

SAE 2011 Hybrid Vehicle Technologies Symposium: Innovation and Application of Vehicle Electrification – Preliminary Agenda

February 9-10, 2011, Hilton Anaheim, California, USA

Symposium Organizers: Craig Childers, CARB; John M. German, ICCT; Ming Kuang, Ford Motor Company; Robert Larsen, Argonne National Laboratory; Owen Thunes, Nissan; Justin Ward, Toyota Technical Center

Agenda – Day 1

Wednesday, February 9, 2011

as of 01.27.11

Time	Description
7:00 am	Registration / Continental Breakfast
8:00	<i>Welcome/Introductions - Janel Show, SAE International</i>
8:15	<i>A Journalist's Perspective - Dennis Simanaitis - Road & Track Magazine</i>
8:45	<i>US Consumer Attitudes toward Hybrids and Other Advanced Power Train Technologies: Achieving Zero Emissions - Stephen Popiel - Synovate Motoresearch</i>
9:15	<i>Consumer Behavior and Risk Aversion - David Greene - ORNL</i>
9:45	<i>What if We let Consumers Design PHEVs? - Ken Kurani - UC-Davis</i>
10:15	Break
10:45	<i>Overview of the Toyota Plug-In Hybrid (PHV) - Vern Francisco, Toyota</i>
11:15	<i>Challenges in Automotive Electrification and Powertrain Component Development - Neil Armstrong, Daimler</i>
11:45	<i>C-Max Energi - Ford's Plug-in Solution - Chuck Gray, Ford Motor Company</i>
12:15	Lunch
1:15	<i>Technology Applied to CR-Z HEV Propulsion System - Takeo Nishibori, Honda</i>
1:45	<i>Development of Hybrid System for Mid-Size Sedan - Seok-Joon Kim, Hyundai</i>
2:15	<i>Technical Breakthroughs in Development of a Single Motor Full Hybrid System - Tetsuya Takahashi, Nissan</i>
2:45	<i>General Motors Hybrid Systems and New e-Assist Powertrain - Pete Savagian, GM</i>
3:15	Break
3:45	OEM Hybrids Panel Discussion - Moderator, Robert Larsen THEME: <i>Challenges of a Complex Marketplace</i> Daimler - Neil Armstrong Ford - Chuck Gray GM - Pete Savagian Honda - Takeo Nishibori Hyundai - Seok-Joon Kim Nissan - Tetsuya Takahashi Toyota - Vern Francisco
5:00	Reception immediately following adjournment

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Thursday, February 10, 2011

Time	Description
7:00 am	Registration / Continental Breakfast
8:00	<i>Welcome/Introductions</i> - Janel Show, SAE International
8:15	<i>Ford Hybrid Vehicle Battery Systems -- A Glance Backward, and a Look Ahead</i> - Bob Taenaka, Ford Motor Company
8:45	<i>High Temperature Power Device and Packaging - The Technology Leap to Achieve Cost, Power Density and Reliability Target</i> - Jochen Hanebeck, Infineon Automotive Division
9:15	<i>Prius Plug-In Demonstration Program: In-Use Consumer Research</i> - Doug Coleman, Toyota
9:45	Break
10:15	<i>Legislation & International Trends Effecting Development of Hybrids</i> - Alan Lloyd, ICCT
10:45	<i>Beyond MPG: Characterizing and Conveying the Efficiency of Advanced Plug-In Vehicles</i> - Michael Duoba, Argonne National Laboratory
11:15	<i>Advanced Automotive Vehicle Market and Battery Technology Market</i> - Menahem Anderman, Advanced Automotive Batteries
12:00 pm	Lunch
1:00	Supplier Discussions THEME: <i>Technology Advances for HEV/PHEV Development</i> <ul style="list-style-type: none"> - Magna E-Cars: Bob Storc (<i>Electric Powertrain Assembly (EPA) module as a Compelling Technical Solution</i>) - Bosch: Joe Slenzak (<i>P2 Full Hybrid Technology</i>) - Remy Electric Motor Technology: David Fulton (<i>Contingency Planning: Building A More Agile System for the "What Ifs" of HEV/EV</i>) - Magnomatics Limited: Chris Kirby (<i>Novel Magnetically-Geared Motors and Transmissions for HEV/EV Drivetrains</i>) - Williams Hybrid Power: Ian Foley (<i>The Application of Composite Flywheel Technology to the Electric Hybrid Architecture</i>) - Argonne National Laboratory: John Zhang (<i>Li-Air Battery Technology</i>)
2:00	Break
2:05	<i>Accelerated Testing of Li-Ion Batteries</i> - Ira Bloom, Argonne National Laboratory
2:35	Energy Storage Systems Panel Discussion - Moderator, John German THEME: <i>Are Energy Storage Systems Ready for Prime Time?</i> <ul style="list-style-type: none"> -- Argonne National Laboratory, Ira Bloom -- Advanced Automotive Batteries, Menahem Anderman -- A123 - Philip Stephenson -- ElectroVaya - Gitanjali DasGupta -- JCI - Tom Watson -- LG Chem Power, Inc (LGCPI) - Prabhakar Patil -- Ford - Bob Taenaka
4:00	Reception immediately following adjournment