



MBS 2026

June 15-16, 2026 | Ann Arbor & Ypsilanti, Michigan

SPONSOR PACKET

One Conference. Two Venues. Total Industry Insight.

For over six decades, the Center for Automotive Research (CAR) has hosted the industry's most essential retreat. In 2026, we return to our roots in the heart of Michigan's mobility corridor with a reimagined, two-day experience where policy, technology, and economic innovation intersect.

DAY 1: Innovation & Experience Day

Monday, June 15, 2026 | *American Center for Mobility (ACM)*. A dynamic, "choose-your-track" day at a world-class proving ground. Experience technology in motion through three specialized lenses:

- **The MBS Policy Summit:** A half-day of high-level legislative programming followed by afternoon technology demonstrations. Focus on the regulatory frameworks of autonomy and electrification.
- **The Economic Development Exchange:** A specialized half-day program for site selectors and regional leaders focused on the manufacturing footprint, with full access to the Policy Summit and live demos.
- **Technology & Benchmarking:** A "pre-competitive" demo day. Get hands-on with the hardware and software shaping the North American market in a real-world testing environment.

DAY 2: The Strategic Briefings

Tuesday, June 16, 2026 | *Marriott Eagle Crest Resort*. A return to the classic MBS format—a day of deep-dive strategy, networking, and expert analysis.

- **Keynote Sessions:** Industry titans share their vision for the next decade.
- **CAR Research Presentations:** Exclusive data and insights from our independent research teams.
- **Executive Panels:** Candid discussions on the global issues impacting North American automotive interests.



MBS 2026

MANAGEMENT BRIEFING
SEMINARS

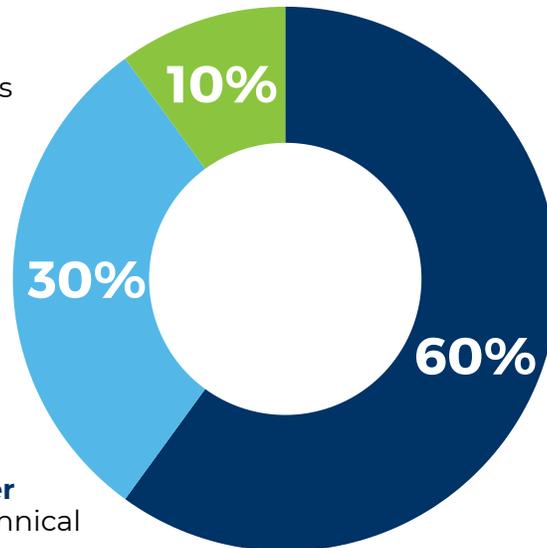
June 15-16, 2026

Ann Arbor & Ypsilanti, Michigan

WHO YOU WILL MEET

Why Sponsor?

- **100% B2B** – Connect directly with the decision-makers who will drive your business development forward.
- **The most well-established auto-tech event in the world** – Originally founded by the Office for the Study of Automotive Transportation, now known as the Center for Automotive Research, 59 years ago!
- **Attracts large delegations of automakers** – in particular, representatives from Ford, General Motors, Mitsubishi Motors, Nissan, Toyota, and Volkswagen.
- **Attended by mid to senior-level automaker executives** – the perfect combination of technical know-how and purchasing power.



CATEGORY 1

Automotive
OEMs & Tier 1
Suppliers

CATEGORY 2

Tier 2 Suppliers
Mobility Service
Providers
Government
Organizations
Associations
Tech Companies
Legal & Financial
Services

CATEGORY 3

Academia & Media

OEM & Tier 1 Attendee & Job Title Profiles:

Our target job titles range from C-level to mid-level manager, to ensure representation across both strategic, high-level decision-makers and technical experts to ensure the benefits of your solutions are understood within the context of their businesses. Highly informed, involved, and invested automotive specialists attend from a variety of business units, united by the fact that they are focused on progressing the connected car.



