Marketing New Powertrains: What Are Drivers Willing to Buy and How Do We Know?

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

Bruce M. Belzowski
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UMTRI’s “Window to the Industry”

Economic and Demographic Analysis

Industry Structure

Advanced Manufacturing and Training
Automotive Analysis Division
University of Michigan
Transportation Research Institute

Funding
- Affiliate Program
- Research
- Conferences
- Training

Interdisciplinary Staff
- Engineering
- Social Sciences
- Business
- Economics
Automotive Analysis Division
University of Michigan
Transportation Research Institute

**IT Organizations**
- Oracle Corporation
- IBM
- HP
- Siemens-PLM
- QAD

**OEMs**
- General Motors
- Toyota
- Nissan Tech Center

**Government**
- NREL / EPA
- NSF
- Motor Carrier

**Consultants**
- Deloitte
- About Consulting

**Suppliers**
- Chevron
- Visteon
- Denso
- Dana
- Delphi
- Peterson Spring
- Continental
- TRW
- Valeo
Automotive Analysis Division
University of Michigan
Transportation Research Institute

Research work - covering a broad range of topics

- Globalization
- Manufacturing validation, quality
- Powertrain Strategies
- IT/e-Business
- Human Capital
- Heavy Truck

Key Research Partners

- IBM, Bosch, TRW, Tenneco
- GM, NIST, CogniTens
- Denso, EPA, Nissan, NRDC, UCS
- Oracle, IBM
- Watson Wyatt
- Federal Motor Carrier, NPTC
Upcoming UMTRI-AAD Conferences

- **February 11, 2009 (Wednesday):** Advancements in 3D Measurement and its impact on Digital Engineering and Manufacturing Process Validation
- **September, 2009:** The Business of IT: Transforming the Organization and the Vehicle. Sponsored by Hewlett-Packard
Panelists

- **Lonnie Miller**, Professor, Ross Business School, University of Michigan

- **Ken Kurani**, Associate Researcher, Institute of Transportation Studies, University of California, Davis

- **John German**, Manager, Environment and Energy Analysis, American Honda Motor Co., Inc.

- **Mike Omotoso**, Senior Manager, Global Powertrain Forecasting, J.D. Power and Associates

- **Walter McManus**, Director and Research Scientist, Automotive Analysis Division, University of Michigan Transportation Research Institute

- **John L. Sullivan**, Research Scientist, University of Michigan Transportation Research Institute
Schedule

• 9 to 10:20am
  – Bruce Belzowski: Research Overview
  – Lonnie Miller: Progress of the Global Hybrid Market
  – Ken Kurani: What Consumers Teach Us About PHEVs, Electric-Drive Vehicles, and Fuel Economy

• 10:20 to 10:35am  Break

• 10:35 to Noon
  – John German: Honda’s Powertrain Strategy and Risk-Averse Consumer Buying Behavior
  – Mike Omotoso: Consumer Attitudes Towards Alternative Powertrains
Schedule

• 11:30 to Noon  Panel Q&A
• Noon to 1:00pm  Lunch
• 1:00 to 2:45pm
  – **Mike Omotoso**: Alternative Powertrain Sales Forecast
  – **Walter McManus**: Economic Models of Technology Diffusion
  – **John L. Sullivan**: The Virtual Automotive Marketplace Model
• 2:45 to 3:00pm  Break
• 3:00 to 4:00pm  Panel Q&A and Adjournment
UMTRI-AAD Powertrain-Related Research

• Powertrain Strategies for the 21st Century (2006-2007)

• The Impact of Attribute-Based Corporate Average Fuel Economy (CAFE) Standards (2007)


• The Link Between Gasoline Prices and Vehicle Sales (2007)

UMTRI-AAD Powertrain-Related Research

• The Effects of Higher Gasoline Prices on U.S. Light Vehicle Sales, Prices, and Variable Profit by Segment and Manufacturer Group (2005)

Goals of the Conference

• Continue linkage between the university and the industry

• Challenging perspectives of both groups

• Provide analysis of the changing needs of the industry that will aid it as it faces the challenges of the coming decade
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Presentations Available at

www.umtri.umich.edu/aad/