

Arrow & Infineon: Driving the Future Automotive and Transportation Seminar 2025

October 14, 2025

Museo Nazionale dell'Automobile
Corso Unità d'Italia, 40
10126 Torino

Arrow

eInfochips An Arrow Company

Infineon

Arrow & Infineon: Driving the Future Automotive and Transportation Seminar 2025

We are pleased to invite you to an exclusive **Automotive & Transportation** seminar hosted by **Arrow Electronics**, **Infineon & E-Infochips** focusing on the groundbreaking Automotive solution with 32-bit AURIX™ TriCore™, Traveo microcontroller, Psoc family Motix System base chip Smart Power and sensor family of Infineon Technologies.

This seminar will delve mainly into the power and versatility of the AURIX™ microcontrollers TC3 and new TC4 family, embedded with advanced safety and security features, making them the ideal platform for a wide range of **automotive** and **industrial** applications.

Agenda

9:30	9:50	**Welcome Coffee + Registration + Exhibition**
10:00	10:50	**Infineon** - Motor Control 400-800V high voltage: Reference design traction inverter TC3
11:00	11:50	**Infineon** - Motor control 12 24 48V low voltage: PSOC + Motix
12:00	12:50	**Round Table** - Automotive and Transportation trends: a strategic discussion with Arrow & Infineon *Moderator*: Mauro Tedeschini - Vaielettrico* • Alessandro Grosso - Country Manager Italia – BYD* • Giuseppe Finazzi – Director Sales - Infineon • Luca Baldazzi – Automotive Manager - Arrow Electronics
12:50	13:50	**Networking Lunch + Exhibition**
14:00	14:50	**E-Infochips** - Cyber Security: Software Support Capability
15:00	15:50	**Infineon** - BMS OBC with Aurix or Traveo: PSOC HV
15:50	16:15	**Coffee break + Exhibition**
16:20	17:10	**Infineon** - Application 48V new architecture: Smart power, System base chip and Sensor
17:15	17:30	**Closure**

* In collaboration with:

Suggested hotels (close to the area):

- Hotel NH Torino Lingotto Congress - NH Torino Lingotto
- AC Hotel Torino - AC Hotel Torino
- DoubleTree by Hilton Turin Lingotto - Hilton

Suggested parkings (close to the area):

- Parking Bacigalupo
- Parking Lingotto

How to reach the event:

- **BY TRAIN**: From Torino Porta Nuova and Torino Porta Susa stations METRO Line 1 to the LINGOTTO stop. Take Via Nizza towards Eataly and immediately turn onto Via Garessio, you will reach MAUTO (Museo Nazionale dell'Automobile) in about 9 minutes by foot.

- **BY CAR**: All highways connect to the TANGENZIALE DI TORINO. We recommend that you take the Corso Unità d'Italia exit and follow the signs for the MAUTO (Museo Nazionale dell'Automobile).

PRE-Register now

This is a PRE-REGISTRATION
Your participation will be confirmed or declined shortly.