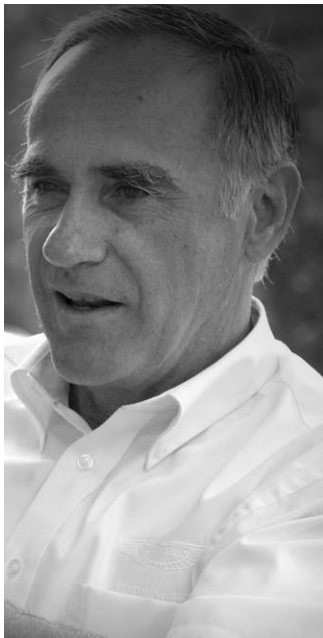


Montag, 12. November 2018 | MCI Aula | Universitätsstraße 15  
17:00 Uhr Get together | 17:30 Uhr Vortrag mit Diskussion | 19:00 Uhr Erfrischungen

## automobiltechnologien der zukunft.

Energieformen | Carsharing | Autonomes Fahren | Regulierung



# ULRICH BEZ

## Langjähriger CEO, Aston Martin Ltd

Dr. Ulrich Bez was from 2000 to 2014 Chief Executive Officer at Aston Martin Ltd. He then became the Chairman and now serves as a Brand Ambassador. Under his leadership Aston Martin became globally recognized as the luxury and cool brand standing for Power, Beauty and Soul with competitive quality and unmistakable identity. 60,000 cars were built during his 14 years – based on advanced modular technology – which was more than four times previously built in all of the 87 years before. Before his engagement at Aston Martin Dr. Ulrich Bez had served at Porsche SE, was Managing Director and founder of BMW Technik GmbH and Vice President of Engineering at Daewoo Motors.

In 2014 Dr Bez joined Alset Global, a hydrogen automotive start-up, as non-executive Vice-Chairman as he believes that Hydrogen will drive mobility within the next couple of decades, and in 2017 he joined Magnis Research ASX, Australia as a Non-Executive Director.

Dr. Bez received his Degree in Aircraft Engineering from the University of Stuttgart. While working at Porsche SE he graduated in 1981 from the Technical University of Berlin with a PhD in Engineering. In 2013 he was rewarded with an Honorary Doctorate from Solent University, Southampton UK. In 2014 he became a Fellow of the Dean at the University of Virginia, where he lectures.

*Vortrag in deutscher Sprache. Teilnahme kostenfrei für Mitglieder von MCI Alumni & Friends, der Tiroler Adler Runde, des ÖAMTC sowie geladene Gäste.  
Bitte um zuverlässige Anmeldung unter [events@mci.edu](mailto:events@mci.edu).*