



Advanced Lighting for Automotive

Pre-Summit Workshop Day: **May 22, 2017** • Main Summit Days: **May 23-24, 2017** • Cobo Center, Detroit, MI

**Applications Across The Spectrum:
Safety, Functionality & Design**

**OEM ATTENDEES:
TEST DRIVE NEW
HEADLIGHTS
RELEASED BY MOBIS**
Turn to page 7 for more
information!

**EXPLORE TECHNOLOGIES IN
EXTERIOR AND INTERIOR LIGHTING**

Sponsors:



Media Partners:

BRIGHTEN YOUR EXPOSURE

Lighting has evolved into an important differentiator between auto makers as the industry is challenged with boosting driver visibility, improving architectural lighting design, and raising overall vehicle safety. Advancements in LEDs and electronic controls are also flipping the switch for innovative thinking within the sector.

The rapid growth of the automotive lighting sphere will not stop as new technologies allow auto makers to experiment with different designs and functionalities of light. To keep up with the pace, the **2nd Advanced Lighting for Automotive Summit** will be returning to **Detroit, MI** on **May 22-24th**. Meet others challenged with creating the best within the lighting sector and help spur conversations on how automotive lighting can progress forward within the North America market despite potential barriers in regulations.

This is an opportunity to connect with those focused on designing the next generation of automotive lighting systems with these tasks in mind:

- Meet standards set forth by federal regulators both in the North American and global marketplaces
- Achieve positive safety ratings on vehicle models from third-party consumer agencies
- Develop intelligent lighting systems and integrate components that are able to increase functionality, boost performance, and ensure reliability
- Utilize lighting design as a strategy for brand differentiation and to increase aesthetical appeal

Join our esteemed Advisory Board and Speaker Faculty of lighting experts in illuminating the road ahead for the industry.

I look forward to seeing you there.

Best Regards,

Frankie Yip



Frankie Yip
Program Director



**WHAT'S THE WORD
ON THE STREET?**

*"An enlightening foray
in automotive lighting
design & engineering."*

-Global Lead, Interior Lighting Design
and Design Quality, **General Motors**

*"A very good cross-
section of the industry-
lighting experts,
engineers, styling,
electronics, optics."*

-Stylist, **Valeo Lighting Systems**

*"Informative and
comprehensive overview of
lighting for automotive and
its market trends."*

-Lighting NA Manager, **Continental Automotive**

*"I think the level of
attendees made
connections possible
that would have
otherwise been very
difficult to make."*

-Project Manager, **Lumitex**

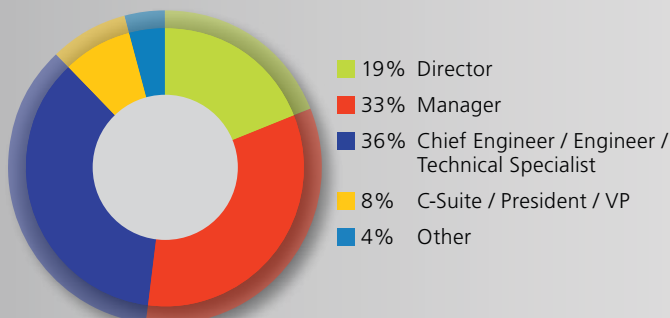
*"Connecting with suppliers &
other OEM's and discussing
common issues, challenges,
and future trends."*

