“Focus on the Future”
Automotive Research Conferences

Powertrain Strategies for the 21st Century: Revolution and Evolution

Wednesday, July 22, 2015
9am to 4:00 pm

University of Michigan, North Campus Research Complex, Dining Hall, Building 18
2800 Plymouth Road, Ann Arbor, MI 48109

Conference Agenda

8:00-9:00am  Registration and Continental Breakfast

9:00-9:30am  Bruce Belzowski, Managing Director, Automotive Futures, UM Transportation Research Institute, will moderate the conference and discuss results from his recent industry forecasts from his Powertrain Strategies for the 21st Century survey. He will also discuss his Total Cost of Ownership: Diesel vs. Gasoline research report.

Jeff Jowett, Manager, North and South America Powertrain Forecasting, IHS Automotive, will talk about his group’s powertrain forecast for 2020 and 2025. He will also focus on the strategies of the different manufacturers and the technologies he thinks will play a major role in meeting 2025 CAFE regulations.

John Shutty, Chief Engineer, Advanced Controls and Simulation, BorgWarner Inc., will discuss how his company is supporting manufacturers in reaching their CAFE goals through BorgWarner’s current and future technologies. He can also provide his insight into how he sees the different manufacturers approaching the CAFE challenge.

Break

Bryan Krulikowski, Vice-President of Transportation and Technology, Morpace Market Research and Consulting, will talk about his group’s recent research on consumer attitudes towards advanced powertrains. This research should provide
insight into the effects of lower fuel prices on attitudes of fuel economy as well as advanced powertrains.

**AM Session: Panel Q&A**

**Noon-1:30pm**

**Lunch**

**1:30**

**Paul Whittaker**, Director of Product Technologies, AVL, will provide his company’s insight into current and future powertrain technologies based on their consulting work with major global manufacturers and suppliers. His analysis will include his company’s independent powertrain development.

**Walter McManus**, Principal, McManus Analytics, will provide insight into the role credits play for companies as they try to meet current and future CAFE goals.

**Therese Langer**, Transportation Program Director for the American Council for an Energy-Efficient Economy, will discuss the results from a recent study by the National Academies that focuses on Cost, Effectiveness and Deployment of Fuel Economy Technologies for Light-Duty Vehicles.

**Break**

**John DeCicco**, Research Professor, University of Michigan Energy Institute, will present his recent analyses of the net carbon impacts of motor fuels. His talk will address the methodological flaws and other uncertainties in the modeling used for policies that mandate ethanol, biodiesel and other renewable fuels; he will also discuss the implications of this evolving science for powertrain strategies going forward.

**P.M. Session: Panel Q&A**

**4:00pm**

**Adjourn**

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**Powertrain Strategies for the 21st Century Sponsors**

- Argonne National Labs
- BorgWarner Inc.
- Bosch Corporation
- Denso Corporation
- Valeo Corporation
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