Strategic & Technical High-Level Decision-Makers

Chief Architect, Chief Engineer, CEO, CTO, CMO, Managing Director, General Manager, Founder, Co-Founder, Chief Business Officer, Chief Innovation Officer, Chief Innovation Scientist, Chief Mobility Officer, Global Strategy Leader, Global Lead, and Chief Analyst.



Informed, Involved & Invested Automotive Specialists

Autonomous Engineer, Systems Specialist, Global Executive Director, Product Owner, Research Engineer, Connected Vehicle Feature Developer, Vehicle Tech & Connectivity Manager, Cyber Security Lead, Director of Programs, Software Engineering, Connected Vehicle Services, Strategy & Innovation, and Product Engineering.

SPONSORSHIP TIERS

Category	Asset	Premier	Diamond	Platinum	Gold	Silver	Bronze
ACM Day	Experience Day (Engineering Benchmarking Program) - Presenting	Exclusive					
	ACM Closed-Course Demo / Guided Experience	Included	Included	Included	Choice	Choice	
	ACM Exhibitor Booth	Included	Choice	Choice	Choice	Choice	
	ACM Tech Talk (TEDx-style) on the mini stage	Included	Included	Included	Included	Included	
	ACM Networking Reception Sponsor	Included	Choice	Choice			
Conference Day	Conference Day Presenting Sponsor	Exclusive					
	VIP Featured Guest for Breakfast with C-Suite (25 ppl)		Choice				
	VIP Featured Guest for Lunch with C-Suite (25 ppl)	Included	Choice				
	Conference Exhibitor Booth	Included	Included	Included	Included		
	Continental Breakfast or Lunch Sponsor with Short Remarks				Included		
	Opportunity for a session speaker	Included	Included	Included			
	Conference Networking Reception Sponsor	Included					
Policy Summit	Policy Summit - Presenting Sponsor		Exclusive				
	Policymaker Session Speaker	Included	Included	Choice	Choice		
Economic Development Exchange	Economic Development Exchange - Presenting Sponsor		Exclusive				
	Economic Development Exchange Session Speaker	Included	Included	Choice	Choice		
Student Program	Student Program - Presenting Sponsor		Exclusive				
	Student Roundtable Speaker/Guest	Included	Included	Choice			
	Student Program Branding		Included				
Cross-Event Branding	On the Event Website with Hyperlink	Included	Included	Included	Included	Included	Included
	In Social Media Promotions	Included	Included	Included	Included	Included	Included
	In Email Promotions	Included	Included	Included	Included	Included	Included
	Wayfinding & Signage	Included	Included	Included	Included	Included	Included
Additional Benefits	CAR Wednesday Roundtable Participant	Included	Included	Included	Included		
	Opportunity for Co-Branded Webinar	Included	Included	Included	Included		
	Private Meeting Room	Included	Included				
	Experience Day Registrations (June 15)	8	6	4	2	1	1
	Conference (June 16) Registrations for C-Suite or Senior Leadership Attendees	8	6	4	2	1	1
Choice Benefits	# of Choice Benefits that can be selected	0	2	3	1	1	0
Quantity Available:		1	3	4	4	20	20
Cost:		\$60,000	\$50,000	\$40,000	\$25,000	\$15,000	\$5,000



