






Day 0 Executive Forums




10.30am - 1.30pm	EXECUTIVE FORUM - SOUNDHOUND AI  <p>Interested in attending this top level meeting? See the full agenda here and apply for your place: Automotive USA 2024 Executive Forum (reutersevents.com)</p>
10.30am - 2pm	EXECUTIVE FORUM - TAITRA  <p>Interested in attending this top level meeting? See the full agenda here and apply for your place: Automotive USA 2024 Executive Forum (reutersevents.com)</p>





















































Day 0: Breaking News Day

2.20pm - 2.40pm	LIVE REUTERS NEWS INTERVIEW  <p>Sebastian Mackensen, President and CEO, BMW North America</p> <p>Moderator: Joe White, Pulitzer Prize Winning Automotive Journalist</p> <p>This interview is by a Reuters journalist under the Reuters Trust Principles</p>
2.40pm - 3pm	AWARDS ANNOUNCEMENT (D.R.I.V.E.)
3pm - 3.40pm	<div> C-SUITE PANEL: MASTER AUTOMOTIVE'S GREAT TRANSFORMATION  <p>Peter Rawlinson, CEO and CTO, Lucid Motors</p>  <p>Ramiro Gutierrez, President of North America, ZF Group</p> <p>Moderator – Scotty Reiss, Founder, A Girls Guide to Cars</p> </div> <p>Our industry is at a crucial juncture with a century's worth of disruption in the previous decade and another century's worth of innovation ahead of us in the next. How we embrace these innovations will decide who survive and who will be the horse and cart sellers of the 21st century. Electric vehicles, autonomous technology, software-led computers on wheels and revamped manufacturing processes as individual changes would be seismic, together? All at once? Join us as we discuss:</p> <ul style="list-style-type: none"> - The technologies shaping automotive's tomorrow - How we can overcome resistance to change and bring our customers with us into an all-electric, software-defined future - Where we can collaborate in an era of protectionist policies, trade tensions and customer reluctance

3.40pm - 4.10pm

BREAK & PRESS INTERVIEWS

4.10pm - 4.30pm	<p>Dianne Craig, President, Lincoln Motor Company</p> <p>Scotty Reiss, Founder, A Girls Guide to Cars</p> 
4.30pm - 4.50pm	<p>Scott Keogh, CEO, Scout Motors</p> <p>Scotty Reiss, Founder, A Girls Guide to Cars</p> 
4.50pm - 5:10pm	LIVE REUTERS NEWS INTERVIEW  <p>Paul Thomas, President, Bosch Mobility, Americas</p> <p>Moderator: Joe White, Pulitzer Prize Winning Automotive Journalist</p> <p>This interview is by a Reuters journalist under the Reuters Trust Principles</p>

Day 1 – 22nd October				
8am	WOMEN IN AUTOMOTIVE BREAKFAST If you are interested in hosting a breakfast with 15-20 executives, reach out to manni.pattar@thomsonreuters.com for more details.			
