

## EV Update: Batteries as a Key Factor

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**Date:** Tuesday June 22, 2010, 8:30am-12:00pm

### **AGENDA for International Panel Discussion (Interviews Frankfurt- San Francisco)**

Our International section will be a comparative overview of the European and American battery development and business models.

- ▶ What are the main hurdles for battery development? Finding investment? Meeting potential business or technology partners? Manufacturing? Technical and material challenges?
- ▶ What are the strategies of cost reduction in battery development: Cooperation between car makers and battery producers? Cooperation between car makers? Other options?
- ▶ Is the battery part of the brand- a distinguished feature for carmakers? Are fixed installed batteries necessary for the brand and does battery swap lead to a faceless mobility?
- ▶ What to expect from the governments electromobility plans and the related subsidies in regard to battery development? In the USA? In France? In Germany?

### **AGENDA for Silicon Valley Panel Discussion**

(fine detailed agenda online)

- ▶ Technical Innovations and Requirements
- ▶ Battery Management
- ▶ Battery Life Cycle
- ▶ Business Model
- ▶ Which Battery type will Prevail?

#### ***San Francisco Speakers***

**UC BERKELEY**, Brett Williams, Sustainable Transportation Researcher

**LAWRENCE BERKELEY NATIONAL LABORATORY**, Professor Vince Battaglia

#### ***San Francisco Moderator***

**PRTM**, Roger Wery, Director Strategy and M&A

#### ***Frankfurt Panel***

**FRAUNHOFER INSTITUTE for Integrated Circuits IIS**, Dr. Kai-Christian Möller

**MBTECH GROUP**, Peter Schremmer, Research & Development Alternative Propulsion

**TOYOTA MOTORS Germany**, Dirk Breuer, Advisor Advanced Technology

**AKASOL ENGINEERING GMBH**, Felix von Borck, Managing Director

#### ***Frankfurt Moderator***

**PRTM**, Sebastian Feldmann, Principal

#### ***Keynote from Paris***

**PSA PEUGEOT CITROEN**, Joseph Beretta, Secretary General Head Office Energy, Technology & Emissions

To register please contact [ashley.harris@agrion.org](mailto:ashley.harris@agrion.org)