-Senior Staff Engineer, **John Deere**

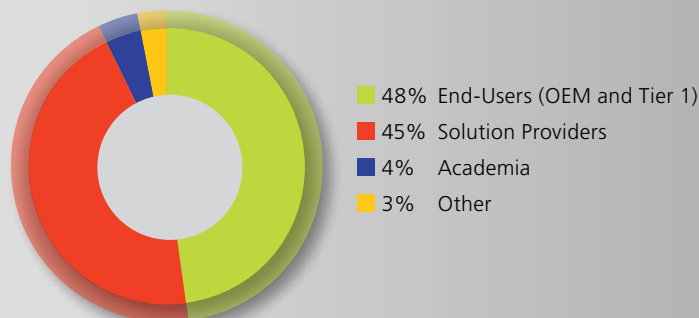
SHINING A LIGHT ON THE 2016 SUMMIT

PAST ATTENDEE PROFILE

Breakdown of Seniority Levels



Breakdown of Organizational Types



WHO'S ATTENDED? - SNAPSHOT OF JOB TITLES

- Sr. Optical Engineer
- R&D Lighting Tech Optics Manager
- NAFTA Development Lead, Interior Lighting
- Director of Engineering
- Senior Manager, Advanced Lighting Group
- Engineering Manager, Signal Lighting
- Core Exterior Lighting Engineer
- Electrical Engineer
- Design Engineer, Electrical Systems Architecture
- Department Manager, Design Engineering
- Technical Director of Lighting
- Electrical Engineering Manager
- Product Manager, LED Automotive Lighting
- Sr. Exterior Lighting Specialist
- Applications Engineer
- Lighting NA Manager
- Principal Engineer
- Technical Staff Engineer
- Lighting Coordinator
- Senior Engineer, Safety, Fuels, and Regulatory Affairs

PAST ATTENDING ORGANIZATIONS



INTRODUCING THE 2017 ADVISORY BOARD



FRANK SCHWARTZ

Principal
**Advanced Automotive
Consulting Services
(AACS)**

Beginning his career as a product design engineer, Frank later added ground level and senior management experience in operations, manufacturing, program management, and sales and marketing. A life-long automotive enthusiast, Frank spent more than 25 years working on products as varied as cruise controls, fuel injection systems, exterior lighting, trim components and wheels.



MARK DARBY

Vice President of Sales
Lumitex

Mark has 30 years of sales and market management experience with technical products from leading manufacturers in the automotive and electronics market segments. At Lumitex, Mark leads development efforts to supply solutions for lighting components and systems used for interior and exterior automotive applications as well as in the aerospace, HMI, large vehicle and medical markets.



TERRENCE WILSON

Supervisor,
Exterior Lighting
Ford Motor Company

Terrence has worked the last two years on developing the Lincoln Lighting strategy for the next generation of Lincoln vehicles. He has been instrumental over the last 10 years in working to bring new technology to both Ford and Lincoln Vehicles. He has worked on the 2013 Lincoln MKZ, the company's first all LED lighting vehicle, as well as the 2016 Ford Taurus (China), 2016 Ford Explorer, 2016 Lincoln MKX, 2017 Lincoln MKZ, 2017 Ford Fusion, and 2017 Lincoln Continental.



SHANNEN BORNGESSER

Global Technical Team
Leader, Exterior Lighting
General Motors

Shannen has an M.S. in Engineering and joined the Exterior Lighting group at General Motors in 1999, and has since held several positions, including Validation, Design and Technical Expert. She was the Lead Exterior Lighting Engineer for Pontiac Grand Prix and G6, and Buick LaCrosse and Envision.

FEATURE EXPERIENCE FOR OEM ATTENDEES - PROVIDED BY MOBIS



Join MOBIS for a demonstration of their headlight systems optimized for boosted visibility. Attend a night drive made exclusive for OEM attendees and try out the headlights yourself!

Scheduled at 9:00 pm on Main Summit Day 1 (May 23), transportation to the test drive location will be provided; refreshments will also be served. Enjoy an evening drive under the stars with an excellent company.

If you wish to include this experience in your Summit package, call the number below!

***LIMITED SPACE
AVAILABLE***

LIGHTING THE WAY FORWARD: 2017 SPEAKER FACULTY



JESSICA PALMER

Optical Systems Principal
Engineer

Faraday Future



SHANNEN BORNGESSER

Global Technical Team
Leader,
Exterior Lighting

General Motors



DR. SHUJI NAKAMURA

Research Director, Solid State
Lighting & Energy Electronics
Center

**University of California,
Santa Barbara**



KARL OLSEN

Global Sr. Lighting Design
Engineer

ZF TRW



PRIYANK KUMAR

Optical Engineer

Hyundai MOBIS



SOOHAN IM

Global Marketing Manager

Hyundai MOBIS



JEFFREY SIMCHAK

Advanced Optics Engineer

Flex-N-Gate



JEFFREY ERONIMOS

Technical Expert, Lighting

**Mercedes-Benz
Research and
Development India**



BRIAN BAKER

Founder

AutoArcheology



JUI DAI

Product Owner, In-Vehicle
Controls

Faraday Future



**DR. VYACHESLAV
BIRMAN**

Lighting Technology Expert

Continental AG



DR. PAUL RUDY

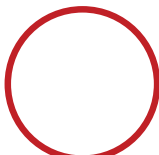
Entrepreneurship Lecturer,
**Loyola Marymount
University**, Co-Founder,
Soraalaser



DR. STEFAN VIDEV

VP of Engineering

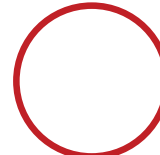
**LiFi Research and
Development Centre**



PAM POTHÉN

Manager, HR & Customer Relations
**Satyam Venture Engineering
Services (Satven)**

Chairwoman



BRANT POTTER

**Valeo Lighting
Systems**



KISHOR RAMASWAMY

Sr. Application Engineer
OPTIS North America




Representative From

**On
Semiconductor**

2017 SUMMIT OUTLOOK

WHY ATTEND THIS LIGHTING CONFERENCE?