	AUTO TECH KEYNOTE STAGE	AUTO STRATEGY KEYNOTE STAGE		
8:45am	INTRODUCTION AND ICE BREAKER			
8.50am	FIRESIDE CHAT Live Reuters News Interview with Continental Aruna Anand, President & CEO, Automotive, Continental North America  This interview is by a Reuters journalist under the Reuters Trust Principles		KEYNOTE FIRESIDE Live Reuters News Interview with the United States Secretary of Energy Jennifer Granholm, US Secretary of Energy	
			PRESENTATION Race to Revolution: From Software Laggard to Software Leader Modern cars contain over 650 million lines of code today, presenting unprecedented challenges in complexity, collaboration, speed, and predictability. Traditional production delivery methods, that have worked for decades, will not sustain the pace and rate of change required for the software-defined vehicle. This session will explore: <ul style="list-style-type: none">- Why software laggards are falling even further behind- Why status quo development won't work- How to overcome development challenges to become a software leader- Key capabilities you need to create world class software-defined vehicles Cameron van Orman, Chief Strategy Officer & GM Automotive Solutions, Planview 	
9.20am	FIRESIDE CHAT WITH HYUNDAI MOTOR GROUP Brian Latouf, President - Global Chief Safety and Quality Officer, Hyundai Motor Group  David Shephardson, Corporate Regulation Reporter, Reuters News  This interview is by a Reuters journalist under the Reuters Trust Principles		FIRESIDE CHAT Christine Feuell, CEO, Chrysler/RAM  Scotty Reiss, Founder, A Girls Guide to Cars	
9.40am	KEYNOTE PANEL: Become the Market Leader by Being a Software Leader <ul style="list-style-type: none">- Learn how to become a software leader by limiting how many versions of functions and features are available across platforms and life cycle stages.- Strategize how to maximise software development and maintenance to keep up with relentless innovation.- Execute the necessary mindset shift towards becoming tech innovators who prioritize the experience rather than horsepower. Dipti Vachani, Senior Vice President & General Manager, Automotive Business, ARM Eileen Gilbert, Head of Product Management, Mobilitysights Abdallah Shanti, EVP, Volkswagen of America  Amandeep Bhullar, Global Director – Semiconductor Engineering, Jaguar Land Rover 		KEYNOTE PANEL: The Momentous Transformation from ICE to EV. Is Hybrid the Short-Term Answer? <ul style="list-style-type: none">- Unpack the viability of hybrid vehicles to appease consumer demand and avoid federal fuel economy penalties- Latest advancements in hybrid powertrain technology, including mild hybrid, plug-in, self-charging and more- Choose the right investment by understanding if hybrids a worthwhile investment, or whether carmakers should skip straight to EV? Moderator – Sandy Munro, CEO, Munro & Associates Meredith Gibbons, Chief Procurement Officer, PowerCo Canada Inc.  Marques McCammon, President, Karma Automotive  Luis Guerra, VP, Product & Project Portfolio Management, GM Financial 	
10.20am	REVVING UP THE FUTURE: HARNESSING GENERATIVE AI IN AUTOMOTIVE MANUFACTURING Generative AI has greatly changed the business world. IDC suggests 85% of businesses will combine human expertise with AI by 2026. In the automotive industry, GenAI offers tremendous potential to help manufacturers navigate shifting market dynamics, increase innovation and secure a competitive edge. It improves vehicle design, production efficiency and supply chain management, presenting a new spectrum of opportunities and challenges. Join us for a discussion on how GenAI is revolutionizing the automotive sector and explore ways to begin or enhance your GenAI strategies. During the session, we'll cover: <ul style="list-style-type: none">- Current Market Trends and Adoption: Stay updated with the latest developments in technology and their adoption within the automotive sector.- GenAI Uses in Automotive Manufacturing: We'll look at different uses for AI in automotive manufacturing and prioritize those that are most useful.- Enterprise Considerations and Readiness: We'll explore the critical role of robust data infrastructure, cloud architecture, governance and change management in laying the foundation for successful Gen-AI integration. Raj Singh, Chief Information Officer, Visteon Ajit Kolhe, Automotive Partner Leader, Amazon Web Services  Angela Evans, Senior Client Partner (Data & AI), NTT DATA  Moderator: Tammy Soares, President of Launch, NTT DATA			KEYNOTE SPONSOR PRESENTATION Interested in showcasing your solutions on stage in front of over 800 automotive executives? Please reach out to manni.pattar@thomsonreuters.com for more details
