ELECTRONICS

Dear Reader,

What do you think of when someone mentions the term “electrics/electronics” in the car? Electronics: without date, the image of a growth engine and symbol of innovation in the most advanced vehicles now seems somewhat outdated. At least in the context of software, IT and communication technology. These areas represent the state-of-the-art, connected vehicle, where software breathes life into a car, providing customer-relevant differentiation features and scalable performance.

We are currently discussing with the Scientific Advisory Board and within our editorial team whether the title of our magazine is still representative and in keeping with these trends. At first glance, it seems to be only partly the case. Yes, if we exclusively addressed issues of electronics, covering a wide range of subjects that are just as innovative and still as important as ever before. But in fact, the title is not representative, because the bandwidth of subjects in our magazine is much greater. For years now, up to 50 % of the articles in ATZechnik have already been on innovations in software and IT. Car-to-X, for example, has become a regular section.

We are not alone, however, in this discrepancy between a title and its contents. Even Advisory Board members like Elmar Frickenstein from BMW or Ricki Hudi from Audi are referred to as Head of Electrics/Electronics, but are in fact responsible in their companies for the secure implementation and operation of software, IT and communication technologies. Their titles should also be adapted accordingly. Audi Electronic

Venture employs the young guns and nerds who help Audi to become connected with the new world and to build up expertise drawn from many other sectors. And all that is taking place under the umbrella of electronics. This new world with all its Anglicisms in the German language has already arrived in the organisational structure below E/E top management. One car maker, for example, has a Head of Cloud Computing. The titles in some departments are more reminiscent of a telecommunications company or a data provider.

To what extent does the title of a magazine have to adapt to these trends. ATZ, MTZ and ATZechnik are characterised by the consistency and topicality of their contents. Reacting to trends and buzzwords by changing a name requires careful consideration. What do you and your colleagues think? We look forward to hearing your opinion.

MARKUS SCHÖTTLE,
Vice Editor-in-Chief
Wiesbaden, 11 September 2013