-  **Create Conversations On the Uniqueness Of Each Market**
Concentrate on challenges in automotive lighting being faced by the NA market and adopt best practices from the global market.
-  **Explore Exterior And Interior Lighting**
Merge design concepts from both inside and outside the vehicle to form one cohesive product. Explore lighting options/technologies from functional, safety, and aesthetic perspectives.
-  **Analyze The Current Market And Predict The Future**
Collaborate with thought leaders and innovators within the lighting space. Determine how the automotive industry will improve its lighting offerings in the coming years.
-  **Reconvene With Members Of The Lighting Community**
Engage in one-on-one dialogues. Meet speakers before and after their sessions. Expand your professional network and revive dormant connections during built-in networking sessions.






FULL BEAMS AHEAD

WHAT TO EXPECT: 2016 VS. 2017 SUMMIT

95	>	115+ ATTENDEES
18	>	22+ SPEAKERS
7	>	10+ SPONSORS

WHAT'S DIFFERENT FROM LAST YEAR?

-  **More Focus/Technical Sessions**
30-35 minute in-depth presentations led by a lighting expert and followed by 5-10 minutes of Q&A
-  **Design And Optimization of Lighting Systems**
Future design concepts, 360° coverage, weight management, packaging configurations, vehicle architecture, thermal control, IIHS standards
-  **Adoption Of Advanced Technologies**
Integration of LEDs across all lighting systems. Communication through Li-Fi. Use of OLEDs and laser technologies. Capabilities of swiveling lights and light-spotting systems.

8:30 AM Refreshments & Registration

9:00 AM **Design And Engineering Challenges And Battles: How To Work With Those Crazy Designers**

- Famous conflicts in the history of lighting design and some solutions
- How to see it through each others perspective, Nobody is always right.
- Addressing challenges in executing design concepts for lighting systems
- Merging aesthetic and technical aspects of lighting design for the future



Brian Baker
Founder

AutoArcheology

10:45 AM  **Turn Here: Morning Networking & Refreshments**

11:00 AM **LiFi: A Light-Connected World**

- Basics of LiFi
 - What it is
 - How it works
 - What are the advantages
 - What problems it can solve
- Current state and future of LiFi technology
- Potential use cases: V2V and in-car communications

Includes Technology Demonstration



Dr. Stefan Videv
Vice President of Engineering

LiFi Research and Development Centre

12:45 PM  **Brake Lights: Networking Lunch**

2:00 PM **Increased Applications Of LED Lights For Front, Side, And Rear Lamps Due To Design Flexibility**

- LED technology penetration into all exterior vehicle lighting devices
- Increasing the number of lighting systems per vehicle to improve visibility
- Integration of traditional lighting components and new electronic systems

3:45 PM **Closing Remarks**

4:00 PM **End of Pre-Summit Day**



7:30 AM Refreshments & Registration

8:30 AM Chairwoman's Welcome & Opening Remarks



Pam Pothen
Manager, HR & Customer Relations
Satyam Venture Engineering Services (Satven)

8:45 AM PANEL DISCUSSION – Evolution Of Lighting Systems In NA Market And Across The Globe

- Technological trends and developments in automotive lighting
 - Innovations in safety engineering
 - Systems for improving visibility and vehicle safety
 - Cost considerations moving forward with improved lighting systems
- Assessment of regulatory changes and outlook for NHTSA's approval of advanced safety-driven features
- Adaptive headlights, side visibility, and turn signal colors
 - Revisions to the FMVSS 108
 - SAE evaluations of advanced lighting technologies
 - Specifications outlined in UN Regulation 48



Jeffrey Simchak
Advanced Optics Engineer
Flex-N-Gate



Representative From **Lighting Design Department**

9:30 AM 360° Signature Lighting

- 360° full vehicle signature lighting
- Complex molding achievements of unique Crystal Lighting
- Complex optical achievements of unique Aesthetic Lighting
- Advancements in status lighting included but not limited to charging, connectivity and autonomous modes



Jessica Palmer
Optical Systems Principal Engineer
Faraday Future



Jui Dai
Product Owner, In-Vehicle Controls
Faraday Future

10:15 AM Turn Here: Demo Drive & Morning Networking

Enter the exhibition hall to learn more about the illumination systems and technologies that will light the way forward for the automotive industry in meeting performance standards, experimenting with designs, and improving safety.

