“Focus on the Future”
Automotive Research Conferences

Automotive Product Portfolios in the Age of CAFÉ

Wednesday, February 13, 2013
9am to 4:00pm

University of Michigan, The Michigan League, Michigan Ballroom (2nd Floor)
911 North University Avenue, Ann Arbor, MI 48109-1265

Conference Agenda

8:30 a.m.
Registration and Continental Breakfast

9:00 a.m.
Welcome
Bruce Belzowskii, Assistant Research Scientist, University of Michigan Transportation Research Institute, will introduce the key issues and moderate the conference.

Todd Lassa, Executive Editor, Automobile Magazine, will provide his insight into current and future manufacturer product plans.

Brandon Schoettle, Project Manager, University of Michigan Transportation Research Institute, will describe UMTRI’s Eco-Driving Index that analyzes the monthly changes in overall fuel economy of the new vehicle fleet in the U.S.

Break

Jeff Alson, Senior Engineer, U.S. Environmental Protection Agency, will talk about EPA's projected technology pathways for meeting future CAFE/GHG standards, as well as recent EPA data about how the technology marketplace is already beginning to change.

Alexander Freitag, Director, Engineering Systems Development, Bosch Corporation, will discuss how the new CAFÉ regulations have changed his company’s product portfolio.

A.M. Session Q&A (45 minutes)

Noon-1:30pm
Lunch Break
1:30 p.m.  

**Nancy Homeister**, Manager, Fuel Economy Regulatory Strategy, Ford Motor Company, will describe her company’s efforts over the past six years to implement a strategy to meet more stringent fuel economy standards.

**John German**, Senior Fellow, International Council on Clean Transportation (ICCT) will draw from his work with Honda and his recent work with the ICCT to talk about how CAFE will change vehicle fleets in the future in terms of the types of vehicles and new technologies.

Break

**Kevin Green**, Chief, Energy Technology Division, Volpe Center for the National Highway Transportation Safety Administration (NHTSA), will talk about modeling of technologies and vehicle changes his group performed for NHTSA as part of the development of the 2025 CAFE regulations.

P.M. Session Q&A (45 minutes)

4:00pm  

Conference Adjourns

---

**Automotive Product Portfolios Sponsor**

University of Michigan Office of the Vice President of Research