



# Frank M. Rinderknecht

CEO of Rinspeed and Unconventional Business Visionary



## CSA CELEBRITY SPEAKERS

So what kind of car you would like? One that shrinks for easy parking? A four-seater that turns into a pick-up at the touch of a button? Or would you like seats that lean into the curves? Well, they all exist. Swiss inventor Frank Rinderknecht comes up with a different curiosity every year.

**"We want to set trends--we don't want to follow" Frank M. Rinderknecht**

### In detail

In 1979 Frank founded Rinspeed Inc. and appeared for the first time at the Geneva International Motor Show. Today Rinspeed is a successful automotive consulting business which creates special products and conversions and is internationally renowned for extraordinary concept cars. Rinspeed also focuses on the use of new materials and eco-friendly energies and engines. The Swiss are among the world's pioneers in the area of hydropower - his car creations sQuba is a zero emission car. With his company Rinspeed, he has a habit of unveiling a world's first and most innovative that is guaranteed not to go unnoticed. In 2010, Rinspeed revealed its quirky BamBoo concept, which is bound to evoke plenty of admiration when it makes its debut at the 2011 Geneva motor show.

### What he offers you

The pioneering Swiss car designer shows how dreams become reality. Frank analyses the structures of communication and leadership in organisations and employs the model of extraordinary concepts in the corporate life. His presentations also offer insights into his belief that emotions are an important factor of success - they inspire creativity and innovation and generate new ideas.

### How he presents

Through wit and intelligence Frank will be a thought-provoking, out-of-the-box thinking speaker at your event.

### Languages

He presents in English, German, French and Italian.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

## Topics

Sustainable Mobility - The Future Way of Driving  
Why Concept Cars?  
Innovation through Emotions  
Automotive Visions - Driven by Emotions  
Challenges and Innovation in the Automotive Industry  
Extraordinary Ways of Communication with Extraordinary Concepts  
Rinspeed sQuba - The First Submersible Car  
The BamBoo  
Automatisation  
Robotics  
Artificial Intelligence