

Excursion IMA winter semester 2019/2020 -Los Angeles-

The Excursion

The Excursion this winter semester 19/20 took place in greater Los Angeles. The aim of the excursion was to carry out research regarding to different mobility forms and to visit the annual LA Auto Show. Additionally, there was the chance of visiting several companies in order to analyze their marketing- and communication strategies. The 16 participating students were able to get to know different concepts of mobility and to strengthen their intercultural competencies.



The University of Southern California

The group was shown around the campus of the University of California. Besides, there was time for discussions about the USC's formula student, in which the USC students presented their own manufactured race car. Projects in the area of space rocket engineering brought astonishing insights about future technologies. The size of the USC village and its extensive infrastructure left a long-lasting impression.

Canoo – The electric revolution

By visiting the startup Canoo, the participants of the excursion were able to dive into the world of vehicle development and had the chance of getting a closer look on concept cars of the company. The tour through the design area guided by the founder and chairman Stefan Krause provided in-depth insights into newly developed vehicles. The students were able to learn about the flexibility and variability of Canoo's electric vehicles by the modular structure of the drivetrain skateboard with drive-by-wire technology. The follow-up Q&A gave HNU's students the opportunity to ask

questions about Canoo's membership concept or the brand-name development. As a whole, Canoo presented a very casual atmosphere and transported the typical American startup mentality.



L.A. Department of General Services - Fleet

A visit of the fleet facilities of the city of Los Angeles with guidance by director Richard Coulson, showed the students how to manage an inventory of 5854 Vehicles. This inventory includes vehicles from disposal, parking surveillance and road cleaning vehicles up to tar machines and executive limousines of the mayor's office. Remarkable 36% of the fleet are powered with alternative propulsion like natural gas / electricity.

The Los Angeles Auto Show

The annual Los Angeles Auto Show, being the largest automotive exhibition in the US, presented a multitude of innovations.



organized by Martin Stirzel und Jörg Vogt

Ford presented the fully electric SUV "Mustang Mach-e" while BMW announced its new 2-series M Grand Coupe. One of the student groups analyzed visitors' behavior and documented the setup of the exhibition.

Mobility Research in Los Angeles

What means of transport are available? How are they used and what are their characteristics? Another of our student groups analyzed these questions. The group carried out field tests and used technical equipment such as a Garmin watch and a tablet to document their research outcomes. Interviews about experiences with Uber and Lyft drivers took place as well.

A further research aspect was the e-mobility in Los Angeles. Therefore, the students got in touch with lime- and bird-scooters among others.

The Auto Show brought up the opportunity of getting a closer look on exhibitions of electric vehicle OEMs. By counting the charging poles in a representative area in Los Angeles, the group analyzed the infrastructure.

Luxury Car Retail & Aftermarket in Los Angeles

Based on the student's theoretical knowledge from courses like "Sales & Distribution", they were able to gain practical experience by visiting local retailers. The focus was on the sales processes and the inventory of retailers in the United States. The team visited many dealers from various luxury brands like Pagani, Porsche and Mercedes-Benz. Hence there were great opportunities to interview dealers about management and sales topics.

The aftermarket tuning segment was analyzed on the LA Auto Show where the students made different researches in the so called "Garage" of exhibition.

