



2024

RESEARCH AGENDA

www.cargroup.org



CENTER FOR
AUTOMOTIVE
RESEARCH



Who We Are

Mission:

To inform and advise, through independent research, education, and dialogue, enabling a more viable and sustainable automotive ecosystem

Vision:

To be the most respected research source in the automotive industry.

Values:

- Trust, Respect, & Integrity
- Accountability & Credibility
- Agility
- Innovation
- Fiscal Responsibility
- Diversity, Equity, and Inclusion

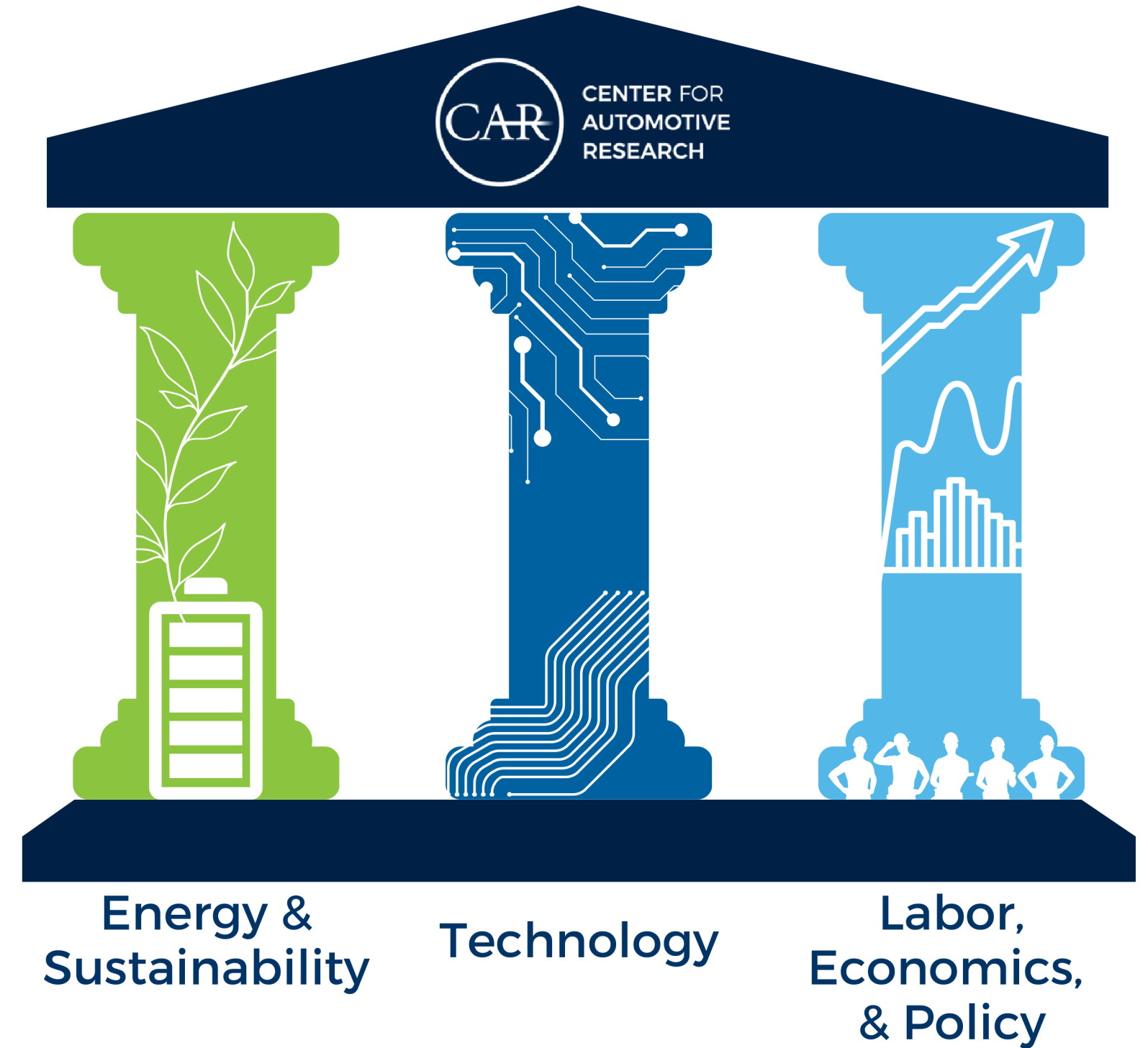


What We Do

Our 2024 research agenda is focused within the following three research pillars:

