

# AUTOMOTIVE DIALOGUE



## STEEL MEETS NEW PERSPECTIVES

Dear ladies and gentlemen,

This is to personally invite you to our next online event.  
What will we be talking about?

Demands placed on the steel of tomorrow, challenges, a wide range of applications in the automotive sector, how startups become OEMs. These are just some of the topics that await you in sessions filled with interesting information. Let our experts and guests from the automotive industry inspire you.



**Automotive Dialogue - [online event](#)**  
**5 May 2022, from 2.00 to 5.30 p.m. CET**

[REGISTER HERE](#)

Please recommend the Automotive Dialogue to others. Invite your colleagues to join us.

I look forward to welcoming you to our online Automotive Dialog.

Sincerely,

**Peter Heinzl**

Sales Director Automotive Industry  
voestalpine Steel Division

## PART 1: OPENING



### PERSPECTIVES ON MOBILITY

**Host: Peter Heinzl**, Sales Director Automotive Industry, voestalpine

Peter Heinzl joined voestalpine in 2006 and has been leading the automotive segment since 2014. His responsibility includes global sales to the automotive industry through OEMs or Tiers. In his previous jobs Peter was responsible for several Key Accounts and headed the sales office of voestalpine Eurostahl in London for four years. He serves in advisory boards of sales offices and production companies in voestalpine. Since last year Peter Heinzl is co-heading Sales2030, a project aiming to digitalize sales activities in the Steel Division.

## PART 2: SUSTAINABILITY



### TOYOTA'S ROADMAP TOWARDS CARBON NEUTRALITY

**Gerald Killmann**, Senior Vice President Purchasing and R&D, Toyota Motor Europe

Mr Killmann joined Toyota Motor Europe in 1992 as Engine Engineer and became member of the Diesel Engine Development Division at Toyota Motor Corporation in Japan in 1996. In 1998, Mr Killmann returned to Toyota Motor Europe as Department Manager and later General Manager Powertrain Engineering. He assumed the position of General Manager Powertrain Design at Toyota Motor Europe in 2008. In 2009, Mr Killmann was appointed Director Powertrain. In October 2012 Mr Killmann changed to vehicle development in the position as Project Director. In January 2014, Gerald Killmann was appointed Vice President R&D2, focused on system development and since January 2019 Vice President R&D1, focused on vehicle development, at Toyota's R&D centre in Belgium. January 2022, he was promoted to Senior Vice President Research & Development and Purchasing.

## STRATEGY FOR SUSTAINABLE BATTERY LIFECYCLE



**Matthias Medger**, Technical Sales E-Mobility Solutions and Head of Bertrandt Inspired Technologies

Matthias Medger studied electrical engineering and has been at Bertrandt since 2007. He has held various (management) positions in the development of electromobility components and systems at several different locations, including Munich, Nuremberg and Ehningen. In 2019, he became Head of Technical Sales and Solutions eMobility. He has also been responsible since 2021 for the preliminary and further development of products and services (Bertrandt Inspired Technology) along the entire performance spectrum.

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## PART 3: VIEW ON THE INSIDE

### ULTRALIGHTS – INNOVATIONS FOR THE AUTOMOTIVE LIGHT-WEIGHT DESIGN



**Thomas Hebesberger**, Head of Materials Development Cold Rolled Products, Research & Development, voestalpine

Thomas Hebesberger was born in Steyr, Upper Austria, in 1974. After finishing secondary school, he studied material science in Leoben. He then studied at the Erich Schmid Institute for Solid State Physics in Leoben from 1998 to 2001 and wrote his doctoral thesis on the evolution of the microstructure of face-centered cubic metals during high deformation. Mr. Hebesberger has been working since 2001 in research and development at voestalpine Stahl in Linz. Since 2014 he has been the head of the material development department for cold-rolled and electrical steel products.

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## NIO – USER ENTERPRISE



**Florian Otto**, Director Communications and Public Affairs Europe, NIO GmbH

Florian Otto studied at the Freie Universität in Berlin and began his career as a journalist in media companies such as ZDF, ProSieben, Sat.1 and Media SE. After holding positions as Head of Communications and Public Affairs at Audi Mexico and Head of Global Communications at Daimler Mobility AG in Stuttgart, Mr. Otto became Director of Communications and Public Affairs at NIO GmbH.

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## THE TOOLBOX – HOW THE METAL FORMING DIVISION MEETS THE CHALLENGES OF MOBILITY



**Harald Traxler**, Member of the Management Board, Head of the voestalpine Automotive Components Business Unit

Harald Traxler joined voestalpine in 2003 after working for several years in a law firm focused on M&A, contract law and restructuring. He became a managing director responsible for the automotive sector in 2009 and became Chairman of the Management Board of the AC Cold Stamping Group in 2012. In 2019 he became a member of the Management Board in the Metal Forming Division and Head of the Automotive Components business unit.

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## PART 4: VIEW ON THE OUTSIDE

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### EXPOSED PANELS IN THE CHANGE OF TIME

**Sandra Taint**, Head of Quality Management, Business Unit Coil, voestalpine

Sandra Taint began her professional career at voestalpine in 2002 as an employee in Research and Development. After four years of material development, she moved from research into production at Hot-dip Galvanizing Line 2 and played a leading role in 2008 in the initial supply of exposed panels to Toyota. From 2008 to 2018, Ms. Taint was a member of the quality management team and group leader for cold-rolled and hot-dip galvanized steel strip. Since April 2018, she has been responsible for quality control in the voestalpine Coil Business Unit.

## PART 5: NEW MOBILITY

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### LEADING BY DISRUPTION: THE FISKER STORY

**Henrik Fisker**, CEO Fisker Inc.

Mr. Henrik Fisker is Fisker Inc.'s Co-founder and has served as the company's Chairman of the Board of Directors and Chief Executive Officer since the company's inception in 2016. He is synonymous with iconic cars and leadership in electric vehicle development with a passion for technology and futuristic design. Fisker Inc. is the world's first digital car company, with the „vision“ of a clean future for all, and a mission of „Making the World's most sustainable vehicles“. Fisker designed the 2022 Fisker Ocean all electric SUV, which is set to disrupt the automotive market through its unique design, extreme sustainability, technical features and affordability. Celebrated as a true iconic figure in the automotive industry, Henrik Fisker has been behind some of the most emotionally appealing vehicles ever created.



## PART 5: NEW MOBILITY

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### LEADING BY DISRUPTION: THE FISHER STORY



**Kurt Bachmaier**, Vice President Sales & Marketing, Magna Steyr

Kurt Bachmaier joined Magna in 1991 and held several management positions in engineering and production planning including abroad assignments in North America. From 2006 to 2009 he took over the role as Executive Director Operations & Manufacturing Engineering in Detroit, followed by the position as Vice President Operations for Hybrid & Electric Vehicles for Magna E-Car Systems North America from 2009-2012. Bachmaier was General Manager for Magna Car Top Systems North America, before he became General Manager for the Mercedes-Benz G-Class within Magna Steyr in Graz, Austria, in 2012. Kurt Bachmaier was appointed Vice President of Sales & Marketing Magna Steyr in 2018.

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