

MAY

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2011



DRIVING CHANGE

Greening the Automotive Workforce

Ford Conference and Event Center, Dearborn, Michigan

Automotive Technology: Greener Products, Changing Skills

Brett Smith

Co-Director, Manufacturing, Engineering &
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Center for Automotive Research

Automotive Technology: Greener Products, Changing Skills

- **Three Technical Reports**
 - **Powertrain & Fuel**
 - **Lightweight Materials & Forming**
 - **Electronics, Software & Controls**

What We Learned

- **Driving theme from the technical papers**
 - **Employers are looking for people that have technical depth in a given discipline, but also an ability to grasp the broader picture.**

What We Learned

- **Themes from each technical paper**
 - **Powertrain & Fuel**
 - Electrification is happening, but ICE is still tough to beat
 - Many possible technology choices—timing is tough to predict
 - **Lightweight Materials & Forming**
 - Industry is steel-centric—but it will change
 - America is not a material science leader
 - Modeling tools for competing materials still lacking
 - **Electronics, Software & Controls**
 - In-vehicle electronics is rapidly growing
 - Jobs in the automotive electronics sector are increasing

Panel

- **Brett Smith**, Co-Director, Manufacturing, Engineering & Technology Group, Center for Automotive Research
- **Dr. Christopher Borroni-Bird**, Director, Advanced Technology Vehicle Concepts, General Motors Company
- **Bob Storc**, Senior Manager, Advanced Development, Magna E-Car Systems
- **Tony Norton**, Executive Director, Global Automotive, Altair Engineering