Programme

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 - Axeon

   ☐ 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
       o Lithium-Ion/Polymer
       o Nickel Metal Hydride
       o Nickel Cadmium
     • Latest Component Technologies
       o Electric Motors and Regenerative Braking
       o Power Electronics
       o Kinetic Flywheel Devices
       o 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

(continued…)

* Please note that the programme is subject to change without notice *
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-

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