ON BOARD

Dear Reader,

In archaic societies, as anthropologists teach us, age is not seen as something negative. Of course, even among primitive peoples, a society of hunters is led by its younger members. But in difficult situations, they also turn to their elders for advice, as these have the invaluable benefit of greater knowledge and experience. The distribution of roles between the publisher and the editor-in-chief of a specialist magazine like ours is very similar. The editor-in-chief bears the responsibility for the publication – also legally – and produces it to the best of his ability together with his team. The publisher, on the other hand, has a supervisory role, ensuring that the view of what is essential and important in the long term does not get lost in everyday media business.

Against this background, I am pleased to inform you that we have succeeded in winning Dr. Johannes Liebl as our publisher from 1 March 2011. Together with our second publisher, Wolfgang Siebenpfeiffer, my predecessor, he will watch over the fortunes of ATZ, MTZ and their entire media family.

Dr. Liebl is no doubt familiar to most of you as BMW's "energy minister". In recent years, he has played a key role in shaping the brand's progress towards efficient dynamics and sustainability. In addition to energy management, his responsibilities also included issues such as aerodynamics, lightweight design, thermal management, driving performance and CO₂. MTZ readers will also remember him as an engine developer in the 1980s and 90s, when he ini-

tiated developments – such as the introduction of Valvetronic – that are still highly relevant today.

For all engineers involved in energy and transport technologies, sustainability in the sense of material cycles that are as closed as possible is the overriding objective for the coming decades. Our aim is to support this process with our magazines – and I am sure that Dr. Liebl will make a decisive contribution.

I look forward to 2011 and hope that you will find many exciting articles in our magazines and plenty of food for thought at our conferences.

JOHANNES WINTERHAGEN, Editor-in-Chief
Wiesbaden, 20 December 2010