

AW Briefing

Discussion Debate Networking



Programme Brochure

Fully Charged? Shaping the Future of Electric Vehicles

16th July 2009

One Whitehall Place at the Royal Horseguards
Westminster, London

AutomotiveWorld

Global news, analysis & research for the automotive industry

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Fully Charged?

Shaping the Future of Electric Vehicles

AWBriefing

Discussion Debate Networking

Automotive World is a leading provider of news, information, analysis and research for the UK and global automotive industry.

AWBriefing holds a series of conferences and briefings aimed at providing industry stakeholders, manufacturers, policy makers and industry analysts with a forum for high quality discussion, thought-provoking debate and networking.

In 1886, the first electric taxi cab was launched in England and in 1897 Ferdinand Porsche produced his first car – which was also electric. By 1904, electric vehicles had been overshadowed by cheaper, faster and more convenient petrol vehicles. Although this may have spelled the end of electric vehicles, recent breakthroughs in emerging EV technology and proactive government initiatives have dramatically shifted the viability of these machines. What barriers still stand in the way of creating a highly competitive EV? There are still many challenges that lie ahead for the electric vehicle market, but understanding what factors impact the electric vehicle industry will create vast growth and opportunities in the future. There must be a comprehensive effort to understand and coordinate stimulating government policy, critical research and development support, and meaningful market incentives in order to support the procurement of electric vehicles in the marketplace.



This one-day conference will provide a timely opportunity to explore some of the current issues being faced in electric vehicle development. Additionally, it will provide a high-level forum for business representatives and product developers from around the world to share their own experiences, exchange ideas, and consider the challenges that need to be faced to in order to improve efficiency, production and policy initiatives, which are crucial to the survival of electric vehicles in the marketplace. Through a series of presentations from leading figures in the electric vehicle industry, attendees will have the opportunity to consider some key issues including:

- **Current Electric Vehicle Industry, Market Trends Latest Battery and Tech Advancements**
- **Challenges and Solutions of Expanding from Niche to Mainstream Production**
- **Role of Government, Electricity Providers, Stimulating Consumer Demand and Research**
- **Future EV Market Projections, Global Outlook and Consumer Trend Analysis**

Early Registration Discount is available until 9th July 2009.

Programme

- 09:30** Registration and Morning Refreshments
- 10:15** Chair's Welcome and Introduction
Jonathan Shine – Managing Director – Lithium Force Europe
- 10:30** Panel Session One: Current Electric Vehicle Industry, Market and Technology Trends
Don Newton – Group Technical Director – Axion Battery Technology
Jeff Leecoat – Chief Engineer – New Business Development – Lotus Engineering
*Alexandre Beaudet – Business Development Manager – EVO Electric and
Researcher at Imperial Centre for Energy Policy and Tech.*
- This session will provide an overview of the current state of electric vehicles in the automotive industry as well as provide an understanding of current understanding of EV technologies and vehicle advancements. Topics to be covered will include:
- **Current State of the EV Industry**
 - Evaluating Challenges and Barriers to an Electric Vehicle Market
 - Global Automotive Industry Low Carbon and Electric Vehicle Trends
 - Transitioning from Hybrids to Plug-In Hybrids to Pure Electric Vehicles
 - **Current Market Drivers, Barriers and Government Initiatives**
 - Incentives, Purchase Price Premiums and Payback
 - Government Legislation, Funding Initiatives and European Policy
 - Electric Vehicle Market Potential and Fleet Renewals
 - Combating Range and Cost Issues
 - Consumer Preferences - What is the perceived “Green Image”?
 - **Latest Enabling Technologies and Vehicle Developments**
 - The Great Battery Debate – Lithium-ion, Polymers, Lead-Acid, Ni Metal Hydride
 - Upgraded and Expanded Vehicle Architectures
 - Electric Motors & Regenerative Braking Advancements
 - Kinetic Flywheel Devices and Super capacitors
 - Ultra-Rapid Charging and Battery Exchange
- 11:20** *Morning Refreshments*
- 11:30** Open Floor Discussion & Debate with Panel One
- 12:30** *Networking Lunch*

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Programme

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- 13:30** **Panel Session Two: Global Outlook and Analysis – Opportunities or Problems Ahead?**
Dr. Kevin Austin – Head of Transport – GLA London Mayoral Office
Don Cochrane – Sales and Marketing Director – Tesla Motors
Adam Chase – Director – E4Tech Sustainable Energy Consulting

This session will look at the road that lies ahead for electric vehicles, as well as the various challenges involved in order to make electric vehicles a viable option in the future of sustainable transport. Topics covered will include:

- **Challenges and Solutions of Expand from Niche to Mainstream Production**
 - What Is Holding Us Back from Total Vehicle Electrification?
 - Creating an “Affordable ” Mass Market Vehicle
 - Removing Current Barriers to Entry
 - Battery Lifecycles, Recyclability, Production Requirements and Cost Drivers
 - Limited Lithium Resources, Battery Production and Vehicle Manufacturing
- **Taking Action to Support the Development of Electric Vehicles**
 - Stimulating Consumer Demand through Special Incentives – Tax, Rebates, etc.
 - Role of Government Policy in Creating a Unified EV Framework
 - Role of Power Grid Companies and Electricity Resource Management
 - Future Oriented Research Initiatives and University Programmes
- **Will the Electric Vehicle be the Key to Sustainable Mobility?**
 - Future EV Market Projections and Consumer Trend Analysis
 - Key Areas for Growth and Development Opportunities
 - Reducing Our Overall Carbon Footprint
 - Are Electric Vehicles *Really* Better for the Environment?

14:20 *Afternoon Refreshments*

14:30 **Open Floor Discussion & Debate with Panel Two**

15:30 **Chair’s Summary and Closing Comments**

15:45 *Networking Drinks Reception*

-End of Proceedings-

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Venue Information

16th July 2009






One Whitehall Place at The Royal Horseguards
Westminster, London, SW1A 2HD

10:00am—3:45pm

One Whitehall Place, commissioned by The National Liberal Club, was designed by Alfred Waterhouse, President of the British Architects, and completed in 1887. It exemplifies architectural elegance: tall, lofty ceilings, glorious faience tiling and intricate plasterwork, and a unique unsupported staircase that spirals through three storeys - the largest of its kind in Europe.



Walking Distances to Venue:

-  Embankment Station—3 min
-  Westminster Station—10 min
-  Victoria Station—20 min
-   Waterloo Station—15 min



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16th July 2009 – One Whitehall Place, Westminster, London SW1A 2HD

Delegate Package

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| Organisation: |
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| Address: |
| Telephone: |
| Fax: |
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Signed: _____ Date: _____

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For further information, speaking opportunities or inquires,
please contact:

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