

# AUTOMOTIVE WARRANTY MANAGEMENT SUMMIT

1-2 December 2020 Bristol Hotel Berlin



## ENSURING THE INDUSTRY IS PREPARED FOR CRISIS AND POST CRISIS TIMES

### KEY TOPICS

- Lessons learnt on how the automotive industry can prepare for and deal with a global crisis
- The impact of mobility, car sharing and modern tech on warranty
- Ensuring data quality at the dealer level
- Insights on quality as a driver of continuous improvement for supplier warranty management
- Ensuring product and service quality with effective management of warranty processes
- New approaches to diagnosis systems improvement beyond NTF

### WHY ENG?

- 50+ thought leaders in your industry
- Only 2 day in depth pan-european conference
- Strong track record over 8 years delivering timely topics and discussions
- 8+ hours of networking time beyond sessions to tackle issues of this crisis

### Confirmed speakers include:

Christian Bley  
Country Manager,  
Director After Sales  
Austria, Service, Parts &  
Customer Care



Kajsa Walldin  
Global Warranty Process  
Leader



Georgios Pavlou  
Field Quality Manager,  
Global Thermal  
Management



Pau Coll  
Director Bentley &  
Lamborghini



Ronald Hoedemakers  
General Manager,  
Regional Quality &  
Operation Division



**TOYOTA**

Victor Manuel Borrego  
Corporate Quality  
Process Director



Bruno Debonnet  
Director Quality  
Planning



Leo Roeks  
Chief Executive Officer  
and Industry Expert



Wolfram Sopha  
Professor of Automotive  
Management



Anna Rokicka  
Warranty, Quality,  
Supplier Development  
Industry Expert

Luke Evans  
Global Auto Solutions  
Manager



### And participation from:

- BENTLEY MOTORS
- BMW
- MERCEDES-BENZ
- MITSUBISHI
- FORD
- SEAT
- YAMAHA MOTOR
- SKF
- KTM
- CNH INDUSTRIAL
- GRUPO ANTOLIN
- DOOSAN BOBCAT
- CHASSIS BRAKES INT
- DAYCO

...and many others.

## 09:40 Opening remarks from ENG

SPECIAL SESSION FOR OUR FRIENDS IN THE INDUSTRY

## 09:45 Panel discussion

### Joining forces in times of the crisis: The impact of Coronavirus on the automotive industry

- ▶ Analysing the impact of the crisis on the automotive industry
- ▶ What's next: Overcoming key challenges and sharing best practices for crisis management now and in the future
- ▶ Warranty trends, risks and challenges in the new, post crisis business world

#### Panel facilitator:

**Luke Evans, Auto Solutions Manager**

**STERICYCLE**

#### Panellists:

**Leo Roeks, Chief Executive Officer and Industry Expert**

**LEO ROEKS**

**Georgios Pavlou, Field Quality Manager, Global Thermal Management**

**MAHLE**

**Victor Manuel Borrego, Corporate Quality Process Director**

**GESTAMP**

## 10:30 Case study

### Improving daily business and warranty processes from a dealer subsidiary perspective

- ▶ Looking at the current state of the market compared to the normal flow
- ▶ Working together with the dealer to improve customer satisfaction
- ▶ Improving warranty costs, trouble shoot, saving time with the tools provided by HQ

**Christian Bley, Country Manager, Director After Sales Austria, Service, Parts & Customer Care**  
**FCA**

## 11:00 Networking coffee break

## 11:30 Interactive audience session

### Transforming warranty management from a cost centre into a profit centre: Improving dealer and customer satisfaction

- ▶ Overviewing the OEMs' warranty management and organizational set-up
- ▶ Examining initial data gathering, parts return operations, warranty chargeback and regress
- ▶ Valuing the impact of the provided parts and services on after-sales

**Leo Roeks, Chief Executive Officer and Industry Expert**

**LEO ROEKS**

## 12:00 Networking lunch break

## 13:00 Panel discussion

### Customer care and goodwill in times of crisis and beyond

- ▶ Keeping customer care and warranty solid in tough times
- ▶ Authorizing goodwill decision-making by dealers and budgets in times of crisis
- ▶ Improving human interaction to stimulate customer satisfaction and reinforce clients' loyalty
- ▶ New approach to risks and decision making post crisis