American Center for Mobility | June 15

A 500-Acre Automotive Proving Ground & Test Facility

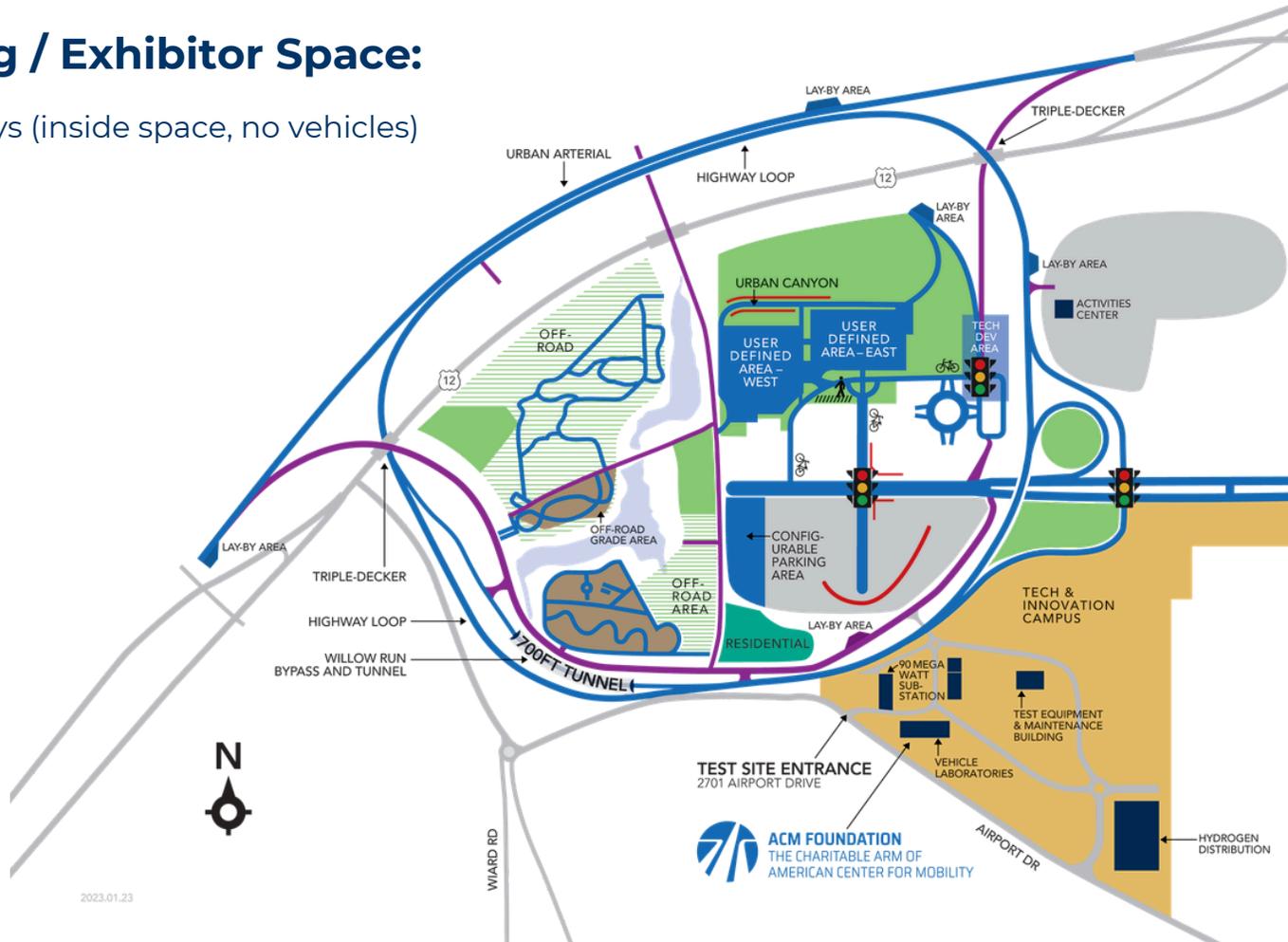
ACM offers a premier proving ground and test facility located in Southeast Michigan at the historic Willow Run site in Ypsilanti. Spanning 500 acres, ACM helps the automotive industry accelerate safe, sustainable, and secure mobility technologies.

Proving Ground / Test Environments:

- Highway Loop
- 6x6 Intersection
- Planet M Blvd
- Willow Run Tunnel
- Urban Arterial
- User-Defined Areas East/West
- Off-Road Area

Meeting / Exhibitor Space:

- LTG Bays (inside space, no vehicles)



ACM Environments & Example Demonstrations

Below are the primary ACM environments proposed for use, along with example applications relevant to OEMs, suppliers, and technology partners.

