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Center for Automotive Research Announces Mark Reuss, President of General Motors, as Keynote Speaker for 2024 Management Briefing Seminars

Ann Arbor, MI (May 29, 2024) – The Center for Automotive Research (CAR) is thrilled to announce that Mark Reuss, President of General Motors, will be a keynote speaker at its upcoming 2024 Management Briefing Seminars (MBS). The conference will be held August 5-8, 2024, at the Grand Traverse Resort and Spa in Traverse City, Michigan.

Reuss joins an already impressive lineup of speakers for the 2024 MBS, a premier event that brings together industry leaders, analysts, and investors for a comprehensive look at the future of the automotive industry.

“We are honored to have Mark Reuss as a keynote speaker for MBS 2024,” said Alan Amici, President and CEO of CAR. “His leadership and vision have been instrumental in shaping the future of General Motors, and we are excited to hear his insights on the key issues facing the automotive industry today.”

For 59 years, MBS has been a cornerstone event for the automotive industry, fostering critical dialogue and shaping the future of mobility. CAR prioritizes three key research pillars: Energy and Sustainability, Technology, and Labor, Economics, and Policy. Our Management Briefing Seminars are meticulously crafted to map directly onto these pillars, offering attendees focused insights and actionable strategies derived from CAR’s cutting-edge research. This year’s edition promises to be even more impactful, offering attendees:

- **Unparalleled Networking Opportunities:** The relaxed setting of Traverse City combined with dedicated networking events allows attendees to build valuable connections with industry leaders and colleagues.
- **In-depth Industry Discussions:** The MBS agenda features keynote addresses, thought-provoking panel discussions, and informative breakout sessions that delve into the most critical issues facing the automotive industry today. Topics include:
 - The future of electric vehicles and autonomous driving
 - Supply chain challenges and solutions



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- The impact of new technologies on the industry
- The evolving regulatory landscape
- Global economic trends and their impact on the automotive industry
- **Insights from Leading Experts:** In addition to Mark Reuss, the MBS features a roster of distinguished speakers from across the automotive industry, including executives from major automakers, suppliers, technology companies, and government agencies.

The MBS is a must-attend event for anyone who wants to stay ahead of the curve in the ever-changing automotive industry.

"With our industry in the midst of historic transformation, the Management Briefing Seminars is more important than ever, especially for collaboration and innovation. I'm honored to be asked to speak at this year's event and look forward to thoughtful discussions about that transformation and the future of the auto business" said Mark Reuss, President of General Motors.

Registration for the 2024 MBS is now open. For more information, including the full speaker lineup and agenda, please visit the CAR website at www.cargroup.org/mbs.

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

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