#### Panel facilitator:

**Wolfram Sopha, Professor of Automotive Management**

**NÜRTINGEN-GEISLINGEN UNIVERSITY**

#### Panellists:

**Ronald Hoedemakers, General Manager, Regional Quality & Operation Division**

**TOYOTA EUROPE**

**Anna Rokicka, Warranty, Quality, Supplier Development Industry Expert**

**INDUSTRY EXPERT**

**Pau Coll, Director Bentley & Lamborghini Dealerships**

**QUADIS**

## 13:45 Strategic insight

### Optimizing quality process to reduce the risk of warranty issues

- ▶ Moving from traditional approach to "Product quality control" to "Process quality control", focusing in special processes, in order to reduce the warranty risk
- ▶ Importance of harmonization of process quality activities in a worldwide company
- ▶ Importance of the human factor following a Learning Path

**Victor Manuel Borrego, Corporate Quality Process Director**

**GESTAMP**

## 14:15 Networking coffee break

## 14:45 Round tables

### Break out discussions on key topics

For these sessions, each day, members choose a different table to sit at for discussion. This will be a great point for all participants to interact

Topics will include:

- 1. Continuing the goodwill and customer care conversation – budget and policy adjustment in crisis**
  - 2. Improving the oem supplier dealer pipeline in warranty**
  - 3. Coping with crisis**
  - 4. Best practice in data management for warranty**
- Led by ENG

**09:45 Opening remarks from ENG**

10:00 Strategic insight

**Effective management of warranty processes to ensure product and service quality**

- ▶ Driving warranty development of processes to secure cost efficient production with high quality and segregation of duties
- ▶ Identifying and developing process improvements by finding ways to increase commitment
- ▶ Increasing cost efficiency through data quality by using already established processes and functions but in a different way

**Kajsa Walldin, Global Warranty Process Leader  
VOLVO CONSTRUCTION EQUIPMENT**

10:30 Case study

**Ensuring data quality at the dealer level**

- ▶ Benefitting from the use of vehicle diagnostic data for early warning and root cause analysis
- ▶ Information captured from the vehicles as key to fast, first-time repair and development of the future, fault – free products
- ▶ Ensuring early visibility of an emerging problem by using Diagnostic Trouble Codes data and accelerating ability to anticipate, reduce and respond to warranty- related incidents
- ▶ Leveraging diagnostic data to improve detection-to-correction times and reduce incident rates, costs and warranty investment

**Pau Coll, Director Bentley & Lamborghini Dealerships  
QUADIS**

**11:00 Networking coffee break**

11:30 Strategic insight

**Warranty planning in project development phase**

- ▶ Challenges in planning for warranty risk during the project development
- ▶ Change of mission profiles and validation requirements
- ▶ Design and manufacturing for liability, new technologies
- ▶ Recovery and NTF process changes
- ▶ Carry overs and global issues

**Bruno Debonnet, Director Quality Planning  
YAZAKI EUROPE LIMITED**

12:00 Round tables

**Break out discussions on key topics**

As on day one, members choose a different table to sit at for discussion. This will be a great point for all participants to interact

Topics will include:

- 1. Continuing the goodwill and customer care conversation – budget and policy adjustment in crisis**
- 2. Improving the oem supplier dealer pipeline in warranty**
- 3. Coping with crisis**
- 4. Best practice in data management for warranty**

Led by ENG

**13:00 Networking lunch break**

14:00 Panel discussion

**Impact of the electric evolution on warranty**

- ▶ Warranty as a marketing tool to engage customers on hybrid and electrical vehicles purchase
- ▶ Trusting the reliability and affordability of the electrical battery by lengthening the warranty period
- ▶ Promoting the proliferation of electrical battery chargers throughout Europe by granting a cost-effective extended warranty
- ▶ Motivating clients to drive towards a more sustainable world through emission warranty advantages

