Inside China: Understanding China’s Current and Future Automotive Industry

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

Presentations available at:
www.umtri.umich.edu/aad

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- Affiliate Program
  - Supporting Members
  - Research Partners

- Funding
  - Research

- Conferences
  - 5 Annual Conferences

- Globalization
- Powertrains
- IT
### Affiliates Members and Research Partners

#### IT Organizations
- Oracle Corporation
- IBM
- HP
- Siemens-PLM

#### OEMs
- General Motors
- Toyota Tech Center
- Nissan Tech Center
- Ford Motor Company
- Chrysler LLC

#### Government/NGOs
- NREL / EPA
- NSF
- Motor Carrier
- Energy Foundation
- The Hewlett Foundation
- National Resources Defense Council
- Union of Concerned Scientists
- CALSTART
Automotive Analysis
University of Michigan
Transportation Research Institute

Affiliates Members and Research Partners

**Suppliers**
- Chevron
- Visteon
- Denso
- Dana
- Delphi
- Peterson Spring
- Continental
- TRW
- Valeo

**Suppliers**
- Michelin
- Continental
- JCI
- BorgWarner
- Yazaki
- Eaton
- BASF
- Dow
- Bosch
Upcoming UMTRI-AA Conferences

• February 15, 2012 (Wednesday): *Marketing New Powertrain Technologies: What Strategies Will Companies Employ to Ease the Transition?* A reprise of our 2008 conference with an update on how manufacturers are approaching marketing new powertrain technologies globally as well as locally.

• **NEW CONFERENCE**: April 18, 2012 (Wednesday): *Inside Brazil: Understanding the Current and Future Brazilian Automotive Industry.* A new conference that takes an in-depth look at the automotive industry of another of the BRIC countries.

• July 25, 2012 (Wednesday): *Powertrain Strategies for the 21st Century.* This 4th annual conference will focus on current powertrain topics and their effects on the future of the industry.
Panelists (AM Session)

- **Jun Ni**, Shien-Ming (Sam) Wu Collegiate Professor of Manufacturing Science and Professor of Mechanical Engineering, University of Michigan
- **Hong Su**, Vice-President, Changan US R&D Center
- **Larry Johnson**, Director, Transportation Technology R&D, Argonne National Labs
Panelists (PM Session)

• **Yingzi Su**, Senior Economist, General Motors Corporation

• **Rick Hanna**, Global Automotive Leader, PricewaterhouseCoopers

• **Jingwen Hu**, Assistant Research Scientist, UM Transportation Research Institute
Morning Schedule

• 9am
  – Bruce Belzowski
  – Jun Ni
  – Hong Su
• 10:25am    Break
• 10:40am
  – Larry Johnson
• 11:10am    Q&A
• Noon-1:30pm Lunch
Afternoon Schedule

- 1:30pm
  - Yingzi Su
  - Rick Hanna
- 2:35pm Break
- 2:50pm
  - Jingwen Hu
- 3:25pm Q&A
- 4:00-4:15pm Adjourn
Recent Conference Issues

- Manufacturing footprint
- R&D capability
- Intellectual property
- Labor
- Vehicle safety
- Sales and marketing strategies
- Government policies
- Alternative fuels and vehicles
Recent Conference Issues

- Foreign trade and investment
- Car buying demographics
- Foreign supplier experiences
- University collaborations
- Chinese and foreign supplier imports and exports
Conference Questions

• How has China’s manufacturing footprint changed over the last 4 years?

• Where have the Chinese focused their R&D work in advanced manufacturing? How has the government supported these efforts?

• What strategies are Chinese auto manufacturers employing to become global OEMs?
Conference Questions

• What does it take for Chinese-owned companies to compete with foreign brands in China and the rest of the world?

• How long will it take for Chinese companies to meet global standards for vehicle quality?

• How are Chinese and US research labs cooperating on new hybrid and electric technologies?
Conference Questions

• How is intellectual property protected in joint research projects between the US and China?

• How successful have foreign manufacturers been in China? What have been the keys to their success?

• What are foreign companies doing differently in China that they are not doing in their home countries?
Conference Questions

• Which types of vehicles are the best sellers in China?

• How will companies market to the many different types of cities and regions within China?

• What will it take to reduce the large number of manufacturers in China?
Conference Questions

• How safe is it to drive in China?

• What are the most common driving errors related to safety on China’s roads?

• Where can the Chinese most improve their automotive safety?
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Author Mike Dunne (U-M BA, MBA/MA in Asian Studies) will discuss his recent book, highlighting how GM’s executive team navigated the challenges posed by China’s complex and unique business environment.

He will also comment and take questions on the current state of the auto industry in China and other Asian countries.