New Look – Same Genes

Dear Reader,

Here is issue 1/2015 with a fresh new layout. After five years, it was once again time to give ATZ a facelift. Our aim was to keep the tried-and-tested elements of ATZ and to develop them in an evolutionary manner, while providing our readers with an even better structure and making it easier to navigate through the pages. Of course, the visual appearance has also been rejuvenated, and our magazine now looks fresher and tidier. But there is no doubt that it is still ATZ. Like a good car, the “latest model” of ATZ unmistakably carries the same genes as its predecessors.

The changes are particularly noticeable on the front cover, where the cover picture now takes up much more space and there is clearer focus on the magazine’s contents. This is also supported by the mixed-case lettering of the titles, making them much easier to read than the previously used capitals. Apart from the cover page, the greatest changes were made to the table of contents: it is now clearer overall and the cover story has been given more space and structure.

A new feature is a column called “On the Agenda” in the German ATZ. It integrates the previous Report column and now brings a current topic into every issue of ATZ: as well as the well-known Report, for example, it could also present the essence of an informal conversation at a conference or an interesting background dossier in the style of the agenda texts on our ATZ internet platform Springer for Professionals. In addition to the technical depth, there is now more space for current topics, which also put the focus more on the engineering expertise of our editorial team.

From an editorial perspective, this new ATZ ideally combines technical depth with emotionality for the car – without which vehicle development would be unimaginable. We hope that it meets with your approval.

Best regards,

Dr. Alexander Heintzel, Editor in Chief
Wiesbaden, 21 November 2015