Marketing New Powertrain Technologies: Strategies in Transition

“Focus on the Future”
Automotive Research Conferences

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Moderators

AM Session
Bruce Belzowskki
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PM Session
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Panelists: AM Session

- **Mark Kuhn**, SME Manager, Ricardo Strategic Consulting
- **Michael Dunne**, President, Dunne and Company, Ltd.
- **Lonnie Miller**, VP Marketing and Industry Analysis, Polk
- **Cristi Landy**, Chevrolet Marketing Director: Volt, Cruze, Sonic, and Spark
Panelists: PM Session

- John Viera, Director of Sustainability and Vehicle Environmental Matters, Ford Motor Company
- Brendan Jones, Director EV Sales, Marketing, and Strategy, Nissan North America
- Walter McManus, Research Professor, Oakland University School of Business Administration
- Casey Mehta, Senior Consultant, Business Relationships, Tata Technologies
Conference Questions

- What powertrain technologies will be the possible and probable technologies needed to meet 2025 CAFE standards?

- Is the US making a mistake by putting its R&D money on electrification?

- What is China’s strategy for transitioning to new powertrain technologies?

- How many new powertrain technology vehicles are on the roads today? What are the trends for these types of vehicles?

- What factors will drive increased adoption of these vehicles? Are there benefits these technologies provide that can make them “must haves” for many buyers? What role will tax rebates or cash incentives play in increasing adoption?
What is the tipping point in terms of sales, where these types of vehicles are similar in price to their gas–powered counterparts? When do economies of scale kick in?

After the early adopter buyers purchase these vehicles, how do companies reach the second and third waves of buyers of these vehicles?

How much improvement can we expect in the second and third generation models of these vehicles?

What technological challenges face companies as they try to hybridize or electrify pickup trucks, SUVs, and vans? Why is this so difficult?
Conference Questions

- What opportunities do these new technologies provide to newer manufacturers and suppliers?
- How will these new powertrain technologies be marketed in developing economies?
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Presentations available at:
www.umtri.umich.edu/aad