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## **Center for Automotive Research Announces 60th Anniversary Management Briefing Seminars (MBS) is moving to Detroit**

**Ann Arbor, Michigan** - The Center for Automotive Research (CAR) is thrilled to announce the 60th Anniversary Management Briefing Seminars (MBS), the premier automotive industry conference, will be held September 15-17, 2025 at the historic Michigan Central Station in Detroit, MI.

As the automotive industry undergoes rapid transformation, MBS remains the essential platform for industry leaders, policymakers, and innovators to converge and shape the future of mobility. This year's event will be a landmark celebration of 60 years of groundbreaking discussions and strategic insights.

### **A New Era for MBS**

For the first time in its illustrious history, MBS will be held in the heart of Detroit, a city synonymous with automotive innovation. The iconic Michigan Central Station, a symbol of the city's resurgence and innovation, will provide an inspiring backdrop for three days of thought-provoking sessions, networking opportunities, and research briefings.

"As we celebrate our 60th anniversary, I'm excited as MBS returns to its industry roots, the heart of the American automotive industry: Detroit. This historic city and venue is the perfect backdrop for a conference that will help the industry redefine the future of mobility," said Mark Garrison, Vice President of Marketing & Communications and Lead Organizer of MBS.

### **A Davos-Style Gathering**

MBS is renowned for its unique, Davos-style format, fostering intimate discussions among industry titans and emerging leaders. Attendees will have the opportunity to engage in high-level conversations on a wide range of topics, including:



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- **Trade Policy Impacts:** Examining how Tariffs, Regulatory Shifts, and USMCA will impact supply chains, production, sales, and capital investments.
- **Software Defined and Connected Vehicles:** Exploring the latest advancements and challenges in these transformative technologies.
- **Sustainability and Circular Economy:** Discussing the environmental impact of the automotive industry and innovative solutions for a sustainable future.
- **Impact of Chinese EVs on the Global Markets and Shifting Trends:** Analyzing the opportunities and risks in key global markets.

### Join Us for this milestone celebration

To learn more about the 60th Anniversary MBS and to sign up for updates, please visit [www.cargroup.org/mbs](http://www.cargroup.org/mbs) or contact Mark Garrison at [carmarketing@cargroup.org](mailto:carmarketing@cargroup.org). A Call for Speakers and Sponsorship Prospectus will be available later this month and Registration will open in March.

### *Center for Automotive Research*

The Center for Automotive Research (CAR) is an independent, non-profit organization conducting industry-driven research and analysis. Focusing on critical areas like Energy & Sustainability, Technology, and Labor, Economics, and Policy. CAR has been a trusted resource for the automotive industry for over twenty years. [www.cargroup.org](http://www.cargroup.org)

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