

## Programme

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- 09:30      **Registration and Morning Refreshments**
- 10:15      **Chair's Welcome and Introduction**  
*Dr Mark Barrett – University College London*
- 10:30      **Panel Session One: Moving Toward Total Vehicle Electrification**  
*Barry Shrier, Founder - Liberty Electric Cars Ltd*  
*Don Newton, Group Technical Director - Axion*
- What Are The Most Viable Solutions Today?
    - Types of Hybrids – Series, Parallel, Series/Parallel, Mild, Assist
    - Latest Energy Technology and Intelligent Energy Management Advancements
    - Battery Comparison – Range/Availability/Costs/Energy Density
      - Lithium-Ion/Polymer
      - Nickel Metal Hydride
      - Nickel Cadmium
    - Latest Component Technologies
      - Electric Motors and Regenerative Braking
      - Power Electronics
      - Kinetic Flywheel Devices
      - Hydraulic
  - Current Market Drivers, Barriers and Prospects of Electric Vehicles
    - State of the Current Hybrid and Electric Vehicle Market
    - Moving from Hybrids to Pure Electric Vehicles
    - Purchase Price Premiums and Payback
    - Global Automotive Trends
    - Relative Fuel Efficiency and the “Green Image”
- 11:20      *Morning Refreshments*
- 11:30      **Open Floor Discussion & Debate with Panel One**
- 12:30      *Networking Lunch*

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- 13:30**      **Panel Session Two: Problems or Opportunities Ahead?**  
*Julian Wilford, Co-Founder and Managing Director - NICE Car Company*  
*Don Cochrane, Sales and Marketing Director – Tesla Motors*  
*Sebastien Ruiz, R&D Project Manager – EDF Energy*
- ❑ Challenges and Solutions To An Electric Vehicle Marketplace
    - Current EV Operational Issues, Charging Infrastructure
    - Role of Government Policy in Creating a Unified EV Framework
    - Power Grid Companies and Electricity Resource Management
      - “Vehicle to Grid” Energy Balance
    - Rapid Charging Applications
    - Vehicle Safety Regulation and Battery Recyclability
    - Battery Lifecycles, Manufacturing Requirements and Cost Drivers
  - ❑ Will The Electric Vehicle Be Key To Sustainable Mobility In The Future?
    - Hybrid and Electric Vehicle Future Market Projections
    - Key Areas for Development Opportunities
    - Creating Consumer Demand through Affordable Technology
    - Are EV and Plug-In Multimode Hybrids *Really* Better for the Environment?
    - Reducing Our Overall Carbon Footprint
- 14:35**      *Afternoon Refreshments*
- 14:45**      **Open Floor Discussion & Debate with Panel Two**
- 15:45**      **Chair’s Summary and Closing Comments**
- 16:00**      *Networking Drinks Reception*

*-End of Proceedings-*