

Moving into the Global Village

Dear Readers,

You might be somewhat surprised that I am writing to you in English this time. There's no need to worry – we will continue to publish ATZ in German, as most of our readers find it more comfortable to read articles presented in this language. I would simply like to take this opportunity to address our international readers and all those of you who work in an international environment.

ATZ is the magazine with the longest tradition for engineers involved in vehicle development. In its 110-year history, ATZ has always kept its eye on international developments, and as Germany has traditionally been a strong player in this industry sector, ATZ has been keenly read in many countries.

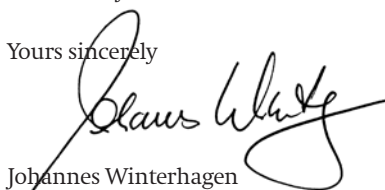
But to take account of the move towards globalization in our industry, ATZ and its publishing house initiated a policy of internationalization some ten years ago. Since then, ATZworldwide has provided a translation of the main articles in a text supplement. Six years ago, the publisher took the next important step: the launch of AutoTechnology, a global magazine that reports on developments on a highly

technical level. It was not long before this magazine became the official journal of FISITA, the world body for automotive engineers.

From 2008 on we will move even further ahead: In the future, ATZworldwide will include all the pictures. And it will reach you all over the globe on the very same day it is published in Germany. How is this possible? ATZworldwide had become an electronic magazine. Subscribers also receive the FISITA magazine ATZautotechnology (formerly AutoTechnology) 10 times a year – free of charge. This rebranding is by no means putting old wine into new bottles. The new magazine will cooperate more intensively with ATZ and MTZ, will become more scientific and will appeal to more readers in the developing economies.

I would be delighted to receive any feedback from you.

Yours sincerely



Johannes Winterhagen
Wiesbaden/Germany, 19 December 2007



Johannes Winterhagen
Editor-in-Chief

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