10.40am	BREAK & EXHIBITION WALK-THROUGH			
11.10am	AGENDA WORKSHOP MPS Showcase your solutions to 20 – 25 automotive executives in an interactive workshops setting – email manni.pattar@thomsonreuters.com for more details	AGENDA WORKSHOP JP Morgan Showcase your solutions to 20 – 25 automotive executives in an interactive workshops setting – email manni.pattar@thomsonreuters.com for more details	AGENDA WORKSHOP Perficient Showcase your solutions to 20 – 25 automotive executives in an interactive workshops setting – email manni.pattar@thomsonreuters.com for more details	AGENDA WORKSHOP Interactive Roundtable Discussion Showcase your solutions to 20 – 25 automotive executives in an interactive workshops setting – email manni.pattar@thomsonreuters.com for more details
12.10pm	SOFTWARE DEFINED VEHICLE	SAFETY, SECURITY & AI	STRATEGY & EV	MANUFACTURING & SUPPLY CHAIN
	PANEL Seize and create new business opportunities enabled by software-led vehicles <ul style="list-style-type: none">- Utilize software to deliver a vehicle in-cabin experience that is an extension of the smartphone.- Become the go-to solution for all experience needs from automated payments, travel support to eCommerce and shopping experiences in-cabin.- Drive revenue now! Find out how OEMs can shift their resource allocation towards cars already in production to enable new features and promote regular investment. Frank Weith, Director of Connected Services, Volkswagen of America  Preethika Kallaguntla, Head of Global DevOps and SW Configuration, Lucid Motors  Scott Nash, Senior Director, Sales -Vehicles, Verizon  Moderator: Mike Wayland, 	PANEL AI-Powered Driver Assistance: Enabling Safer Roads for Everyone <ul style="list-style-type: none">- Designing intuitive human-machine interfaces for AI-powered driving- Building a secure and reliable data foundation for AI at the edge- Fostering global collaboration for responsible AI development in Mobility Lobna Karoui, Chief Insights for Connected Products, Stellantis  Denise Graves, Commercialization Program Director - MTRAC Transportation, University of Michigan  Arthur Safira, Senior Director, Systems Engineering, Motional  Matt Ke, President of America Regional office, AUO Corporation America  Anthony Le, VP Marketing, Macronix America 	PANEL Unleash Competitive Edge: New Industry Disruptors vs Legacy OEMs <ul style="list-style-type: none">- What does your business need to do immediately to create competitive advantage against affordable new entrants- Create resiliency and stability in your supply chains to slash vehicle cost- Scale up production processes and new technologies to solidify market distinction Moderator: Sandy Munro, CEO, Munro & Associates Kevin Callanan, Vice President Global Supply Chain, Lucid Motors  Daniel Barel, CEO, REE Automotive  Christian Appel, Global Head of Product & Programs, Nikola Motor  Steve Fambro, CEO, Aptera Motors 	PANEL *INTERACTIVE ROOM* Create Integrated, Robust, and Sustainable Supply Chains Break into groups of 6-8 to brainstorm and problem solve the following questions with your industry: <ul style="list-style-type: none">- How can your business adapt to environmental changes, resource scarcity and evolving geopolitical tensions, ensuring resiliency and lower long term costs?- What are the challenges and solutions of managing reputational and regulatory risks of non-compliance to maximise market share in the new road transport world?- How do you tackle data challenges so you can map a course for seamless, resilient and sustainable supply chains?
12.50pm	FIRESIDE CHAT Marcel Barwanietz, Head of Product Satisfaction, Volkswagen Group of 	FIRESIDE CHAT Live Interview with Synapse Partners Evangelos Simoudis, Founder, Synapse Partners Moderator: oe White, Pulitzer Prize Winning Automotive Journalist	FIRESIDE CHAT Diversity and Inclusion in Automotive Keynote Speech Kathy Kilbert, Governing Board Member, Women in Automotive	
1.10pm	HTEC GROUP	IBM	BLUE YONDER	AGERO
2.30pm	SOFTWARE DEFINED VEHICLE	SAFETY, SECURITY & AI	STRATEGY & EV	MANUFACTURING & SUPPLY CHAIN
