cavendish Group reserves the right to vary the programme and cancel the event in case of insufficient registrations. 7. Please visit www.virtualpowertrain.com for regular updates on the event. 8. Personal data is gathered in accordance with the Data Protection Act 1998. Cavendish Group will only contact you about products and services related to you and your organisation.
- Further information on the event, please contact Thomas Fone, Group Publisher, t.fone@bric.com or telephone 00390 44 51960 061, fax number + 44 020 3077 8729