**Panel facilitator:**

**Anna Rokicka, Warranty, Quality, Supplier Development  
INDUSTRY EXPERT**

**Panellists:**

**Georgios Pavlou, Field Quality Manager, Global Thermal Management  
MAHLE**

**Cristian Bley, Country Manager, Director After Sales Austria, Service, Parts & Customer Care  
FCA GROUP**

SPECIAL SESSION FOR OUR FRIENDS IN THE INDUSTRY

14:45 Case study

**Risk management from a warranty perspective in times of COVID-19**

- ▶ Effective and efficient Warranty Management is a business goal: Looking at the environment of Warranty Management process
- ▶ Warranty Risk classification:
  - a) Strategic risk (technical, financial)
  - b) Operational risk (preventable)
- ▶ Quality of Warranty Management – audits summary

**Anna Rokicka, Warranty, Quality, Supplier Development  
INDUSTRY EXPERT**

**15:30 Closing remarks from the Chairperson and ENG**

**Thank you** ENG would like to thank all who have assisted with the research and preparation of this event. In particular the speakers, sponsors and media partners who have supported the event through direct contribution. For further information, please refer to our website [www.engevents.com](http://www.engevents.com)

## Attendees at our previous summits include:

Head of Warranty Policies <b>RENAULT</b>	Director Global Warranty <b>FORD</b>	Vice President Aftersales Strategy, Planning and Steering <b>BMW</b>	Head of Group Warranty & Service Contract Management <b>PSA PEUGEOT CITROËN</b>	Brand General Manager Aftersales Business Development & Marketing <b>NISSAN EUROPE</b>
Chair - Warranty Working Group <b>CLEPA</b>	Quality Strategy & Planning Director <b>WABCO</b>	Director of Warranty Operations <b>VOLVO CAR CORPORATION</b>	Director After Sales <b>JAGUAR LAND ROVER</b>	Quality Director <b>LEAR CORPORATION HOLDING</b>
Head of Warranty Management - Head of Customer Mobility Support <b>FIAT</b>	Head of After Sales <b>MCLAREN AUTOMOTIVE</b>	Head of Global Account Management <b>UNICREDIT LEASING</b>	Global Warranty Development Manager <b>VOLVO TRUCKS</b>	Engineering Quality Expert Global Engineering Excellence <b>BORGWARNER TURBO SYSTEMS ENGINEERING</b>
Warranty and Homologation Manager <b>GREENIBCAR</b>	Warranty Director <b>MANN + HUMMEL</b>	Warranty Manager <b>MOLLERGRUPPEN</b>	Deputy General Manager <b>NISSAN OTOMOTIV</b>	Senior Manager - JLR Warranty <b>JAGUAR LAND ROVER</b>
After Sales Manager <b>HYUNDAI BELGIUM</b>	Vice President Aftersales <b>NISSAN EUROPE</b>	Senior Project Manager Aftersales <b>VOLKSWAGEN &amp; AUDI DEALER COUNCIL OF THE NETHERLANDS</b>	Global Warranty Manager <b>VOLVO CONSTRUCTION EQUIPMENT</b>	Managing Director <b>SKODA</b>
Manager European Warranty Group <b>NISSAN MOTOR PARTS CENTER</b>	Chief Executive Officer <b>UNICARS VOLKSWAGEN</b>	Manager Training Development Service Quality <b>JAGUAR LAND ROVER</b>	Project Manager International Warranty <b>VOLKSWAGEN FINANCIAL SERVICES</b>	Senior Vice President Customer & Dealer Satisfaction System <b>PIAGGIO</b>
Project Manager Warranty <b>RLE INTERNATIONAL</b>	Service Manager <b>HYUNDAI BELGIUM</b>	Regional Managing Director <b>MANHEIM</b>	Managing Director Global Services Division <b>EUROTAXGLASS'S</b>	Customer Service Manager <b>MERCEDES-BENZ</b>
Director <b>IMA BENELUX/UK</b>	Deputy Chief Executive Officer <b>ALD AUTOMOTIVE</b>		Executive Director Central, Eastern Europe and Russia <b>GENERAL MOTORS</b>	
	Managing Director <b>SUZUKI BELGIUM</b>			

## Testimonials

By far the most interesting and relevant conference I have attended in recent years. An absolute must for warranty professionals from any part of the automotive warranty chain.