	FIRESIDE CHAT Managing cybersecurity across your fleet: why connectivity is key <ul style="list-style-type: none">- UNECE R155 regulation has been active since July, how are OEMs managing so far?- The scale of the ask, protecting against 70 cybersecurity threats, over the lifecycle of new vehicles (average car lifespan is 12 years but it could reach as high as 25), ensuring all car components are suitably protected not only the software is a colossal task, not least at a time when cybersecurity API-based attacks are up 380%- Connectivity will be key to this management - a single pane, centralised solution that enables remote, over-the-air updates across vehicles globally throughout their whole lifecycle is key. Krishna Kommineni, Senior Engineering Manager, General Motors  Andrew Fradkin, Senior Director – Global Data Insight and Analytics, Ford Motor Company  Sabrina Yuan, VP Strategy and Business Development, Cariad – A Volkswagen Group Company  Nick Power, Chief Technol Officer, Cubic Telecom  Moderator: Carl Anthony, Managing Editor of Automoblog and host of AutoVision News Radio	**INTERACTIVE ROOM** How Can You Maximize AI Usage to Gain Competitive Advantage? Join this 1hr 20min interactive session to tackle the following questions with your industry peers: <ul style="list-style-type: none">- How can AI-powered systems be optimized to enhance vehicle cybersecurity without compromising user privacy or vehicle performance?- What are the key challenges and opportunities in developing AI algorithms for real-time threat detection and response in connected vehicles?- How can automakers leverage AI to improve passive and active safety features while ensuring driver trust and acceptance of these technologies?	OEM FIRESIDE CHAT SPONSOR PRESENTATION Enhance Efficiency and Reliability in America's Power Grid -Ensure grid resilience to support EV rollout, taking in account predictable demand cycles -Catalyze change and explore the impacts and opportunities of V2G integration for electric vehicle owners -How can the grid support commercial and heavy duty electric vehicles? Steven Cliff, Executive Officer, California Air Resources Board David Shephardson, Corporate Regulation Reporter, Reuters News 	FIRESIDE CHAT Live interview with Czinger Vehicles Lukas Czinger, Founder, President & CEO, Czinger Vehicles 
3.00pm			SPONSOR PRESENTATION Revamp Business Models for a Modern Age of Vehicles -Cater to new forms of usership to propel business growth and gain strategic advantage - Delve into consumer perceptions, preferences and concerns regarding EV adoption to maximize future sales and brand loyalty - What does your business need to do now to seamlessly adapt to the next generation of consumers? William Monroe, Senior Vice President, Sales, Marketing and CX, Karma Automotive  Greg Ethridge, Chief Financial Officer, Canoo  Blake Berger, Director Product Strategy, Ford Model E  Jason Xie, Director, NA Home Charging Product, Charging and Energy Business Unit, Stellantis  Moderator: Tu Le, Founder, Sino Auto Sights	PANEL From Data to Decisions: Maximize Manufacturing Efficiency through Analysis, Software and AI <ul style="list-style-type: none">- Leverage advanced technologies to analyse granular data and find efficiencies you couldn't see before- Identify defective parts in early manufacturing stages to achieve higher efficiency, reduce production costs and get new vehicles to market faster- Compete with disruptors on price through ever smarter manufacturing technology Jason Ryska, Director, Manufacturing Technology Development and Innovation, Ford Motor Company 
3.10pm	PANEL Unlock Advanced Safety: The Power of Software-Defined Vehicles & Industry Collaboration <ul style="list-style-type: none">- Realize to win the race for competitiveness, OEMs must leverage SDVs and partnerships to unlock new levels of advanced safety features and functions.- Focus on quickly and seamlessly integrating customized, scalable software solutions for connected vehicle platforms to reach the required safety standards.- Advance safety through intelligent vehicle health maintenance, as well as power new driver-assist features and functions. Jennifer Brace, Chief Futurist, Ford Motor Company  Rogerio Vollet, Director of EE Architecture Design, Stellantis  Jennifer Morrison, Head of Vehicle Safety, Mazda North America  Peter Schmitt, Product Line Executive Director, Software Products, Nexteer Automotive  Moderator: Carl Anthony, Managing Editor of Automoblog and host of AutoVision News Radio			