1. **Energy & Sustainability**
2. **Technology**
3. **Labor, Economics & Policy**

The specific research identified within each of these priority research pillars was selected following an expansive review of the current and near-term needs of the automotive industry and its adjacencies (e.g., the technology industry, the battery industry) and by our stakeholders, including our nearly 70 private sector and public sector partners.





RESEARCH PILLARS





Energy & Sustainability

Key Research Priorities for 2024

- **EV AFFORDABILITY:** Defining the key challenges impacting the affordability of electric vehicles.
- **BATTERY INDUSTRY NEEDS:** Categorizing and quantifying the needs of the automotive battery industry in the U.S.
- **MATERIALS CIRCULARITY:** Assessing opportunities to reuse or recycle EV battery components and materials.



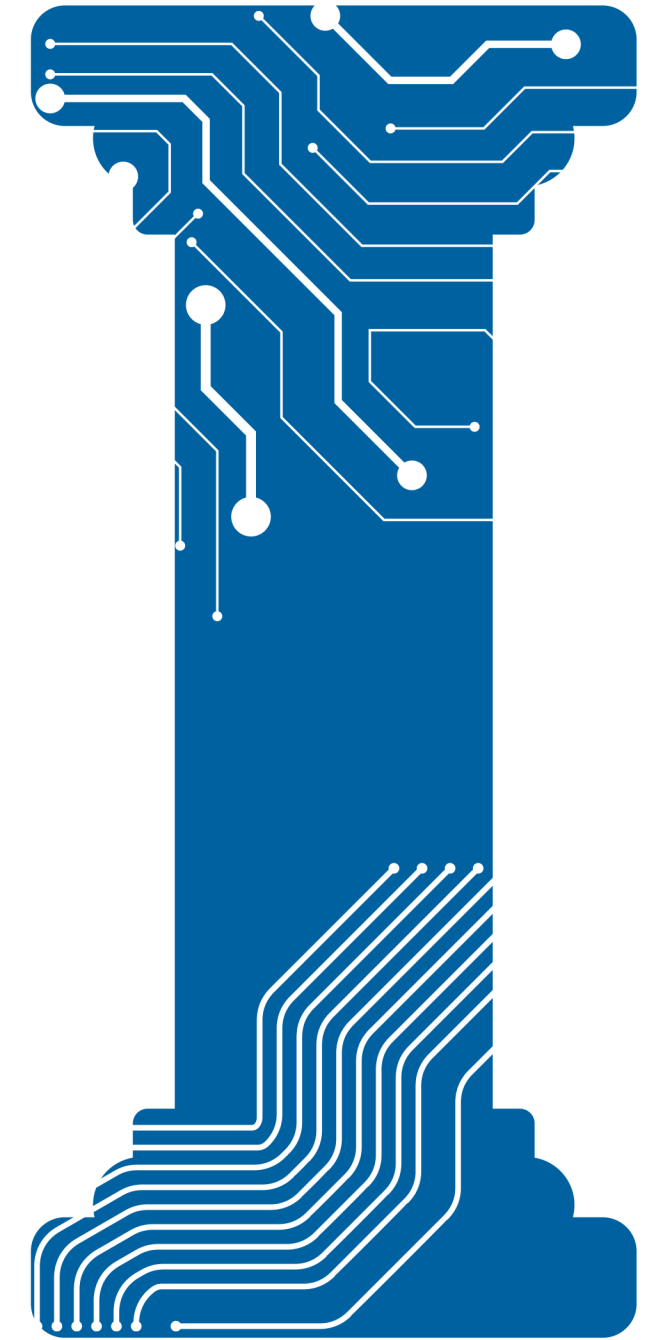
Energy &
Sustainability



Technology

Key Research Priorities for 2024

- **SOFTWARE-DEFINED VEHICLES:** Evaluating the benefits and efficiencies enabled by software-defined vehicles.
- **V2X COMMUNICATION:** Analyzing the safety, environmental, and other opportunities provided by V2X communication technology.
- **VEHICLE DESIGN AND PRODUCTION:** Understanding the auto manufacturer, dealer, regulator, and consumer dynamics around new technology-enabled design, manufacturing, and distribution models.



Technology



Labor, Economics, and Policy

Key Research Priorities for 2024

