

Business and Technological Issues for Hybrid Commercial Vehicles Webcast

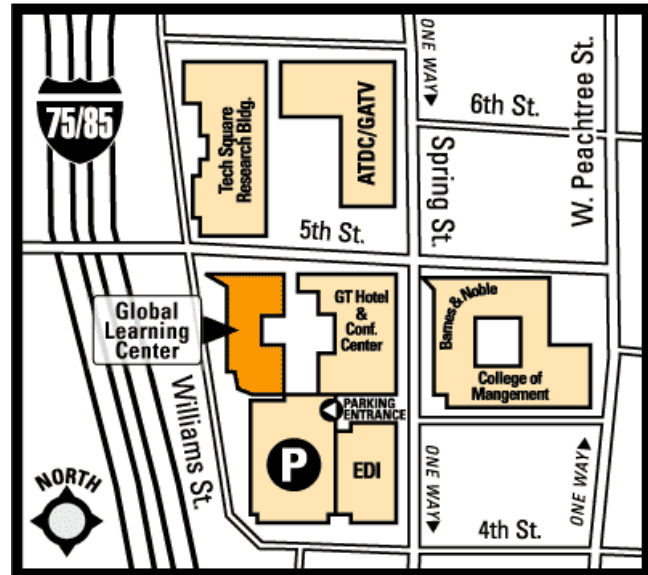
Location

Georgia Tech Technology Square
Global Learning & Conference Center
84 5th Street, Room 129

Directions

From North of Atlanta: Take I-75/85 South to the Techwood Drive/14th Street/10th Street. Turn left on 14th Street. Travel .2 mile and turn right on Spring Street. Travel approximately .7 mile on Spring Street until you get to 5th Street. Go right on 5th Street and The Global Learning & Conference Center will be on your left.

From South of Atlanta (I-85/75 North): Take I-85/75 North to the 10th/14th street exit (#250). Continue straight for .1 mile on Williams Street and turn right onto 10th Street. Travel .1 mile and turn right onto Spring Street. Travel approximately .4 mile on Spring Street until you get to 5th Street. Go right on 5th Street and The Global Learning & Conference Center will be on your left.



Parking Information: Parking is available at the Technology Square parking deck on a first-come, first-serve basis. The entrance to the parking deck is located on the right/west side of Spring Street, just south of 5th Street. Rates range from \$1.00 for less than one hour to \$10.00 for an entire day. The Technology Square parking deck can hold more than 1,500 cars. The main entrance to the Global Learning & Conference Center is on level two of the parking deck.

From MARTA: Georgia Tech's complimentary shuttle, the [Tech Trolley](#), provides guests transportation arriving and departing from the Midtown MARTA transit station. The Tech Trolley will run 5:45 a.m. until 11:30 p.m., Monday through Friday at 10 minute intervals.

Time: 11:00 am to 2:00 pm with the webcast running from 11:30 to 1:30

Cost: \$25 for Members and Guests

Reservations

If you plan to attend, please make a reservation by calling Jim Pearson at (404) 894-1753 (please leave a message with your name and the number attending) or send me an email to rsvp@sae-atlanta.org by 12 Noon on Wednesday, July 27th

To use a credit card, please use our online reservation system at <http://atlanta.sae.org>

Only cash and checks are accepted at the door.

Meeting Topic

Hybrid electric technology can serve to increase performance, increase fuel economy, improve emissions quality, or some combination of the three. In what niches do the application of hybrid technology make the most sense? The Business and Technological Issues for Hybrid Commercial Vehicles Telephone/Webcast will focus in on some of the early market niches, second-generation opportunities, and technological choices. Can the urban delivery and

metropolitan transit niches sustain the market? What are the second-generation market targets? Can hybrid technology help in the ongoing battle to meet emission standards? Will any architecture come to dominate? Parallel? Series? Assist? In what form will the technology be packaged and sold to buyers? Is there a future for plug-in hybrids?

Overview

This 120-minute telephone/webcast will feature commentary from analyst firm ABI Research, including findings of its study on "Commercial Hybrid Electric Vehicles." Moderated by Senior Analyst Dan Benjamin, a panel of speakers in the forefront of hybrid technology development will join in with their own unique perspectives, discoveries and achievements. The audience also will be encouraged to share their viewpoints.

Benefits of Attending

The Business and Technological Issues for Hybrid Commercial Vehicles Telephone/Webcast will provide you with: A discussion about the existing benefits and limitations and the issues for ongoing development of hybrid technology for commercial vehicles A look at how both the benefits and drawbacks of hybrid technology fit into the buyer's business models Considerations for the areas of development that have the most viable focus, from improving the application of hybrid systems, the level of manufacturing chain (powertrain or chassis OEM, builder, etc.) at which they are considered, and the cost vs. capability of the system. An overview of the existing design choices that are faced by hybrid system developers, from the aggressiveness of the electric drive systems to the accompanying costs to the collateral benefits of including more advanced electric infrastructure in the vehicle. An analysis of the ABI Research report, "Commercial Hybrid Electric Vehicles," featuring insights on the unique market demands for hybrid technology from both fleets and businesses and on the upcoming generation of hybrid trucks and the focus on cost reduction and specific market niches where the technology can be most cost effective.

You should join the broadcast if you are a:

Powertrain Design, Development, or Test Engineer
Regulator or Legislator
Fleet Manager
Electric Motor Manufacturer/Engineer
Battery Manufacturer/Engineer
Power Electronics Manufacturer/Engineer
Academics, Researchers and Students

Featured Speakers:

Dan Benjamin, Sr. Analyst, ABI Research (Program Organizer and Moderator)
Jeffrey L. Carpenter, Sr. Chief Engineer - Controls, Eaton Corporation
Ricardo Espinosa, Vice President - Engineering, Azure Dynamics Corporation