Global Warranty Specialist  
**MANN+HUMMEL GROUP**

This is THE conference for the auto warranty market. All of the key players attended with an open atmosphere of sharing and collaboration. Highly recommended.

CEO  
**WARWICK ANALYTICS**

A great opportunity to share ideas, insights and best practices and to learn from colleagues.

Manager Accessory Supplier Quality & Homologation  
**MOBIS**

Well produced and organised conference encouraging genuine opportunities to network and pursue benchmarking contacts.

Quality Engineering Director  
**JAGUAR LAND ROVER**

## Delegate Information

Title Name

Position

E-mail

Mobile

**Consent to data processing and future marketing**  
 The European Networking Group is a GDPR (General Data Protection Regulation) compliant company and as such would like your consent to process your data in order to complete your purchase and market to you future events. By completing this form you are giving consent to our processing your information and permission to market our products to you through the details given. You may rescind your permission to use this information for marketing purposes at any time by contacting us at [database@engevents.com](mailto:database@engevents.com). We will also need to share data with our providers of IT, Legal, Accounting and Payment Processing, and any appropriate country vat authority including Spain and the host country of the event.

I understand the terms for processing my data and give permission to use the data to The European Networking Group exclusively for processing requests and marketing purposes. I understand that in order to participate in virtual component and webinars my data will be shared with the necessary live stream and internet providers for purpose of same, as well as any sponsors for purpose of coordination. Further, participation in virtual event and webinar is contingent on allowing information to be shared with sponsor partners for that virtual event and or webinar. I understand that any time after the event I may rescind those privileges by contacting the sponsor or requesting the same to ENG and ENG will endeavor to handle promptly.

I further give permission for ENG to share data with the sponsors of the event for exclusive offers open to attendees only.

Date Signature

## Second Delegate Information

Title Name

Position

E-mail

Mobile

**Consent to data processing and future marketing**  
 The European Networking Group is a GDPR (General Data Protection Regulation) compliant company and as such would like your consent to process your data in order to complete your purchase and market to you future events. By completing this form you are giving consent to our processing your information and permission to market our products to you through the details given. You may rescind your permission to use this information for marketing purposes at any time by contacting us at [database@engevents.com](mailto:database@engevents.com). We will also need to share data with our providers of IT, Legal, Accounting and Payment Processing, and any appropriate country vat authority including Spain and the host country of the event.

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I further give permission for ENG to share data with the sponsors of the event for exclusive offers open to attendees only.

Date Signature

Complete Organisation Name

Company VAT Number

Address

City Postcode

Country

Tel Fax

## Hotel Accommodation

The conference fee does not include accommodation rates. Upon receipt of your registration you will receive an email with information on how to secure your accommodation at the **Bristol Berlin Hotel**. Please note that after the cutoff date one month before the event, rooms are subject to availability and rates are determined by the hotel.



Enjoy your stay at the **BRISTOL BERLIN** in the perfect location in the centre of Berlin on the famous Kurfürstendamm. From the hotel, Berlin's numerous attractions are easily reachable. Staying with them, means going home. Find charm, elegance and style in 246 rooms and 55 suites and experience authentic service in 3 restaurants and one bar. The Bristol Spa invites you to relax in the pool, sauna, steam bath and mini-gym.

## Business Opportunities

A limited amount of exhibition space is also available at the forum. Sponsorship opportunities covering luncheons, evening receptions and advertising in documentation packs are also available. For further details please contact:

**Julia Labrum, Sponsorship Manager**  
 +34 91 535 7087 [jlabrum@engevents.com](mailto:jlabrum@engevents.com)

## To Register

Online: [www.engevents.com/warranty2020](http://www.engevents.com/warranty2020)  
 E-mail: [warranty@engevents.com](mailto:warranty@engevents.com)  
 Tel: +34 91 535 7087  
 Fax: +34 91 535 9804

## Who Should Attend?

This programme has been researched extensively and convened with the cooperation of senior executives. The executives that will realise the greatest benefit through attendance are: **Chief Executive Officers, Executive Vice Presidents, Senior Vice Presidents, Chief Operating Officers, Directors and Heads of:**

