

## NUFAM Media Day: „Which alternative drive types will fleet managers and manufacturers have to adapt in the future?“

In less than four months, the eighth edition of the NUFAM Trade fair for commercial vehicles will take place at Messe Karlsruhe. Instead of the traditional press conference, there will be the NUFAM Media Day in June.

**Karlsruhe, 15.05.2023.** NUFAM has been one of the leading commercial vehicle trade fairs in Germany for years. This year it is even the only purely commercial vehicle trade fair in the country - and is heading for its biggest edition ever. With around 450 exhibitors, NUFAM presents more expertise than ever before.

**A foretaste of the event, which will be held from 21 to 24 September, will be given on 22 June. That's when NUFAM's Media Day will take place.**

The Media Day is the press event in the run-up to NUFAM 2023 and will focus on an on-stage talk discussing the following question: **"What alternative drive system will fleet managers and manufacturers have to adapt to in the future?"**

The talk will be moderated by **Marcus Walter**. Before becoming a freelance trade journalist 17 years ago, he was editor-in-chief of Transport and Logistra at Huss-Verlag for a long time. Walter is a proven expert in the logistics industry and knows both the players and the topics of the industry very well.

### These are the talk participants

The NUFAM project team has been able to recruit industry players from a wide range of sectors as discussion partners.

- **Christian Bodi** will take part in the talk. He is the managing director of logistics at the Karlsruhe-based drugstore company dm, where he is responsible for a new hydrogen project as well as one involving e-trucks. Since March, dm has been supplying its Nuremberg shops with hydrogen-powered trucks. Bonn dm shops have recently been supplied with new goods by purely electrically powered E-Actros trucks. Bodi will give an insight into the experiences with both projects so far and report on strengths and weaknesses from everyday life.
- **Björn Reckhorn** from Mitsubishi Heavy Industries Thermal Transport Europe will join the panel. The company offers solutions for the electrification of refrigerated vehicles.
- **Kurt Sigl** will also be present. Sigl is the president of the German eMobility Association and a strong advocate of electric drive technology, and not just by virtue of his office.

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- **Dr. Olaf Toedter** from the Karlsruhe Institute of Technology (KIT) will complete the panel. Dr. Toedter heads the "InnoFuels" department. This was newly founded and is supported by the Federal Ministry of Transport with more than five million euros. The goal is to bundle all research in the field of synthetic fuels and thus make e-fuels more usable.

**The NUFAM Media Day starts at 10.30 a.m. in the Atrium of Messe Karlsruhe.** After introductory words by Britta Wirtz, Managing Director of Messe Karlsruhe, and Jochen Bortfeld, NUFAM Project Manager, the talk will begin and last until around 12 noon. Afterwards, there will be the opportunity for further discussions in a convivial atmosphere.

#### **The most important at a glance:**

- **NUFAM Media Day**
- **22 June**
- **10.30 a.m. bis 12 p.m.**
- **Moderation: Marcus Walter**
- **Participanta: Dr. Olaf Toedter, Kurt Sigl, Christian Bodi und Björn Reckhorn**
- **Introduction: Britta Wirtz und Jochen Bortfeld**
- **In the Atrium of Messe Karlsruhe**

On the same day as the NUFAM Media Day, the [6th Regional Conference on Mobility Change of the Karlsruhe Technology Region](#) will take place at Messe Karlsruhe. Moderated panel discussions and keynote speeches will focus on the challenges for the mobility of the future. The event starts at 9 a.m. Winfried Hermann, Minister of Transport of the State of Baden-Württemberg, will be one of the speakers. After being welcomed by TRK Managing Director Jochen Ehlgötz, Hermann will address the audience.

#### **NUFAM - The commercial vehicle trade fair**

NUFAM is a leading trade fair for the commercial vehicle industry and combines current technology with mobility concepts of the future. The eighth NUFAM - the commercial vehicle trade fair will take place from 21 to 24 September 2023 at Messe Karlsruhe. Exhibitors will present the entire range of services offered by the industry: vehicles of all weight classes, e-mobility, alternative drives and hybrid systems, superstructures and trailers, cranes and lifting equipment, tyres, parts, accessories, equipment and workshop equipment, solutions for digital services and telematics as well as services. As a top-class industry get-together for personal networking, NUFAM offers specialist days on telematics, workshops, municipal vehicles and load securing, as well as lectures and

discussion rounds on current industry topics. For trade visitors, NUFAM is an important platform for investment decisions.

**More information:**

- <https://www.nufam.de/en/>
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