

May 17, 2023

Dear MBS Attendees,

We are excited to officially invite you to the 58th Annual CAR Management Briefing Seminars. **Registration is open.** CAR MBS is returning to the Grand Traverse Resort in Traverse City, MI. Attendees will enjoy three days of insightful content from leading automotive industry specialists, networking opportunities, and more.

This year we have an extensive agenda tackling the theme, **Confronting the Challenges of Automotive's Future.** Each day our conversations will address the risks and opportunities within the transforming automotive ecosystem, by asking a daily question:

- Tuesday, August 1 – “Can execution perils reshape promises and inform policy?”
- Wednesday, August 2 – “Can the EV ecosystem be affordable, profitable, and equitable?”
- Thursday, August 3 – “How do we build a resilient future supply chain?”

We will have Keynotes, Presentations, Panels, Roundtables, Networking, and social opportunities from August 1-3. Watch for more details as we continue to release updates over the coming days and weeks!

Monday, July 31, 2023

“Driving Forward Together” – MBS Kickoff Event

Featuring Women in Automotive and their Male Allies

We are expanding our Women in Automotive event! We welcome all attendees to come a few hours earlier, on the afternoon of Monday, July 31st, to join us for Driving Forward Together: An MBS'23 Kickoff Event featuring Women in Automotive and their Male Allies. The event will include:

- Speakers
- Conversations
- Structured networking

We will be talking about career journeys, workforce development, and mentorship. Begin MBS already with a room full of connections and insights. Our Welcome Reception will follow the event.

This session is co-organized with our partners:

- Center for Automotive Diversity, Inclusion, and Advancement (CADIA)
- Women in Manufacturing (WiM)
- Automotive Women's Alliance Foundation (AWAF)
- Inforum

Tuesday, August 1, 2023

<p>HOW TO MAKE CONNECTED AND AUTOMATED VEHICLES ROBUST AND RELIABLE</p>	<p>REGULATORY AND TRADE CHALLENGES FOR A NEW MOBILITY ERA</p>
<p>Explore the latest advancements in connected and autonomous vehicle technology, including its impact on the driving experience, the role of AI and sensors, and regulatory and legal challenges. Understand the opportunities, risks, public acceptance, and societal impact associated with CAV deployment while gaining insights from the technology providers.</p>	<p>This session will provide a macro perspective on the most significant policy, legal, and international trade challenges facing the automotive industry. Participants will gain insights into the complex global trade landscape and the potential impact of shifting trade policies and regulatory frameworks on the industry.</p>
<p>VEHICULAR COMMUNICATIONS FOR AUTOMATED DRIVING</p>	<p>DIGITALLY TRANSFORMING MANUFACTURING FACTORIES</p>
<p>UN World Forum for Harmonization of Vehicle Regulations (WP.29) has created the UN Task Force on Vehicle Communications. To be successful, underlying vehicle technology must: Be installed in a large share of the vehicles on the road, have direct vehicle-to-vehicle communications that are updatable to last the vehicle's life (at least 20 years), be able to position vehicles very accurately and reliably, and have unassailable cyber security. This session will explore how such technical capabilities can be developed in a way to be practically deployed in all new vehicles at some time in the future.</p>	<p>The industry is transforming digitally—data flows faster and further than ever. Explore the revolutionary impact of digital transformation on manufacturing factories. Gain insights into cutting-edge technologies and strategies driving efficiency, productivity, and innovation in the industry. The session will highlight how this digital transition is enabling manufacturing change at remarkable speed.</p>
<p>SUSTAINABILITY AT SCALE</p>	<p>ADVANCED MATERIALS AND MANUFACTURING PROCESSES</p>
<p>The investments in 2022, coupled with public incentives in the form of the Inflation Reduction Act, give the automotive industry an unprecedented opportunity to seize the moment and confront the challenges of accelerating the industry to a more sustainable future. This session brings together stakeholders in a discussion around the viability, feasibility, and desirability of executing emerging environmental initiatives and the potential pathways for private-public partnerships.</p>	<p>This session will delve into the cutting-edge advancements and strategies in automotive materials and manufacturing processes that are driving innovation and shaping the future of the industry. The need to deliver high-quality components at high volumes remains a foundation for this industry. Join this session to stay ahead of the curve and discover the key strategies and technologies driving the automotive industry's evolution in materials and manufacturing processes.</p>