3.50pm	BREAK & EXHIBITION WALK-THROUGH			
4.20pm	SOFTWARE DEFINED VEHICLE	SAFETY, SECURITY & AI	STRATEGY & EV	MANUFACTURING & SUPPLY CHAIN
	PANEL Deliver the Vehicle Architecture that Enables the Optimal Driving Experience. <ul style="list-style-type: none">- Build software in-house rather than using hundreds of vendor suppliers to massively cut costs and profit margins in a traditionally high risk, low reward industry- Unveil the benefits of centralized ECUs which ensure the data communication is faster, securer, and performs better – both internally within the vehicle and externally via the link to the cloud.- Gain insights into the importance of vehicle architecture as the foundation for allowing updates and upgrades, automation or autonomy and constant connectivity. Scott Tobin, CEO, Envorso  Jayshree Athma, Director of Infotainment Software, Lucid Motors  Shyamsundar K. Ramaiah, Head Of Digital Transformation Strategy & Architecture, Digital Business, General Motors  Daniel Barel, CEO, REE Automotive  Moderator: Carl Anthony, Managing Editor of Automoblog and host of AutoVision News Radio	PANEL Accelerating software-defined vehicle transition with AI-powered autonomy technology Innovation cycles for next-generation vehicles are shortening while consumer expectations are rising. How is the automotive industry addressing the time and cost pressures while delivering on performance expectations in the transition to software-defined vehicles? This session will dive into: <ul style="list-style-type: none">- New requirements and challenges in transitioning from hardware-centric to software-defined vehicles.- How AI is being used to accelerate the development of next-generation ADAS and higher levels of autonomy.- Partnership strategies for AI-powered autonomy tech development as industry players design new user and driving experiences through software-centric innovation. Shawn Kerrigan, COO and Co-Founder, Plus Lazaar Louis, Director of Product Management and Marketing, Automotive & Automated Driving, Autmarella Moderator: Denise Graves, Commercialization Program Director - MTRAC Transportation, University of Michigan 	*INTERACTIVE ROOM* Electrify the USA: Strategize the Acceleration of Electrification In a collaborative, round-table format, brainstorm the following electrification questions: <ul style="list-style-type: none">- Discuss the latest policy developments: shaping the future of EVs in America and deliberate their impact on market trends and consumer adoption.- What cutting-edge technologies should your business prioritize to propel the EV industry forward, from advancements in battery technology to smart charging solutions?- What are the opportunities and challenges presented by the accelerated rise of EVs? What challenges are your business facing in this transformative era of transportation? Moderator: Tu Le, Founder, Sino Auto Sights	PANEL Plan Smart: Build Resilient and Sustainable Chaints <ul style="list-style-type: none">- Convert the growing influx of supplier data into knowledge through data analysis and gain true understanding of your supply chain- Keep ahead of regulatory and economic developments at home and abroad that could impact your operations- Analyze the financial and environmental performance of suppliers and predict their availability to deliver on time through AI-enhanced technology Srinivas Kompella, Director Purchasing and Supply Chain, Ultium Cells LLC, General Motors  Derek Lemke, SVP, Product Level Intelligence, EXIGER Exigter Bruce Baumgartner, Vice President, Supply Chain, Quality & Reliability, Zoox  Moderator: Beth Crowley, Founder & Chief Resilience Officer, Crowley Group
5.00pm	SPONSOR PRESENTATION <ul style="list-style-type: none">- Chinmay Pandit, Head - KPIT Americas & Member of the board, KPIT- Anirvan Coomer, Managing Director, GM Ventures 			
5.20pm	FIRESIDE CHAT Live Reuters News Interview with Stellantis Teresa Thiele, SVP Global Purchasing Programs, Stellantis  Moderator: Joe White, Pulitzer Prize Winning Automotive Journalist This interview is by a Reuters journalist under the Reuters Trust Principles			
5.40pm	DRINKS AND LIVE MUSIC			
7.10pm	VIP DINNER HOSTED BY PLANVIEW			
7.10pm	VIP DINNER HOSTED BY TATA COMMUNICATIONS			
