Who We Are

Mission:
To inform and advise, through independent research, education, and dialogue, enabling a more viable and sustainable automotive ecosystem

Vision:
To be the most respected research source in the automotive industry.

Values:
- Trust, Respect, & Integrity
- Accountability & Credibility
- Agility
- Innovation
- Fiscal Responsibility
- Diversity, Equity, and Inclusion
What We Do

Our 2024 research agenda is focused within the following three research pillars:

1. **Energy & Sustainability**
2. **Technology**
3. **Labor, Economics & Policy**

The specific research identified within each of these priority research pillars was selected following an expansive review of the current and near-term needs of the automotive industry and its adjacencies (e.g., the technology industry, the battery industry) and by our stakeholders, including our nearly 70 private sector and public sector partners.
RESEARCH PILLARS
Key Research Priorities for 2024

- **EV AFFORDABILITY:** Defining the key challenges impacting the affordability of electric vehicles.

- **BATTERY INDUSTRY NEEDS:** Categorizing and quantifying the needs of the automotive battery industry in the U.S.

- **MATERIALS CIRCULARITY:** Assessing opportunities to reuse or recycle EV battery components and materials.
Key Research Priorities for 2024

- **SOFTWARE-DEFINED VEHICLES:** Evaluating the benefits and efficiencies enabled by software-defined vehicles.

- **V2X COMMUNICATION:** Analyzing the safety, environmental, and other opportunities provided by V2X communication technology.

- **VEHICLE DESIGN AND PRODUCTION:** Understanding the auto manufacturer, dealer, regulator, and consumer dynamics around new technology-enabled design, manufacturing, and distribution models.
Key Research Priorities for 2024

- **U.S. ECONOMIC IMPACT**: Calculating the current economic impact of the auto industry on the U.S. economy.

- **ECONOMIC DEVELOPMENT OPPORTUNITIES**: Assessing economic development opportunities in auto industry adjacencies (e.g., semiconductors, EV batteries, hydrogen).

- **LIFE CYCLE ASSESSMENT**: Identifying the gaps between E.U. and U.S. regulatory requirements on vehicle life cycle assessment and reporting.
WORK WITH US
Our Experts & Research Team

- Alan Amici: President & CEO
- K. Venkatesh Prasad, Ph.D.: Senior VP of Research & CIO
- John Voorhorst: VP of Economic Growth & Innovation
- Steve Polakowski: VP of Business Development
- Marios Zenios: Strategic Advisor
- Ravi Puvvala: General Manager, SBU
- Ann Schlenker: Director of Government Research Programs
- Snehasis Ganguly, Ph.D.: Senior Industry Analyst
- Yen Chen: Principal Economist
- Lisa Krusemark, Ph.D.: Industry Analyst
- Tyler Harp: Industry Analyst
- Sam Begosso: Research Assistant
- Morghan Allen: Research Assistant
Looking for tailor-made research led by independent industry experts?

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