- ▶ Warranty
- ▶ Engineering & Quality
- ▶ Aftersales/ Aftermarket
- ▶ Supplier Business (TIER1 / TIER2)
- ▶ Service Quality
- ▶ Marketing
- ▶ Customer Satisfaction

## Conference Fee

**The Tier 1 rate includes any Automotive OEM, Independent Dealer, Distributor, Bank, Captive, Rental or Leasing companies:**

- Tier 1 Virtual Attendance\*** € 800.00 + VAT
- Tier 1 Virtual Discounted Rate for 2 Attendees\*\*** € 720.00 + VAT
- Tier 1 Optional Add-on 6 Webinar Package** € 200.00 + VAT

**The Tier 2 rate includes consultants or service providers:**

- Tier 2 Virtual Attendance\*** € 1000.00 + VAT
- Tier 2 Virtual Discounted Rate for 2+ Attendees\*\*** € 900.00 + VAT
- Tier 2 Optional Add-on 6 Webinar Package** € 200.00 + VAT

\*E.N.G. has the authority to approve final ticket price category.

\*\*To qualify for the group discount these conditions apply:

- ▶ All delegates must register on the same day at the same time
- ▶ Delegates must be from the same company

\*Discounts are not reimbursed for previously purchased tickets. Prices are per person and include the conference digital documentation package. 16% VAT will be charged. Add-on webinar packages are only available with a virtual ticket purchase. Prices subject to change.

## Methods of Payment



Card holder's name

Card no. Expiry Date ( mth / yr )

MasterCard/VISA 3 DIGIT CIC last 3 digits, back of card

AMEX 4 DIGIT CIC 4 digits, front of card

Date Signature

**I agree with the Terms & Conditions  
 This booking is invalid without a signature**

For other payment options please contact ENG at +34 91 535 7087

**Payment is required within 5 days. Please quote as reference SP188.**

**Confirmation** You will receive an email outlining the details two weeks before the event. For any further information please contact the Operations department at ENG.

**Terms & Conditions** By completing this registration form, I/we (the delegate/s) hereby agree to the following: For cancellation of full attendance ENG will not be able to mitigate its losses for any less than 50% of each the individual delegate registration at full price, even if cancelled within 1 day after booking. Cancellations must be received by mail, fax or email three weeks before the conference. In case of cancellation thereafter the full conference fee is payable. No credit note will be issued if cancellation is received 3 weeks or less prior to an event. Delegate substitutions are welcome at any time prior to the dates of the conference.

If for any reason ENG decides to amend or to cancel the conference, ENG is not responsible for any costs and/or damages, such as covering airfare, hotel and/or other costs incurred by delegates. In the event that ENG cancels the conference, ENG reserves the right to provide a credit of an equivalent amount to another conference within the same sector.

ENG does not bear responsibility for any conference/programme amendments and/or cancellations, such as speaker cancellation. ENG also reserves the right to change the programme as it sees fit. ENG does not provide refunds due to programme changes and cancellations. ENG reserves the right to refuse at its discretion delegates and companies wishing to attend or register for any of its events.

Please note on virtual attendance and webinar participation your booking covers your participation only. The information is under no circumstances to be shared, viewed by multiple parties, recorded or rebroadcast in any way. By signing this document you are expressly agreeing to the same and understand that any violation will be prosecuted to the full extent of the law. Further, we have done our best to note in brochure what sessions are available virtually and what are live only, however, all sessions are subject to change or cancellation of virtual component.

**Special conditions during coronavirus** For bookings made between March 13th, 2020 and August 31, 2020, for clients unable to travel due to crisis or due to ENG postponing the event we will offer a choice of:

1. Change of booking to virtual attendance which bears a cost of 800€ + Vat and reimbursement of remainder. No further reductions or discounts apply.
  2. The client may opt to pay the agreed upon booking price in full and receive a voucher for full two day attendance the following year and virtual attendance this year in lieu of reimbursement.
- All special conditions that include return of payment or cancellation of same applicable until 31 Aug 2020.