

## ***Our Friday Speaker***

***May 14, 2021 - 10:30 a.m. - Zoom Meeting***

### **David E. Cole**

**Chairman Emeritus,  
Center for Automotive Research**

***"The Auto Future:  
Fast, Furious & Uncertain"***



The amazing transformation of the auto industry in the past few years has made the domestic companies far more competitive, -- through capacity reduction, financial restructuring, staff reductions, new technology, and global scale.

But turbulence will continue to affect it for a long time: excess capacity at the global level; a shortage of educated future employees, exacerbated by accelerating retirements; also, tough new regulations and economic uncertainty across the world's economies.

We are at the edge of a revolution in both product and process technologies. New production facilities are lean and agile. The powertrain is moving to a high level of electrification, but advanced internal combustion engines assure a lively competition for the next few years.

The future is extremely dependent on advanced battery technology. The connected or autonomous technology vehicle is becoming a reality, and the concept of "total mobility" is being addressed.

Widely recognized as an authority on the global automotive industry, David E. Cole is Chairman Emeritus of the Center for Automotive Research (CAR) in Ann Arbor. He was formerly Director of the Office for the Study of Automotive Transportation (OSAT) at the University of Michigan's Transportation Research Institute.

He is a retired engineering professor and has worked extensively on internal combustion engines, vehicle design, and overall automotive industry trends.

He is chairman of AutoHarvest, an organization created to facilitate the flow of intellectual property throughout the auto industry. He is also chairman of Building America's Tomorrow, an organization to inspire K-12 students considering careers related to manufacturing.

Dr. Cole also is actively involved in the start-up of nine different Ann Arbor-based companies.

He earned his bachelor's, master's, and Ph.D. degrees from the University of Michigan.

***Click on this link to join meeting at 10:30:***

<https://us02web.zoom.us/j/2381924556?pwd=SEFVanZNcUJSVGZ5ekpLcnBSVVNYUT09>

Dial in: **312-626-6799** - Meeting ID: **238 192 4556** - Password: **640408**