

The title 'Heavy Duty Advanced Technology Council' is written in a large, white, sans-serif font against a dark grey background. The background of the entire page features a faded image of a white semi-truck on a road.

The Heavy Duty Advanced Technology Council (HDATC) provides a forum for the discussion of advanced technology trends and issues impacting heavy duty commercial vehicles.

Discussion Topics Include...



Autonomous Driving Technologies

ADAS technology supporting autonomy levels 1-5 including sensors, actuators, controls, software & electronics, including updates in the development of fully autonomous trucks.



Vehicle Cybersecurity, Software & Network Architectures



Vehicle Connectivity

Including vehicle-to-vehicle communications (V2C, V2I, V2X), over-the-air (OTA) updates, human-to-machine interface (HMI), telematics, predictive analytics, tractor-trailer communication, and smart trailer technologies.



The Future of HD Powertrains

Including battery electric vehicle (BEV) truck technology, hydrogen fuel cells, alternative fuels, hybrid powertrain technology, advanced diesel technology, as well as discussions on infrastructure needed to support these new technologies.

Council Perks

Discussion & Networking
Insights & Benchmarking
Technology Forecasts
Site Tours & Live Demos

Council Benefits

- Expand knowledge regarding current and future technologies.
- Meet and discuss trends with OEMs, Fleets, & technology experts
- Receive expert-led information on regulatory and legislative issues related to new technologies
- Peer-to-peer discussions on topics such as operational challenges
- Tools to keep pace with the newest industry developments

Contact us to learn how you can participate.

Shannon O'Brien

Senior Director of Programming and Strategy

(586) 291-0775 | sobrien@mema.org