

UK Pavilion at  
**Future Mobility Asia**  
**Bangkok, Thailand**  
15-17 May 2024



**THE SOCIETY OF  
MOTOR MANUFACTURERS  
AND TRADERS LIMITED**

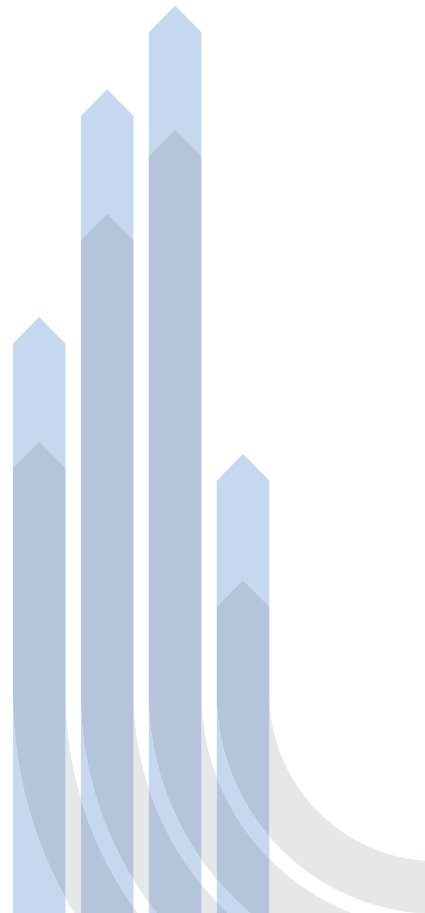
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## The Society of Motor Manufacturers and Traders (SMMT)

The Society of Motor Manufacturers and Traders (SMMT) is one of the largest and most influential trade associations in the UK, supporting and promoting the British automotive industry to government, stakeholders and the media at home and abroad while engaging with organisations worldwide.

Britain's automotive offering is unique, boasting one of the most diverse and varied vehicle production sectors. The sector includes a stable of illustrious brands, renowned R&D and a world class zero emission supply chain – which combines innovation with quality and flexibility.

The UK is a global leader in decarbonisation, with one of the world's most ambitious timelines and trajectories for ending the sale of new non-zero emission vehicles. Britain is also a significant zero emission vehicle production hub, already mass manufacturing cars, vans, trucks and buses powered purely by electric and hydrogen. This is supported by a vast supply chain capable of manufacturing nearly every component necessary for EV production, from batteries and hydrogen fuel cells, to silicon carbide wafers. The sector is dedicated to revolutionising mobility through electrification and connected and automated mobility – where we are already a leading location for testing and trialling – to bring the next generation of vehicles to market.

Therefore, we are delighted to participate in Future Mobility Asia, showcasing the power of British manufacturing through our 8 exhibiting companies to the region's largest vehicle producer and one of the largest car markets in South East Asia.

### Ruta Aisthorpe

Head of Global Operations and Partnerships

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## UK Government

The UK Government's Department for Business and Trade supports businesses to invest, grow and export, creating jobs and opportunities across the country.

### We are an international economic department, responsible for:

- advising, supporting, and promoting British businesses wanting to grow and export
- shaping our rules to ensure businesses thrive, markets are competitive, and consumers are protected
- opening up new markets for businesses by removing barriers and striking trade deals
- securing global investment from businesses and investors
- championing free trade, economic security, and resilient supply chains

The UK Government's 10-Point Plan and Net Zero Strategy lay the foundations for decarbonising all sectors of the UK economy to meet its net zero target by 2050. We work with industry and partners, locally and internationally, to ensure the transition to zero emissions vehicles and deliver on the government's commitment to end the sale of new petrol and diesel cars by 2030, and that all new cars must be fully zero emissions capable by 2035.

### UK Government

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## Advanced Propulsion Centre UK

The Advanced Propulsion Centre UK (APC) collaborates with UK government, the automotive industry and academia to accelerate the industrialisation of technologies, supporting the transition to deliver net-zero emission vehicles.

Since its foundation in 2013, APC has funded 264 low-carbon and zero emission projects involving 492 partners, working with companies of all sizes, and will have helped to create or safeguard over 58,000 jobs in the UK. The technologies developed in these projects are projected to save over 410 million tonnes of CO<sub>2</sub>.

With its deep sector expertise and cutting-edge knowledge of new propulsion technologies, APC's role in building and advising project consortia helps projects start more quickly and deliver increased value. In the longer term, its work to drive innovation and encourage collaboration is building the foundations for a successful and sustainable UK automotive industry.

