Conference Agenda

8:00 am  Registration and Continental Breakfast

9:00 am  Opening Remarks:
Balaji Rajagopalan, Associate Dean, School of Business, Oakland University, and
Janell Townsend, Associate Professor, School of Business, Oakland University
Bruce Belzowski, Assistant Research Scientist, University of Michigan Transportation
Research Institute

Mark Kuhn, SME Manager, Ricardo Strategic Consulting, will review the
results of his company’s government study that details which powertrain
technologies are possible and probable during the 2016 to 2025 timeframe in the
U.S.

Michael Dunne, President, Dunne and Company, Ltd., will discuss how
companies are marketing new powertrain technology in China today and

Lonnie Miller, Vice-President Marketing and Industry Analysis, Polk, will
discuss current consumer response to alternative powertrain technology, and his
views on future demand.

Break

Cristi Landy, Chevrolet Marketing Director: Volt, Cruze, Sonic, and Spark, will
provide insight into GM’s marketing strategy for reaching buyers beyond early
adopters.

AM Session: Q&A
Noon-1:30 pm   Lunch

1:30 pm   **John Viera**, Director of Sustainability and Vehicle Environmental Matters, Ford Motor Company, will provide insight into Ford’s sustainability strategy and how his company views the introduction of more fuel efficient vehicles into its fleet. (includes Q&A)

**Brendan Jones**, Director EV Sales, Marketing, and Strategy, Nissan North America, will discuss Nissan’s expanding EV fleet and the marketing strategy that supports it.

**Walter McManus**, Research Professor, Oakland University School of Business Administration, will talk about his research that focuses on pricing models for alternative powertrain vehicles.

Break

**Kanu (Casey) Mehta**, Senior Consultant, Business Relationships, Tata Technologies, will discuss the market research informing the product development process of their prototype electric vehicle.

PM Session: Q&A

4:30pm   Conference Adjourns