11:15 AM Headlamp Rating Systems: What Characteristics Are Important? How Can Ratings Drive Technology / Design Improvements?

- What is being measured?
- Comparison of ratings systems: IIHS, Consumer Reports, SAE proposal
 - Correlation? Can you be Good in one system and Poor in another?
- What measurements are useful and which could be improved or added?
- How should optional technologies (AFL, ADB) be considered?



Shannen Borngesser
Global Technical Team Leader, Exterior Lighting
General Motors

12:00 AM Product Mix: Allocating Halogen, HID, and LED Lights Across the Vehicle to Improve Efficiency of Lighting Systems

- Adopting LEDs across all vehicle lighting systems (i.e. DRL, rear, side turn-signal, etc.)
- Cost-effective mix of various lighting sources for the vehicle
 - Benefits and drawbacks of implementing a specific source for front, rear, and side lighting systems
- Analysis of headlights and potential options for lighting components
 - Stacking LEDs between halogen and HID lamps to create a strong and direct light
 - Full LED headlamps



Priyank Kumar
Optical Engineer
Hyundai MOBIS



Soohan Im
Global Marketing Manager
Hyundai MOBIS



12:45 PM Brake Lights: Networking Lunch

12:45 PM

1:45 PM

The Solid State Lighting Revolution, And The Emergence Of Laser Light For Automotive Lighting

- Prof Nakamura's invention of the GaN based blue & white LED and laser light sources
- The emergence of white laser light sources for auto, including the latest in high luminance performance
- Examples of pioneering laser light applications that have been taken to the road



Shuji Nakamura, Ph.D
Research Director, Solid State Lighting & Energy Electronics Center, **University of California, Santa Barbara**



Paul Rudy, Ph.D
Entrepreneurship Lecturer, **Loyola Marymount University**, Co-Founder, **Soraalaser**

2:30 PM

Session To Be Announced

Sponsored by: **OPTIS North America**



3:15 PM



Turn Here: Afternoon Networking & Refreshments

3:45 PM

ROUND TABLE DISCUSSIONS: Vehicle Communication in Autonomous Driving Applications

- How would vehicle-to-vehicle – how will lights that communicate driver intent be affected?
- Autonomous vehicles – will it be necessary to communicate to non-autonomous drivers the vehicle is autonomous?
- Full autonomous vehicle adoption – how will driver safety light change?
- Shared vehicle models – how does lights help personalize driver experience?
- Ride share models – how does lights help personalize rider experience?



Jessica Palmer
Optical Systems Principal Engineer
Faraday Future



Jui Dai
Product Owner, In-Vehicle Controls
Faraday Future

4:30 PM

Session To Be Announced

5:15 PM

Chairwoman's Closing Remarks



Pam Pothen
Manager, HR & Customer Relations
Satyam Venture Engineering Services (Satven)