### Catherine Prothero

Events Lead

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## SMMT Industry Forum

SMMT Industry Forum have been delivering significant and measurable performance improvements for leading global manufacturers for more than 25 years and believe there is no one size fits all approach to driving competitiveness across the industry. Rolls-Royce Aerospace, Jaguar Land Rover, and Bentley Motors are among the brands who have tapped into our expertise to ensure they remain on top in their own fiercely competitive markets.

Industry Forum provides extensive training and development where required to support from the factory floor up to board level. Our team of experts have delivered over 400 tailor made improvement strategies in 30 countries across the world, and we are approved and certified by the relevant international trade bodies.

The adoption of our expertise and programmes enables businesses to up their game and stand out from the competition to secure and deliver key contracts.

**We run over 100 open courses a year and over 250 further courses a year at client's premises. These range from half a day to 5 days in length, with our key featured courses being:**

- Core Tools Certification Training (APQP, FMEA, SPC, MSA, and PPAP)
- IATF 16949:2016 Lead Auditor Training (5-day)
- IATF 16949:2016 Internal Auditor Training (2-day)
- VDA 6.3 Process Auditor Qualification (ID 381) and Exam (ID 382)
- VDA Product Safety and Conformity Representative (PSCR) (ID 503)

**Please contact us to discuss your training requirements or receive a training assessment and gap analysis.**

### Ashley Fernihough

CEO

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## Advanced Electric Machines

Advanced Electric Machines (AEM) designs and manufactures electric motor technologies with next-generation performance, efficiency, and sustainability. AEM motors eliminate the need for rare earth materials, reducing supply chain volatility and product cost.

By removing permanent magnets, our motors have no risk of demagnetisation, making them safer and reducing the thermal management complexity.

No magnets means AEM motors can also freewheel, offering unique efficiency gains and allowing the vehicle to coast when required, all whilst delivering a lower environmental footprint than other motor technologies.

Based in the UK, AEM has a range of powertrain solutions to meet the demands of our global customers. The HDSRM motor series and SSRD motor means AEM can support a variety of applications, including passenger cars, commercial vehicles, off-highway vehicles, and many more. AEM is looking to expand its global footprint following a successful Series A fundraise in 2023.

### Reason for exhibiting / looking to meet:

AEM is looking to connect with potential partners and customers across a range of applications in the APAC region.

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## Brigade Electronics Group PLC

"We are in the business of saving lives". Launched in 1976, Brigade has nearly 50 years of experience and fully understand the industry and its challenges. Brigade provides solutions that help make roads safer.

Brigade has always been at the forefront of the industry, whether this be pioneering new products or opening and educating new markets around the world.

Globally, 60% of leading on-road OEMs use Brigade solutions. Our expertise and experience in the industry has been recognised with numerous awards. In addition, Christopher Hanson-Abbott, our company founder and chairman, was awarded the very prestigious OBE, (Officer of the Order of the British Empire), by the late, Her Majesty Queen Elizabeth II.

Whether it is safer and "noiseless" backup alarms, detection, visibility or safety management, Brigade has solutions.

### Reason for exhibiting / looking to meet:

Brigade is keen to establish contact with Truck & Bus OEMs & body builders product managers, engineers and buyers for possible supply of existing unique safety solutions.

### David Davis

OEM Commercial Executive

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## Eminox

Established in 1978, with facilities in the UK and Europe, Eminox design, manufacture and install market-leading exhaust aftertreatment systems (EATS) for passenger and commercial vehicles.

The real-world proven emissions reduction technologies support clean air strategies and enable government departments, manufacturers and operators of heavy-duty vehicles to comply to the latest global emissions regulations including the most stringent Euro 6 legislation.

The exhausts are made with pioneering diesel particulate filters (DPF) for particulate matter (PM) reduction and Selective Catalytic Reduction (SCR) technology for NOX reduction. They provide economical routes to emissions compliance, today, and can be installed as OEM and upgrade solutions which supports the drive to a net-zero carbon future.

The modular designs allow easy access for serviceable components and Eminox provide a range of repair and maintenance packages to support the full life operation of the system.

### Reason for exhibiting / looking to meet:

Eminox offers solution to Logistics companies (heavy duty and light truck) and Bus companies to reduce pollution from their in-used vehicles. Eminox solutions also applicable to Off-Road machineries, Marine and Power Genset.

### Ratana Stiramon

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## ETA Green Power

ETA is a technology and product development company that specialises in the application of advanced magnetics and their control over electric drive systems.

