Focus on the Future
Automotive Research Conferences

**Powertrain Strategies for the 21st Century:**
*Next Generation Electric Vehicle Strategies*

July 20, 2016
9am to 2:30pm

North Campus Research Complex, 2800 Plymouth Rd. Bldg. 18, Ann Arbor, MI 48109

**Conference Agenda**

8:00  Registration and Continental Breakfast

9:00am  
**Bruce Belzowski**, Managing Director, Automotive Futures, UM Transportation Research Institute, will moderate the conference and discuss results from his recent Powertrain Strategies for the 21st Century survey.

**Sergio Muniz**, UMTRI AF Visiting Researcher (from Federal Technological University of Paraná, Brazil) will discuss his research into manufacturer EV strategies including their platform, marketing, and charging infrastructure strategies.

**Jonathon Ratliff**, Manager of Zero Emission Vehicles at Nissan Technical Center, will discuss the improvements in the new generation Nissan Leaf.

**Janghwan Shin**, UMTRI AF Visiting Researcher (from LG, Korea) will present the results of his year-long research about the future technology trends in electric vehicle battery and its impact on advanced powertrain performance.

**Break**

**Ou-Jung Kwon**, Cell Chemistry Technical Expert, Electrified Powertrain Engineering at Ford Motor Company will talk about his company’s work with the UM battery lab, and how the relationship with the UM provides Ford with important battery R&D support.

**Jacob Bemrich**, Systems Engineering Manager, Robert Bosch Battery Systems LLC, will talk about lithium ion trends for electrified mobility including high voltage and 48-volt systems.
Ram Vijayagopal, Argonne National Laboratory, will discuss his recent research that compares the powertrain energy densities of electric and gasoline vehicles over a 30-year timeframe and across three different vehicle types by examining projected changes in vehicle weight reduction, battery technologies, powertrain components, power and energy requirements, and powertrain energy and power densities.

Conference Q&A

1:30pm  Lunch
2:30pm  Conference Adjourn

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