7.20pm	PLANVIEW DINNER Interested in hosting a dinner with 10-15 automotive executives? Find out more details by reaching out to manni.pattar@thomsonreuters.com			

Day 2 – 23rd October			
	AUTO TECH	AUTO STRATEGY	INTERACTIVE ROOM
9am	<div>KEYNOTE Live Reuters News Interview with Stellantis Sanjiv Ghate, CEO of Mobilisights and SVP of Data Business Unit, Stellantis This interview is by a Reuters journalist under the Reuters Trust Principles</div>	<div>KEYNOTE Andrew Cornelia, President and CEO, Mercedes Benz High Power Charging Moderator: David Shepardson, Corporate Regulation Reporter, Reuters News This interview is by a Reuters journalist under the Reuters Trust Principles</div>	
9.20am	<div>SPONSOR PRESENTATION How OEMs can leverage the leading voice and generative AI technology to deliver future-forward experiences their drivers expect. Join SoundHound AI's Mike Zagorsek, COO as as he shares the summary findings of their new proprietary research into what the future of in-vehicle voice AI has in store. Mike Zagorsek, COO, SOUNDHOUND AI</div>	<div>SPONSOR PRESENTATION Gabe Klein, Executive Director, Joint Office of Energy and Transportation Moderator: David Shepardson, Corporate Regulation Reporter, Reuters News</div>	
9.30am			
9.40am	<div>FIRESIDE CHAT Live Reuters News Interview with Nvidia Danny Shapiro, VP of Automotive, Nvidia Moderator: Joe White, Former Global Automotive Editor, Reuters News This interview is by a Reuters journalist under the Reuters Trust Principles</div>		
10am	<div>PANEL Move Beyond the Hype of SDVs and Into a Reality of Ever Improving Vehicles <ul style="list-style-type: none">- Understand how the right vehicle software infrastructure can allow you to improve vehicle performance and user experiences throughout their lifetimes- Ensure effective data utilization throughout the organization and vehicle lifecycle to accelerate innovation and explore new revenue streams- Learn practical software strategies for realizing continuous data-driven and software-enabled innovation. Yu Fang CTO, CPO and co-founder, Sonatus Jason Lee, Head of Vehicle Software Group, Hyundai America Technical Center, Inc (HATCI) Sabrina Yuan, VP Strategy and Business Development, Cariad – A Volkswagen Group Company Nand Kochhar, VP, Automotive and Transportation Industry, Siemens Digital Industries Software Moderator: Mike Wayland, Autos Reporter, CNBC</div>	<div>PANEL Restructure or rebuild: Smoothly Shift from ICE to EV Manufacturing <ul style="list-style-type: none">- Understand the correct balance between repurposing existing assets and developing new gigafactories whilst adequately retraining your workforce- Align your strategy with the market dynamics influencing demand for ICE and EV vehicles- Utilise data and the latest plant technologies (e.g., digital twin) to anticipate potential risks and help adopt vertical integration Moderator – Sandy Munro, CEO, Munro & Associates</div>	
10.40am	BREAK & EXHIBITION WALK-THROUGH		
11.20am	<div>FIRESIDE CHAT Structured Problem Solving in Automotive Innovation: Driving Quality and Efficiency <ul style="list-style-type: none">- Learn about Advanced Root Cause Identification that minimizes resource usage while rapidly pinpointing and addressing quality issues.- Improve Product Launch Timelines by killing emerging issues quickly with statistical confidence.- Enhance Brand Reputation with reduced warranty claims and boost customer satisfaction by preventing recurring issues through effective solutions. Humam Alwan, Global Quality Software Manager, Stellantis</div>	<div>FIRESIDE CHAT Live Interview with US Center for Advanced Manufacturing Cynthia Hutchinson, CEO, US Center for Advanced Manufacturing</div>	<div>*INTERACTIVE ROOM* Partner and Collaborate to Drive the EV Transition <ul style="list-style-type: none">- Where in the value chain is best to utilise partnerships and collaboration between OEMs to ensure quality and cost-efficiency?- How can collaboration with OEMs and key industry players improve capital, person power, and innovation to tackle the biggest EV revolution challenges head-on?- What are the challenges with federal and local governments to align on policies and incentives to encourage EV adoption? Moderator: Justin Charbonneau, Venture Principal, Automotive Ventures</div>