5:25 PM

End of Main Day 1

8:00 AM	Refreshments & Registration	11:30 PM	Visual Appearance of Displays and Plastic Parts <ul style="list-style-type: none"> • Introduction/Light Guide Basics • Display Illumination • Rings, Gauges, Decorative Rings, & Pointers
8:30 AM	Chairperson's Welcome & Opening Remarks	12:15 PM	 Brake Lights: Networking Lunch
8:45 AM	Applying Accent Lighting To Vehicle Interior Compartments For Increased Visual Appeal <ul style="list-style-type: none"> • Basic principles and design practices for Halo lighting • Adding lighting features to heighten visibility of functional spaces <ul style="list-style-type: none"> • Back or flood lit diffuser • Crevice or Aperture • Light guides or light pipes • Back lighting for LCD displays <ul style="list-style-type: none"> • LED array or direct backlighting • Light guides • Edge lit light guides  Karl Olsen Global Sr. Lighting Design Engineer ZF TRW	1:15 PM	Boosting Safety Through Integration Of Swiveling Lights and Light-Spotting Capabilities for Headlamps <ul style="list-style-type: none"> • Usage of bending lights to illuminate blind spots when turning • Calibrating a smooth operating parameter for static and dynamic bending lights • Enhanced forward detection of pedestrians and obstacles using light-spotting technologies <ul style="list-style-type: none"> • Increased alertness in dark driving conditions  Brant Potter Valeo Lighting Systems
9:30 AM	Advanced Front Lighting Solutions using Modular LED Architecture <p>The majority of automobiles on the road today are equipped with halogen lights for the high-beam (HB), low-beam (LB), day-time running lights (DRL) and turn indicator (TI) functions – the main functions in a front headlight. While halogen technology continues to be viable for front lighting, automotive designs increasingly use LED lighting because it offers enhanced styling options, offers greater light output and power efficiency, enables 'instant-on' lighting and allows brightness control from 0% to 100%. ON Semiconductor invented an LED lighting architecture that reduces cost and increases flexibility by enabling a platform approach that has become mandated at several OEMs.</p>  ON Semiconductor	2:00 PM	Thermal Management Solutions for Lighting Systems To Extend Longevity and Ensure Full Operability <ul style="list-style-type: none"> • Usage of heat sinks versus fans to prevent lamps from overheating • Alternative thermal control solutions for lighting systems • Effectiveness of aluminum, magnesium, and plastic casts <ul style="list-style-type: none"> • Reducing condensation and increasing evaporation speed
10:15 AM	 Turn Here: Morning Networking & Refreshments	2:45 PM	 Turn Here: Afternoon Networking & Refreshments
10:45 AM	Framing Exterior and Interior Lighting Systems As A Brand Differentiator for Auto Manufacturers <ul style="list-style-type: none"> • Utilizing the flexibility of LEDs to explore various exterior lamp designs and display multiple colors within the vehicle • Creating a brand signature through head and tail lamps • Trends for lighting design as new technologies become available and costs are driven down  Jeffrey Eronimos Technical Expert, Lighting Mercedes-Benz Research and Development India	3:15 PM	The Next Generation Of Designers And What They Envision For Vehicle Lighting <p>Mr. Bakers' decades of vehicle design and his weekly mentoring of the Millennial generation provides him with insights into the vehicle lighting for the future, including:</p> <ul style="list-style-type: none"> • Why Millennials envision illumination in new ways • New opportunities for exclusive "Branded " lighting • Looking at the negative space for "what's next" <p>This visual presentation will paint a picture of the future of illumination and how the next generation will transform how we use light.</p>  Brian Baker Founder AutoArcheology
		4:00 PM	Chairperson's Closing Remarks
		4:15 PM	End of Main Day 2

SHOWCASE YOUR LIGHTING INNOVATIONS AND EXPERTISE AT THE 2ND ADVANCED LIGHTING FOR AUTOMOTIVE SUMMIT

NETWORKING

Ensure that you have the opportunity to engage with the key decision makers within your industry. We can create a platform for you to effectively interact with your top customers and prospects in the environment of your choice. This can range from formalized private meetings / workshops right through to less structured networking events such as sponsored drinks receptions, coffee breaks or lunches. Ultimately whatever you decide is the right forum; we will support you in your quest to advance relationships with the key people who can influence the future of your business.

BRANDING

Your company can be elevated to a position where they are seen as a market leader. In a fiercely competitive market you need to ensure that your brand is differentiated from the competition. Failure to create a clear identity will see your organization fade into the background. We ensure that we do everything we can to effectively lift your brand before, during and after the event. Not only do we create a fully integrated marketing campaign, which your company can be part of, but we also offer high impact premium branding opportunities for example on bags, water bottles, pens lanyards etc.

THOUGHT LEADERSHIP

If you think that you should be viewed as a true industry leader then your need to demonstrate your market knowledge and expertise through a thought leadership opportunity, such as speaking or chairing. This is a highly unique opportunity for your company to educate the market, and as long as you are credible enough to fit into a high level event program, we can position your organization alongside top customers and prospects in our speaker faculty. As part of this speaker faculty your company will be set apart from other industry attendees giving you the competitive edge required to make further strides in the market.

8

WAYS THE 2ND ADVANCED LIGHTING FOR AUTOMOTIVE SUMMIT CAN BENEFIT YOU!

1

Generate new sales leads: Our event will bring together the industry's key-decision makers, all of whom have strong business reasons for attending the event. By exhibiting and presenting, you can impact on these buyers. By the very nature of the high quality of delegate attendance, the contacts generated will lead to very high conversion rates.