- **U.S. ECONOMIC IMPACT:** Calculating the current economic impact of the auto industry on the U.S. economy.
- **ECONOMIC DEVELOPMENT OPPORTUNITIES:** Assessing economic development opportunities in auto industry adjacencies (e.g., semiconductors, EV batteries, hydrogen).
- **LIFE CYCLE ASSESSMENT:** Identifying the gaps between E.U. and U.S. regulatory requirements on vehicle life cycle assessment and reporting.



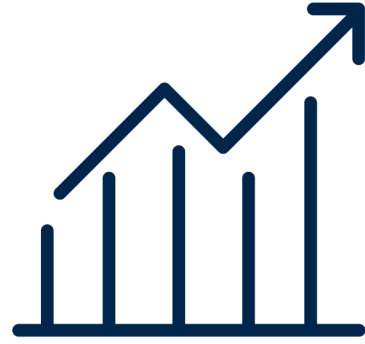
Labor,
Economics,
& Policy



Research Products



Book of Deals



Trend Reports



Market Analysis



Research Reports



Report Cards



Outlooks



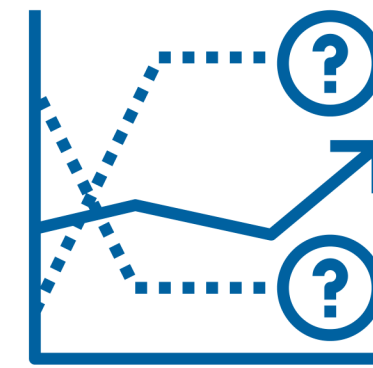
Survey Reports



Dashboards



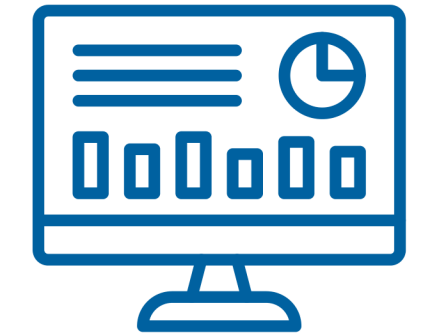
Whitepapers



Forecasts



Presentations



Databases





WORK WITH US





Our Experts & Research Team



Alan Amici
President & CEO



K. Venkatesh Prasad, Ph.D.
Senior VP of Research
& CIO



John Voorhorst
VP of Economic
Growth & Innovation



Steve Polakowski
VP of Business
Development



Marios Zenios
Strategic Advisor



Ravi Puvvala
General Manager, SBU



Ann Schlenker
Director of Government
Research Programs



Snehasis Ganguly, Ph.D.
Senior Industry Analyst



Yen Chen
Principal Economist



Lisa Krusemark, Ph.D.
Industry Analyst



Tyler Harp
Industry Analyst



Sam Begosso
Research Assistant



Morghan Allen
Research Assistant



Looking for tailor-made research led by independent industry experts?

CHOOSE  AS YOUR
RESEARCH PARTNER



info@cargroup.org



734.662.1287