11.50am	<div>PANEL The Future of In-Cabin Experience: Innovation, Comfort, and Connectivity <ul style="list-style-type: none">- Discuss the potential impact of voice assistants and AI to enhance the drivers' interaction with their vehicles.- Align technological innovations with emerging trends and consumer expectations.- Impact on driving experience of cutting edge technologies in automotive interiors such as augmented reality displays, personalized environmental controls (voice, audio, lighting), smart surfaces. Trpko Blazevski, Global Digital Platforms - Head of Digital Innovation & Tech Scouting and Generative AI, Stellantis Kyle William Taylor, Infotainment Software Department Manager, Hyundai America Technical Center, Inc (HATCI) Mahi Veluppillai, Senior Technical Leader, Ford Motor Company Pierluigi Visotti, Global BD&PM Director, Bitron S.p.A.</div>	<div>PANEL The Evolution of Automotive Industry Giants: Emphasizing Net Zero Initiatives as Fundamental Pillars of OEM Business Strategies <ul style="list-style-type: none">- Explore the innovative approaches automakers are embracing to advance their electrification initiatives and pave the way for widespread adoption of electric vehicles in the upcoming phase of the EV revolution- Gain insight into how OEMs are capitalizing existing ICE vehicle assembly lines to maximize revenue streams- Maximize profitability through the adoption of EV-first production capabilities Stacey Ferreira, Director, Retail Sales Execution and Innovation, Ford Model e Stephanie Wright, COO, US Center for Advanced Manufacturing</div>	
12.30pm	LUNCH		
2pm	<div>FIRESIDE CHAT Live Reuters News Interview with Karma Automotive Marques McCammon, President, Karma Automotive Moderator: Joe White, Former Global Automotive Editor, Reuters News This interview is by a Reuters journalist under the Reuters Trust Principles</div>	<div>FIRESIDE CHAT Katherine Peretick, Commissioner, Michigan Public Service Commission</div>	<div>*INTERACTIVE ROOM* How Can the US Compete with APAC OEMs to Ensure Market Share of Autonomous Vehicles in the Future? Join this 1hr 10min interactive session to tackle the following questions with your industry peers: <ul style="list-style-type: none">- Why are APAC consumers more likely to embrace autonomous driving, more enthusiastic about autonomous functionalities, and more willing to pay for AVs compared to other regions?- What are the key differences between US and APAC market conditions that allow APAC OEMs to roll out L3-ready vehicles at much more affordable prices, and how can the US automotive industry learn from this approach?- How do government support and investments in R&D, infrastructure, and regulatory frameworks for autonomous vehicles compare between different regions, and what impact does this have on AV development and deployment? India Herdman, Senior Manager, Policy Affairs, Consumer Technology Association</div>
2.20pm	<div>PANEL Accelerate Shift-Left methodology enabled by Software Defined Vehicle <ul style="list-style-type: none">- Find out how Shift-left methodology can achieve early defect detection by 40%, reduce validation time by 25% and improve software quality by 40%.- Gain insight into integration of systems engineering to accelerate the software development process over its entire lifecycle to achieve scalability, portability and modular architecture. Jayshree Athma, Director of Infotainment Software, Lucid Motors Ahsan Qamar, Senior Engineering Manager, Ford Motor Company Moderator: Aditya Pathak, VP & Head - Automotive, Transportation & Logistics, Cognizant</div>	<div>PANEL Untangle the Web of Federal Policies and Regulation to Solidify your Electrification Strategy <ul style="list-style-type: none">- Cut through the noise of new tailpipe pollution limits and how the way for either outcome of the US election- The impact of the Inflation Reduction Act and its influence on federal EV incentives- Should tax credits be a decisive factor in automaker's long term EV plans? Kristin Shaw, Transportation Decarbonization Specialist, Office of Mobility Innovation at The City of Detroit</div>	
3.00pm	<div>AUTOMOTIVE USA 2024 ROUND UP 'Join this session to get your immediate takeaways from the conference. With so much taking place, it can be hard to make sure you leave with all the necessary insights shared over the two days. This 30 minute session is to ensure that you can leave Automotive USA with actionable insights as soon as you walk out the door to share with your team and wider business. Be sure to tune in!'</div>		
3.30pm	CLOSING REMARKS		