Wednesday, August 2, 2023

INDUSTRY IS MAKING A SHIFT TO BEVs	SALES AND PRODUCTION OUTLOOK
<p>The industry is making the shift to BEVs. Is this the right decision or are there viable alternatives? Can we build a North American electrified industry quickly and cost-effectively? Can we get consumers to be all in on BEVs or are there steps between internal combustion to BEVs? These are just a few of the questions we will discuss during this session.</p>	<p>Get ahead of the curve in the rapidly evolving automotive market. Our panel of experts will provide insights into the latest trends and developments across the industry. Discover the key drivers of automotive investments, sales, and production growth and gain a deep understanding of the challenges facing the industry.</p>
BATTERY TECHNOLOGY & MANUFACTURING	(CAPITAL FUNDING) EVERYTHING, EVERYWHERE, ALL AT ONCE....
<p>Advanced propulsion batteries are the first key technology needed to meet the increasingly fast ramp-up of electric vehicles. This session will bring together battery experts to discuss new trends in battery technologies, how those technologies impact the growing battery manufacturing sector and U.S. competitiveness to deliver this battery revolution both today and tomorrow.</p>	<p>The automotive industry is undergoing a period of significant change, driven by advancements in technology and shifting consumer demands. As a result, capital funding is flowing into various areas of the industry, including electric and autonomous vehicles, connectivity, and mobility services.</p>
EV CHARGING INFRASTRUCTURE: MAKING THE IMPERFECT WORK SEAMLESSLY	THE AUTOMOTIVE SEMICONDUCTOR CHIP SHORTAGE IS IN THE INDUSTRIES' REARVIEW MIRROR, OR IS IT?
<p>BEV charging remains a major hurdle to consumer acceptance of BEVs. This session will address the availability, interoperability, and reliability of the BEV charging infrastructure</p>	<p>The automotive semiconductor industry which was 9% of total sales in 2022 is expected to grow faster than the overall market and by the end of the decade reach 12% of total semiconductor sales. The CHIPS Act and the announcement of new US factories may have created a sense that supply is now secure for the auto industry. However, this rapid growth and research by the Semiconductor Research Corporation suggest consumers of semiconductors over the next two decades will be facing additional challenges that need technology, strategy, and policy solutions.</p>

Thursday, August 3, 2023

BUILDING RESILIENCE IN AUTOMOTIVE SUPPLY CHAIN NETWORKS: STRATEGIES FOR MANAGING DISRUPTIONS

This session will discuss the strategies and best practices for managing disruptions in the automotive supply chain and building resilience. Experts from the industry will share their insights on topics such as vertical vs. horizontal sourcing, risk management, contingency planning, nearshoring, and supplier diversification. Participants will learn from industry leaders and discuss how to implement these strategies in their organizations to make their supply chains more resilient.

CONFIRMED SPEAKERS AND COMPANIES *(partial list)*

- Aruna Anand, **Continental**
- Brian Beechie, **BeechSport Engineering**
- Doug Patton, **Jupiter Consulting**
- Elizabeth Krear, **J.D. Power**
- Glen De Vos, **Aptiv**
- Jim Buczkowski, **Ford**
- John Bozella, **Alliance for Automotive Innovation**
- John Warner, **American Battery Solutions**
- Ken Hasen, **CTSI-Global**
- Kristin Dziczek, **Federal Reserve Bank of Chicago**
- Mahendra Mulji, **Amazon AWS**
- Marques McCammon, **Karma Automotive**
- Mat McDermid, **Sunrise Project US**
- Michael Davenport, **Auto Steel Partnership**
- Paul Thomas, **Bosch**
- Robin Milavec, **Nexteer**
- T. Russell Shields, **Ygomi**
- Speaker TBD, **LG Energy Solution**
- Speaker TBD, **Mach 49**
- Speaker TBD, **S&P Global**
- Tom Kelly, **Automation Alley**

If that programming is not enough, join us for some of our Power Sessions at Breakfast or Lunch, stop into one of our Special Sessions in the afternoon, or visit a Roundtable room.

POWER SESSIONS AND SPECIAL SESSIONS

Hosted By:

- SAP
- Altair
- Automotive Research and Testing Center
- World Auto Steel
- Center for Automotive Research
- U.S. International Trade Commission

ROUNDTABLE DISCUSSIONS

Featuring Topics:

- Software Defined Vehicles
- Workforce Development
- Sustainability
- Materials

We will be sharing more details on the Power Sessions, Special Sessions, and Roundtables soon! Stay tuned for future updates!

Mark Your Calendars: MBS Golf Outing – August 3rd @ 2PM

July 31-August 3 | Traverse City, MI

www.cargroup.org/mbs



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AUTOMOTIVE
RESEARCH**