



The Haptic Experience

Dear Reader,

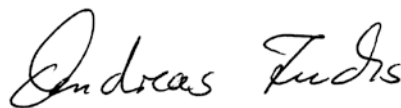
When and whether one feels at home, for example in a commercial vehicle, is very much down to personal taste. One person may quickly have a pleasant driving experience and feel safe in a modern truck due to the many assistance systems. In contrast, another might need certain comfort functions in his or her mobile workspace to feel comfortable.

The haptic experience is also an important sales factor in the commercial vehicle industry for both OEMs and suppliers. However, in times of Covid-19, this is difficult. For example, many large events have been canceled by the organizers for safety reasons, even in fall, which for some is the most beautiful season. And all signs point to no improvements for the coming winter months – in fact, quite the opposite. And it's often the face-to-face discussion at a trade fair adjacent to the product that very often provides the decisive impulse for sales contracts to be signed.

We journalists also “live” from personal contacts and discussions. This is where news items and trends are picked up firsthand. Several companies are now moving to replace on-site press conferences that normally occur at trade fairs with digital press conferences. This is quite definitely a sensible measure to

present new products and solutions in the current climate. However, the personal, human touch is difficult to transmit in this way. I am already looking forward to visiting the trade fairs and conferences next year, hopefully in person, in order to be able to touch and experience trucks, mobile machines and their components and to enter into direct, face-to-face discussions with the experts.

I hope you enjoy reading this edition of ATZheavyduty. Stay safe and healthy.



Andreas Fuchs
Responsible Editor



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