1) Highway Loop

Environment Type: High-speed controlled roadway simulation

Example Demonstrations: - ADAS highway assist systems - Lane-keeping and automated lane-change functionality - Over-the-air system validation scenarios - EV high-speed efficiency and range performance - Noise, vibration, and ride quality comparison

2) 6x6 Intersection

Environment Type: Complex signalized intersection scenario

Example Demonstrations: - Advanced perception and sensor fusion - Intersection collision avoidance systems - V2X-enabled traffic coordination - Automated braking and cross-traffic alert - Urban autonomy edge-case handling

3. Planet M Boulevard

Environment Type: Mixed-use roadway environment

Example Demonstrations: - Smart infrastructure interaction - Connected vehicle-to-cloud demonstrations - Fleet and logistics routing simulations - Cooperative driving scenarios

4. Willow Run Tunnel

Environment Type: Controlled tunnel environment

Example Demonstrations: - GNSS-denied navigation resilience - Sensor redundancy validation - Lighting and vision system testing - Emergency braking in reduced visibility - Signal transition and connectivity performance

ACM Environments & Example Demonstrations

5. Urban Arterial

Environment Type: Multi-lane urban roadway simulation

Example Demonstrations: - Pedestrian detection systems - Urban stop-and-go EV performance - Regenerative braking calibration - Automated traffic flow interaction - Software-defined driving mode adjustments

6. User-Defined Areas (East / West)

Environment Type: Configurable demonstration zones

Example Demonstrations: - Static vehicle walk-throughs and architecture displays - Component-level system demonstrations - Small-group technical briefings - Comparative platform showcases - Controlled ride-along experiences

7. Off-Road Area

Environment Type: Varied terrain mobility testing

Example Demonstrations: - Torque vectoring and traction control - EV durability and chassis testing - Advanced suspension systems - Autonomous terrain adaptation - Commercial vehicle capability scenarios

4. Willow Run Tunnel

Environment Type: Controlled tunnel environment

Example Demonstrations: - GNSS-denied navigation resilience - Sensor redundancy validation - Lighting and vision system testing - Emergency braking in reduced visibility - Signal transition and connectivity performance



ACM Environments & Example Demonstrations

Participation Structure

Participants may engage in one or more of the following:

- Closed-course dynamic vehicle demonstrations
- Ride & drive experiences
- Static technology showcases
- Moderated technical briefings
- Comparative architecture discussions

All activities are coordinated with ACM for safety, scheduling, and operational compliance.

Audience

The ACM Benchmarking & Demonstration Day audience will include:

- Senior OEM engineering and product leaders
- Tier 1 and technology supplier executives
- Policymakers and economic development leaders
- Credentialed and approved media (controlled access)

The environment is structured to support professional dialogue, engineering learning, and objective exchange.



Media at MBS



Automotive News

AUTOLINE



AutoInformed

Bloomberg



CRAIN'S
DETROIT BUSINESS

Car-Smart.info

Detroit Free Press

Forbes



MICHIGAN BUSINESS
NETWORK



MORNING BREW

MOTORTREND

Newsweek

NIKKEI

Plastics News
A CRAIN FAMILY BRAND



SAE
INTERNATIONAL

SAE MEDIA
GROUP



verticalscope



WSJ

WWJ-950
NEWSRADIO

Sample Articles from MBS

['Unpredictable' tariff expansions make it harder to justify U.S. investments, automakers and suppliers warn](#)

[LG Energy working to minimize customer impact of Georgia immigration raid, executive says](#)

[Auto Suppliers Continue To Cope With Tariffs And Tweaking Strategies](#)

[Marelli wins Altair Enlighten Award for innovative wastewater recovery method in manufacturing of automotive interiors parts](#)

[China, Brakes, Hybrids, Subscriptions](#)



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