

EV Everywhere Grand Challenge Kick-Off

Thursday, June 21, 2012 - Hyatt Regency, Dearborn, MI

Event Objective: *To showcase existing DOE efforts in vehicle electrification and to obtain stakeholder input on the overall concept of the EV Everywhere Grand Challenge, the high-level strategy, and aggressive next-generation technology development necessary to enable U.S. companies to be the first in the world to produce plug-in electric vehicles (PEVs) that are as affordable and convenient for the average American family as today's gasoline-powered vehicles within the next 10 years.*

- 8:30-8:35 AM CALL TO ORDER
Mr. Patrick Davis, DOE EERE Vehicle Technologies Program
- 8:35-8:45 AM STRATEGIC SIGNIFICANCE OF PLUG-IN ELECTRIC VEHICLES
Dr. David Sandalow, Acting Under Secretary of Energy
- 8:45-8:55 AM ORIGIN OF GRAND CHALLENGE AND WORKSHOP OBJECTIVES
Dr. David Danielson, Assistant Secretary of Energy, EERE
- 8:55-9:25AM KEYNOTE
Dr. Steven Chu, Secretary of Energy
- 9:25-9:50 AM THE EV-EVERYWHERE CHALLENGE – SETTING THE STAGE
Patrick Davis, Jake Ward, DOE EERE Vehicle Technologies Program
- 9:50-10:05 AM BREAK
- 10:05-10:45 AM OEM PANEL DISCUSSION - “Key Challenges in Plug-in Electric Vehicles”
- *Moderator: Vehicle Journalist (John McElroy, Autoline)*
- *Nancy Gioia, Ford Motor Company*
- *Tony Posawatz, General Motors Company*
- *Mark Perry, Nissan*
- 10:45-10:55 AM COMMENTS FROM PARTICIPANTS
- 10:55 -11:40 AM STAKEHOLDER PANEL DISCUSSION - “Plug-in Electric Vehicle Opportunities”
- *Moderator: Vehicle Journalist (John McElroy, Autoline)*
- *Dennis Beal, FedEx*
- *Andrew Brown, Delphi Automotive*
- *Robbie Diamond, The Electrification Coalition*
- *Bart Riley, A123 System*
- *Mike Rowand, Duke Energy*

As of June 15, 2012

- 11:40-11:50 AM COMMENTS FROM PARTICIPANTS
- 11:50-12:00 PM GUIDELINES AND CHARGE TO BREAKOUT SESSIONS
Rich Scheer, Lead Facilitator
- 12:00-12:30 PM BREAK (pick up lunch for working lunch in breakout sessions)
- 12:30-2:00 PM BREAKOUT SESSION #1: (5 groups)
Scope of EV-Everywhere Concept and High-Level Strategy
- *Does the EV-Everywhere Challenge have the proper scope?*
 - *Are there important gaps in the initially proposed scope of the EV-Everywhere Challenge?*
 - *What vehicle-charging infrastructure scenarios should the EV-Everywhere Challenge be focused around?*
 - *What are the key non-technical barriers to consumer adoption of PEV's and what is the role of the EV-Everywhere Challenge in addressing them?*
 - *What emerging PEV component/vehicle technologies offer the greatest opportunities for U.S. technology and manufacturing leadership?*
- 2:00-2:40 PM REASSEMBLE FOR REPORT OUT FROM BREAKOUT GROUPS
- 2:40-3:00 PM BREAK
- 3:00-4:30 PM BREAKOUT SESSION #2: (5 groups)
- Batteries
 - Drivetrain (Power Electronics and Motors)
 - Charging Infrastructure/Fast Charge/Grid Integration
 - Vehicle Design/Lightweighting
 - Consumer Acceptance and Public Policy
- Key Questions to Be Addressed:
- *Are the initially posed EV-Everywhere technology performance and cost targets correct/appropriate? Are they achievable? What impact can DOE have?*
 - *What are the most important emerging technologies whose development needs to be accelerated to achieve the EV-Everywhere Challenge?*
 - *What are the specific highest-impact critical technology breakthroughs that are needed to achieve the EV-Everywhere Challenge?*
 - *Are there "out of the box" approaches that should be considered.*
- 4:30-5:10 PM REASSEMBLE FOR REPORT OUT FROM BREAKOUT GROUPS
- 5:10-5:30 PM WRAP UP/CLOSING REMARKS