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## **NOKIA GROWTH PARTNERS POWERS CONNECTED CAR EXPO INNOVATION ZONE**

- *Unprecedented Number of Auto/Tech Entrepreneurs Exhibit At This Year's Event*
- *Mojio Hack-a-thon and Top 10 Automotive Start-Ups Highlight Additional Automotive Entrepreneurs Nov. 16 & 17*

LOS ANGELES, CA (November 4, 2015) - The third annual [Connected Car Expo® \(CCE\)](#), the most authoritative gathering of automotive and technology leaders, announced today a collaboration with [Nokia Growth Partners \(NGP\)](#) on an all-new Innovation Zone, aimed at bringing additional awareness to the significant impact that new auto industry players are having on the automotive business. This new CCE feature, in addition to the Top 10 Automotive Start-ups powered by Siemens, delivers an unprecedented number of auto/tech entrepreneurs exhibiting at this year's event, November 16-17, 2015.

More than 20 start-ups or early stage auto tech companies will exhibit their groundbreaking innovations ranging from mobility concierge and parking solutions to sophisticated mapping and tracking devices.

Nokia Growth Partners, which launched a \$100 million Connected Car Fund in 2014, will feature several companies in its Innovation Zone including **Citymaps, Nauto, Parkwhiz, Rivet Radio, Zubie, Prazo, Openbay, Traffic Technologies Services, Autosport Labs, Vision Fleet** and **Zirx**.

Paul Asel, Managing Partner of Nokia Growth Partners, will moderate a panel "From start-up to the big leagues, how to get your break in the automotive industry" which will take place in the CCE exhibit hall on November 17.

"When an entrepreneur engages with automotive companies, the language can be confusing, the timelines challenging and requirements unclear," said Asel. "This discussion is designed to help bridge the gap between automakers and entrepreneurs as technology becomes more pervasive in the car."

Industry veterans including Andrew Poliak, Global Director Business Development, QNX; Lars Boeryd, Director Automotive Marketing, CSR Technology, Inc.; and Ben Hoffman, CEO, Movimento will offer guidance on effective strategies as well as pitfalls to avoid.

“Prazo is thrilled for the opportunity to network directly with the automakers and major suppliers. As a connected car startup, we take advantage of every chance to show off our innovative lifestyle-focused solution to car ownership,” said Jon Alain Guzik, Founder, Prazo. “Entrepreneurs with unique solutions are helping to drive a lot of the new opportunities in the auto industry and Prazo is excited to be a part of CCE.”

On November 14 and 15, the weekend prior to the official kick-off of the Connected Car Expo, [Mojio](#), [AT&T](#) and Bosch are hosting the Connected Car Expo Hack-a-thon at Rhubarb Labs in downtown Los Angeles. More than 250 developers and designers will work with the AT&T Developer Program to create the best Connected Car App using the Mojio platform. As the major sponsor, Bosch will be awarding a \$5,000 cash prize to first place winner, \$2,500 to second place winner and \$1,000 to the third. Mojio will also award an additional \$2,500 cash prize for the best automotive safety app. The winners will be announced at the CCE Kick-Off Reception hosted inside the CCE exhibit hall on Monday, November 16 from 5pm - 8pm.

Designed to connect featured experts and exhibitors with discerning attendees, CCE’s signature networking events are made possible this year with the support of Bosch, SAE, Movimento, iHeartRadio, QNX, Global Automakers, Auto Alliance, KPMG, Siemens and Elektrotit.

Exhibit areas at the L.A. Convention Center will be open on Nov. 18 and 19 only. To register for CCE and LA Auto Show Press & Trade Days, please visit: <http://laautoshow.com/join/>.

For more information, please visit <http://www.laautoshow.com/> and <http://www.connectedcarexpo.com>.

### **About the Los Angeles Auto Show and Connected Car Expo**

Founded in 1907, the Los Angeles Auto Show is the first major North American auto show of the season each year. Press & Trade Days for the 2015 LA Auto Show® will be held on Nov. 17 - 19. The show will be open to the public Nov. 20 - Nov. 29. The third annual Connected Car Expo (CCE) will unite automotive and technology professionals in an effort to increase development and foster relationship-building in the connected car industry, providing attendees with access to the key players and top media constructing the future of the connected car. CCE will take place Nov. 17, in conjunction with the 2015 LA Auto Show Press & Trade Days. The LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at [twitter.com/LAAutoShow](https://twitter.com/LAAutoShow) or via Facebook at [facebook.com/LosAngelesAutoShow](https://facebook.com/LosAngelesAutoShow) and sign up for alerts at [www.LAAutoShow.com](http://www.LAAutoShow.com). For more information on CCE please visit <http://connectedcarexpo.com/>.

### **About Nokia Growth Partners**

NGP is an independent fund sponsored solely by Nokia investing in companies that are changing the face of mobility. NGP offers industry expertise, capital and an extensive network, enabling entrepreneurs to build disruptive, industry-changing companies and take them to the global market. With offices in the US, Europe, India and China, NGP extends the reach of companies making their products and services local everywhere. Visit <http://www.nokiagrowthpartners.com> for more information.

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