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Fuel Economy Standards are Focus of Two CAR Management Briefing Seminars Sessions

Advanced Powertrain Forum Discusses Technology Strategies to Meet Standards; Policy Matter Session Explores Better Ways to Set Mandates

ANN ARBOR, Mich., July 21, 2011 – Technology and policy are at the heart of the debate on increasing fuel economy standards, so two key sessions at the CAR Management Briefing Seminars, Aug 1-4, will feature both technical experts and senior leadership providing perspective on how to best meet and set new mandates.

“As the federal government pushes to establish Corporate Average Fuel Economy standards for 2017-2025, the industry must plan to meet the new targets,” said Brett Smith, session chair, and co-director of the Manufacturing, Engineering and Technology group at CAR. “The Advanced Powertrain Forum presents an opportunity to hear first-hand about the technologies and strategies vehicle manufacturers and suppliers will use to meet the challenge.”

The Advanced Powertrain Forum will take place the morning of Tuesday, August 2. Speakers include: Ken Davis, president Americas - Vehicle Group, Eaton Corp.; Charlie Klein, director, Global Mass, Energy and Aerodynamics, General Motors; Nancy Gioia, director, Global Electrification, Ford Motor Co.; Douglas E. Patton, senior vice president, Engineering Division, DENSO International America, Inc.; Justin Ward, advanced powertrain program manager, Advanced Technology Vehicles, Fuel Cell and Hybrid Vehicle Group, Toyota Motor Engineering & Manufacturing N.A. Inc.; and Mike Donoughe, chief operating officer, Bright Automotive, Inc.

The topic continues on a related front with a Tuesday afternoon session, “Policy Matters: How Much Faith Can We (should we) Put in Technology?”

“A great deal of time and effort has been spent on what the CAFE targets will be,” said Kim Hill, organizer of the session and director of CAR’s Sustainability & Economic Development Strategies group. “But it is also critically important to understand how the policy process can be made more effective. We will explore the pros and cons of current approaches to setting vehicle standards and how future goals and mandates should be determined.”

Speakers include: Sean McAlinden, Ph.D., executive vice president of research and chief economist, Center for Automotive Research; John DeCicco, senior lecturer, School of Natural Resources & Environment, University of Michigan; Mike Stanton, president and chief executive officer, Association of Global Automakers; Dan Becker, director of the Safe Climate Campaign, Center for Auto Safety; and Brad Markell, international representative, Research Department, UAW.

A number of other intriguing sessions are scheduled throughout the week, including seminars focused on manufacturing excellence, connected vehicles, purchasing and labor negotiations. Leaders from automotive manufacturers, suppliers and the UAW will discuss both “Prosperity Amid Uncertainty” as well as “Rebuilding the New North American Supplier Sector” during the Aug. 3-4 Wednesday and Thursday sessions.

For the latest listing of speakers and sessions at the 2011 CAR Management Briefing Seminars, visit the event’s website: mbs.cargroup.org. The Seminars take place at the Grand Traverse Resort & Spa in Traverse City, Mich. For more information regarding MBS, contact the Center for Automotive Research at (734) 662-1287. Working journalists may attend at no charge, subject to approval. Follow the event on Twitter as well at twitter.com/cargroup, #mbs2011.

The Center for Automotive Research is a nonprofit organization based in Ann Arbor, Mich. Its mission is to conduct research on significant issues related to the future direction of the global automotive industry, as well as organize and conduct forums of value to the automotive community. For more information: www.cargroup.org

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