

## HEAVY DUTY ADVANCED TECHNOLOGY COUNCIL >>

The Heavy Duty Advanced Technology Council (HDATC) provides a forum for the discussion of advanced technology trends and issues impacting on- and off-highway heavy duty commercial vehicles.



## DISCUSS TOPICS LIKE ... >>



**Automated Driving System (ADS) & Advanced Driver Assistance System (ADAS) technology** including sensors, actuators, controls, software & electronics



**Vehicle Cybersecurity, Software & Network Architectures**



**Vehicle Connectivity** including vehicle-to-vehicle communication (V2V, V2I, V2X), over-the-air (OTA) updates, human-to-machine interface (HMI) telematics, predictive analytics, trailer communication, connected infotainment & electronic logging devices (ELDs)



**Fuel Economy** including battery electric vehicle (BEV) truck technology, alternative fuels (including natural gas and hydrogen), hybrid powertrain technology, aerodynamics, fuel economy standards, light-weighting, advanced materials, advanced diesel technology, hydrogen fuel cells & more

## COUNCIL PERKS >>

### Discussions & Networking

with peers in the advanced technology space

### Insights & Benchmarking

from research conducted among HDATC members

### Technology Forecasts

to help distinguish between reality & hype

## COUNCIL BENEFITS >>

- Expand knowledge regarding current and future technologies
- Meet and discuss trends with OEM & technology experts
- Deep looks into regulatory and legislative issues related to new technologies
- Peer-to-peer discussions on topics such as operational challenges
- Keep pace with the newest industry developments

HDATC Executive Director  
Brian Daugherty – CTO, MEMA  
(248) 430-5966 | [bdaugherty@mema.org](mailto:bdaugherty@mema.org)  
[hdma.org/councils](http://hdma.org/councils)