

ALLIANCE

INNOVATION

FOR AUTOMOTIVE

Alliance for Automotive Innovation 2023 Auto Tech Showcase: *Innovation on the Road* Tuesday, September 26 – Wednesday, September 27, 2023 Hains Point, Washington, DC

Alliance for Automotive Innovation's inaugural Auto Tech Showcase brings together the automotive innovators, visionaries and disrupters and the federal policymakers and regulators overseeing personal transportation policy in the United States.

What to expect?

This two-day event in Washington, DC is a unique forum for federal policymakers and regulators to interact directly with automotive ecosystem innovators, including auto manufacturers, suppliers, software companies, electric vehicle battery, semiconductor and autonomous vehicles producers – for conversation, education and hands-on demonstrations of the technologies delivering the cleanest, safest, and smartest vehicles ever.

Why is this important?

Federal policymakers and their staff rarely have an opportunity to see (and touch!) the automotive technology they regulate and legislate.

Who will attend from the public sector?

Government stakeholders across three categories – cleaner, safer, and smarter – are expected, including EPA, the Departments of Energy, and Commerce, Federal Communications Commission, Federal Trade Commission, National Transportation Safety Board, Congress, and White House and executive branch offices.

CLEANER

Environmental Protection Agency: The EPA sets greenhouse gas (GHG) and criteria emission standards for all 50 states and adopts other regulations (substances of concern) that impact automakers and suppliers. Collaboration with industry and federal agencies (NHTSA) could more effectively reduce emissions, reduce compliance burdens, and produce a smoother transition to advanced technologies and adoption of cleaner technologies, such as electric vehicles and advanced fuel-efficient systems.

Benefit: Opportunity to deliver key policy messages about how regulations must include all technologies (PHEVs, BEVs, and FCEVs); the vast resources in electrification required by automakers and suppliers; and, how the EV rollout must be synchronized with the build out of complex infrastructure and supply chains. It allows members to stress the importance of EPA identifying and tracking key EV support measures to ensure a smooth transition to EVs.

National Highway Traffic Safety Administration: NHTSA sets Corporate Average Fuel Economy (CAFE) standards, which seek nearly identical goals as EPA's GHG standards. While NHTSA does not "certify vehicles" for sale like EPA, failure to meet the standards could result in billions in fines.

Benefit: Opportunity to deliver key policy messages about harmonizing CAFE and GHG standards and streamlining regulations to accelerate the transition to EVs and prevent unnecessary fines for failure to meet CAFE standards when automakers otherwise meet EPA's GHG standards.



Department of Energy: DOE supports innovation in clean energy technologies, including advancements in battery technology and alternative fuels. The Joint Office of Energy and Transportation was formed by the Infrastructure Investments and Jobs Act to oversee zero emission vehicle infrastructure. DOE funds research to identify and track EV infrastructure needs and availability and is tasked with adopting the petroleum equivalency factor (PEF) to determine the fuel economy of PHEVs and BEVs for CAFE compliance. These research and development initiatives foster collaboration with industry to create more efficient and sustainable vehicles, reduce dependence on fossil fuels and minimize carbon footprints.

Benefit: Opportunity to convey the need for more balance between investments in electrification with complementary investments toward other environmental goals, such as cleaner, more fuel-efficient engines.

White House: The White House sets national clean energy and environmental goals and coordinates all federal agencies that regulate automakers and suppliers.

Benefit: Opportunity to deliver key policy messages on electrification and clean energy to the White House is critical for achieving industry's strategic objectives.

SAFER

National Transportation Safety Board: NTSB focuses on improving transportation safety across all modes, including vehicles. By investigating accidents, identifying safety deficiencies, and making recommendations, the board influences industry to innovate safety technologies and design features. Collaboration with NTSB helps manufacturers develop safer vehicles and promote industry-wide safety standards.

Benefit: Opportunity to educate NTSB members on emerging technologies and inform future safety recommendations to the industry. Fostering relationships with NTSB staff will also provide more focused and effective investigations of member products.

Department of Transportation: DOT oversees various aspects of transportation safety and works closely with industry to establish and enforce safety regulations, encourage the adoption of advanced driver assistance systems, and support research and development initiatives for safer vehicle technologies. Engagement with industry ensures that safety remains a top priority.

Benefit: A platform for education on on pathways toward deployment of automated vehicles, the need for a modernized NCAP and international harmonization.

Congress: Congress shapes transportation policy and automotive regulations. By funding research, creating incentives, and establishing safety and technology standards, Congress promotes collaboration between manufacturers and relevant agencies to develop safer vehicles.

Benefit: Opportunity to educate Congress on current legislative issues, such as the need for federal leadership on automated vehicles, AM radio, the electric vehicle transition and more.



SMARTER

Federal Communications Commission: The FCC is responsible for managing the radio spectrum used to support vehicle connectivity. By allocating spectrum resources, the FCC facilitates the development of smarter and connected vehicles. Collaboration with the FCC helps ensure industry's advanced communication technology needs are integrated into the agency's agenda.

Benefit: Opportunity to demonstrate the need for action to enable critical technologies, such as C-V2X and UWB, as well as educate the agency on the importance of recent actions including 60 GHz radar.

Federal Trade Commission: The FTC focuses on protecting consumers' interests and promoting fair competition. The agency plays a role in overseeing data privacy and security concerns related to connected vehicles. Engagement with the FTC helps manufacturers develop smarter and more secure vehicle systems, while ensuring consumer trust and confidence.

Benefit: Opportunity to explain the data-driven innovations in modern vehicles and how data is used and managed consistent with industry's commitment to consumer privacy.

Department of Commerce: The Commerce Department fosters innovation and economic growth and is focused on promoting U.S. economic competitiveness. The department oversees protections for intellectual property, manages export controls, and supports research and development initiatives in emerging technologies, such as cybersecurity and artificial intelligence. Collaboration with the department helps create an ecosystem for smarter vehicles, driving economic competitiveness and technological advancements.

Benefit: Demonstrate the massive amount of innovation generated by the industry in emerging areas and the importance of preserving U.S. leadership and competitiveness.