We engage with OEM's and Tier 1 suppliers with low voltage outdoor power equipment, e-mobility, compact agriculture / construction, and mobile equipment sectors that have issues achieving their performance, efficiency and cost requirements.

We deliver complete low voltage drive systems comprised of motors, motor controllers and integrated battery chargers. These can be applied to traction or function applications. Our solutions are tailored to individual needs and can meet all requirements.

ETA enables its customers to accelerate their transition to zero emission electric solutions!

This is achieved by having access to ETA's patented technologies, products, production processes, and supplier base through a License Agreement. Using ETA's extensive experience and capabilities reduces the time to market, the technical risk, and recurring costs.

### Reason for exhibiting / looking to meet:

To find partners and engage with OEM's and Tier 1 Suppliers who are transitioning to embrace and integrate electric drive system technology into their current and future product portfolios to meet the growing global demand for clean, green technology. Of particular interest would be OEM's active or interested in technology that can improve platform performance in the growing BaaS Battery as a service sector.

### Dan Needham

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## LifeSafe Technologies

LifeSafe is a fire safety technology business that develops eco-friendly, novel and innovative fire extinguishing fluids with a range of life-saving fire safety products.

LifeSafe launched in December 2022, a new Thermal Runaway Fluid to combat thermal runaway in lithium battery fires by permanently extinguishing and preventing the re-ignition of lithium fires.

In April 23 the Group launched its best-selling consumer product StaySafe All-in-1, an evolution of the Group's core fluid which is verified to extinguish ten different fire types including Lithium Ion battery fires.

LifeSafe is continuing to develop new fluid derivations for the industrial market now including Pre Trauma Fluid (PTF) which prevents Lithium Ion battery fires igniting in the first place.

### Reason for exhibiting / looking to meet:

Looking to meet EV industry supply chain, battery systems and cell manufacturers.

### Nigel Allmond

LifeSafe Technologies SE Asia Adviser

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## RYSE 3D

RYSE 3D is transforming the world of additive manufacturing by providing prototype and production parts for some of the automotive world's most exciting current and upcoming vehicles.

Founded by Mitchell Barnes in 2017, the UK company is currently involved in 18 Hypercar and RESTOMOD projects, providing components destined for HVAC units, brake ducts, wing mirror vision systems and many more applications.

Over £1.5m has been invested in equipping its state-of-the-art factory with more than 50 printers, providing MJF, SLS, SLA and FDM capabilities for parts as small as 1mm x 1mm and as large as the customer requires.

With 40% of its anticipated £4m+ sales going overseas, RYSE 3D is now setting its sights on providing products for aerospace, medical and renewables, even going as far as to develop its own 3D printers to increase its capacity and capabilities further every year.

### Looking to meet:

Investors in Technology Business

Investors keen on 3D AM and Printing

Vehicle Startups

Existing OEMS

### Michael Collins, Director

RYSE 3D – Kings Awards Winners for Innovation 2024

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## Pneuride Ltd

Pneuride is a leading producer of air suspension systems for the automotive industry.

With over 70 years' experience in supplying rubber suspension components for the auto industry, we are well placed to be a partner to potential clients, offering them the ability to assist them in the design development and manufacture of suspension components ranging from air springs through to full ECAS (Electronically Controlled Air Suspension) systems.

Our team of dedicated suspension specialist engineers can assist customers in developing air suspension systems for today's vehicles and helping them to overcome suspension issues such as weight, comfort and handling which are becoming more of a problem as we move into the new EV age.

### Reason for exhibiting / looking to meet:

We are seeking to attract the interest of OE automobile manufacturers within the region and also potential distributors within the aftermarket sector.

### Shane Smith

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## Turntide Technologies

Turntide specializes in developing technologies for on-road and off-highway vehicle electrification. As a primary provider of electrification components like batteries, inverters, and motors, it serves industries such as construction, agriculture, and transportation.

With over 60 years of experience and over 300,000 vehicles deployed, Turntide offers comprehensive support in designing, developing, testing and manufacturing customized electrification solutions. Their end-to-end service, from concept to prototyping and validation, ensures reduced supply chain risks and quicker market entry, benefiting clients by collaborating with a single, experienced supplier.

### Reason for exhibiting / looking to meet:

We are looking to primarily engage with 2W/3W/4W LCV Vehicle OEMS as well as Tier 1 Systems Integrators where electrified powertrain solutions are sought with a specific need for low voltage power inverters.

Wish to connect with key decision-makers at C-Level/Purchasing/Engineering as well as EV Associations within the wider Asia region.

### Turntide Electrification

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