2

Launch new products or services: Use the event as a launch pad to promote your latest products or system. With the most senior figures from the industry in attendance, plus carefully selected media partners at the event, innovative new technology will always generate a buzz.

3

Demonstrate thought leadership: Speaking on the program will allow you to demonstrate your market knowledge and expertise to an audience of high level decision makers.

4

Enter new markets: Sponsorship is one of the most effective ways to enter new markets. It is a great opportunity to research and network whilst gaining exposure to a new qualified database.

5

Building customer loyalty: Face-to-face contact at conferences, and showing continued support of the market, helps develop client loyalty as well as cementing your position as an industry player.

6

Positioning your company brand: Being part of this highly influential industry event establishes your company as a strong brand and highlights your company's abilities and strengths. Commitment to this event also demonstrates your capability as a global player.

7

Building relations with the media: We have researched the market in order to find the most influential media partners. We understand that opportunities for editorial coverage and developing better relations can be integral to your companies' success, so our media partnerships offer additional benefit above and beyond the standard sponsorship package.

8

Brokering new business partnerships: Currently there are huge opportunities to partner with OEM suppliers actively looking to adjust their supply chains.

To learn more about the opportunities available contact: **Chris Ritchie** at T: (+1) 212-885-2799 • E: Chris.Ritchie@iqpc.com

PRICING & REGISTRATION

OEMs and Tier 1 Suppliers	Standard Pricing
Main Conference	\$2,595
Main Conference + 1 Workshop	\$3,095
Main Conference + 2 Workshops	\$3,545
Main Conference + 3 Workshops	\$3,945
One Workshop	\$549

Tier 2 Suppliers & Vendors	Standard Pricing
Main Conference	\$3,095
Main Conference + 1 Workshop	\$3,595
Main Conference + 2 Workshops	\$4,045
Main Conference + 3 Workshops	\$4,445
One Workshop	\$549

Group Discounts	Savings
Groups of 3-4	10% off
Groups of 5+	15% off

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End- User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Details for making payment via EFT or wire transfer:

Bank Name: JP Morgan Chase & Co.
Name on Account: Penton Learning Systems LLC dba IQPC
Account #: 937-332641
ABA/Routing #: 021000021
Reference: IQPC: 26980.002

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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DON'T GO ALONE!

IQPC recognizes the value of learning in teams.

- Groups of 3 or more booking at the same time from the same company receive a 10% discount.
- 5 or more receive a 15% discount.

Only one discount available per person. Team discounts are not applicable in conjunction with another discount.

3 WAYS TO REGISTER

Web:
www.autoadvancedlighting.com
Email: enquiryIQPC@IQPC.com
Phone: 1-800-882-8684

VENUE & ACCOMMODATION



Cobo Center, Detroit, MI

Travel and accommodation are not included in the registration fee. For updates on the venue and accommodation information, please visit: www.autoadvancedlighting.com.

As the largest city in Michigan, there's no shortage of things to keep you occupied in your down time from the conference – check out a few of our favorites below!

Detroit Riverfront: The whole area along the Detroit River has recently undergone drastic renovations to create an oasis along the riverfront. As the weather warms up, the parks, pavilions and green spaces along the river transform into a hub of activity, with activities like yoga and tai chi classes, walking tours, rock concerts and more!

Cliff Bell's: This restaurant tells the story of a romantic past – think prohibition, speakeasies and Fred Astaire! The club's charm and lavish interior are complemented by superb food and timeless jazz in all its incarnations. Grab a bite, take in the music and unwind in style!

Detroit Zoo: One of Michigan's largest and most popular family attractions, the zoo covers 125 acres and is home to more than 3,300 animals, representing about 300 species. Exhibits include the Butterfly Garden, the Australian Outback, Amphibiville, and the Arctic Ring of Life.

Motown Museum: Known affectionately as "Hitsville U.S.A.", Motown's original headquarters has become the home of the Motown Museum. Opened in 1985, the museum offers sightseers the opportunity to view an impressive collection of artifacts, memorabilia and photos, and you can even visit the famous "Studio A" where many beloved hits were recorded.

Museum of Contemporary Art Detroit (MOCAD): Located in the city's cultural center and housed in a former auto dealership, the museum showcases many works and exhibits to bring the best in contemporary visual, literary, music and performing arts to Detroit.