

EMERGING TECHNOLOGIES

A MEMA BTC Think Tank

MEMA Technology Conference
October 10, 2023



Emerging Technology

EMERGING TECHNOLOGY

WHAT DOES IT MEAN?

“Emerging Technologies are technologies for which development or practical application and promise are still largely unfulfilled or undeveloped in potential, while they may have existed for a period of time.”

EMERGING TECHNOLOGIES

THE 2023 TEAM

BTC Committee Sponsor:

Ben Johnson

Mitchell1

Team Facilitator

Jeff Marshall

Pricedex Software

Team Members

Mark Hough

East Penn Batteries

Scott Nash

Spectra Premium

Andrew Ciszczon

Freudenberg-NOK Sealing

Scott Tompkins

Epicor

Matt Zerilli

Mann+Hummel

Jolene Castillo

Robert Bosch

Kristin Anostas

Blokios

Jeff Weaver

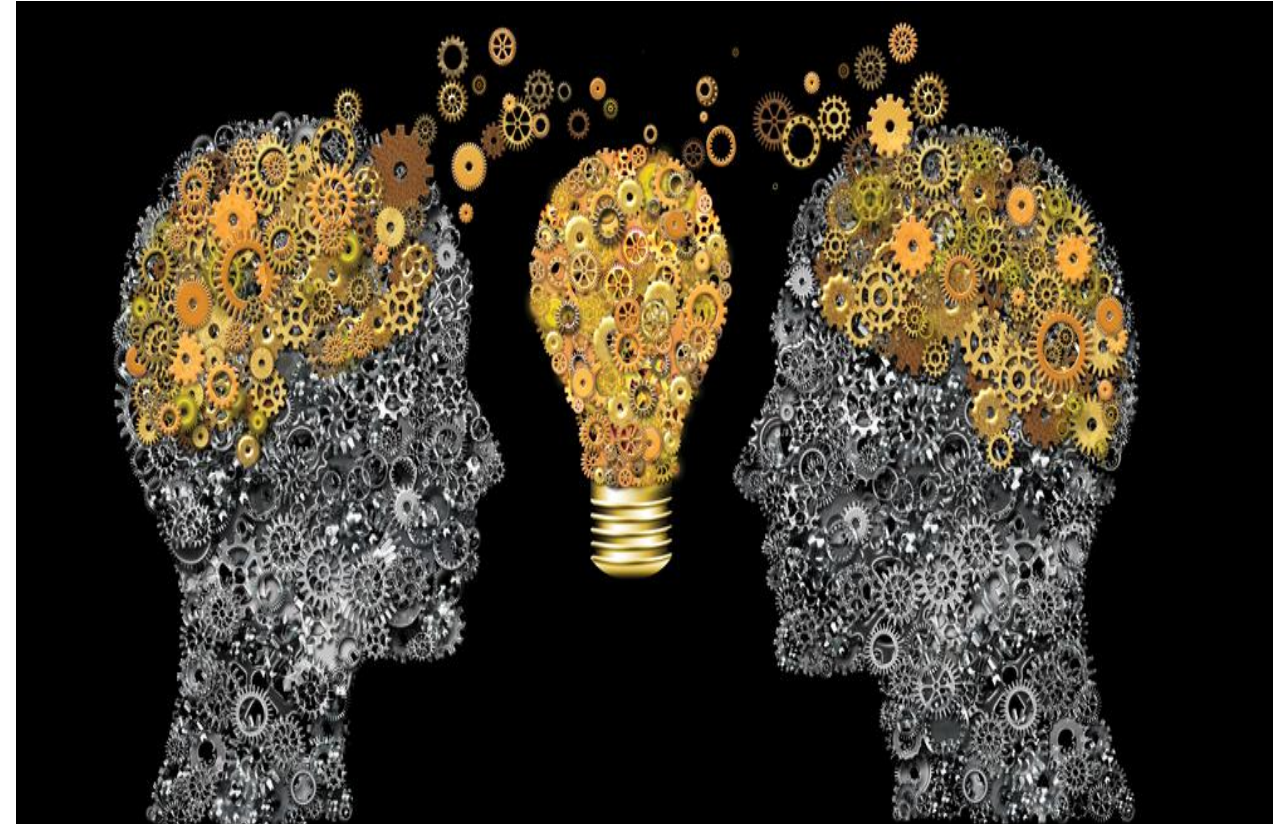
Walker Products

Adam Sworski

Valvoline

David Williams

OptiCat/JNPSoft



EMERGING TECHNOLOGIES

Previous Work Packages

THE EMERGING TECHNOLOGIES SERIES

VOLUME 1 - Overview

- “Primer”
- “The New Customer Ecosystem”
- “3D Printing”
- “Electrification of the Vehicle”
- “Power Systems”
- “5G Communication & Telemetry”
- “ADAS (Advanced Driver Assistance Systems)”
- “Autonomous Vehicles”



EMERGING TECHNOLOGIES

Previous Work Packages

THE EMERGING TECHNOLOGIES SERIES

VOLUME 2 – A Deeper Dive

- “Power Systems – Li-Ion Batteries and the Circular Economy”
- “Electrification and National Security of the Mineral Supply”
- “Introduction to the Blockchain”
- “B2B-B2C...Don’t Forget O2O”



EMERGING TECHNOLOGIES 2023 Work Product

Volume 3 - The Insights Series

“Battery Insights – Batteries in Operation and Chemistry Breakdown”

- What is the current US Market landscape.
- A detailed breakdown of Batteries in Operation and the equipment to which it applies.



EMERGING TECHNOLOGIES 2023 Work Product

Volume 3 - The Insights Series “Electric Vehicle Service Readiness”

- Deeper insights into the aftermarket’s state of readiness for supplying service parts and repair facilities and expertise, and the risks associated with not making broad spectrum service ‘convenient’ across the aftermarket.



EMERGING TECHNOLOGIES 2023 Work Product

Volume 3 - The Insights Series

“The Truth about The Grid”

- A revealing essay about the strengths and weakness of our National Power Grid, and the regulatory shortcomings limiting a truly ‘mobile’ supply and demand chain to support Electric Vehicles.

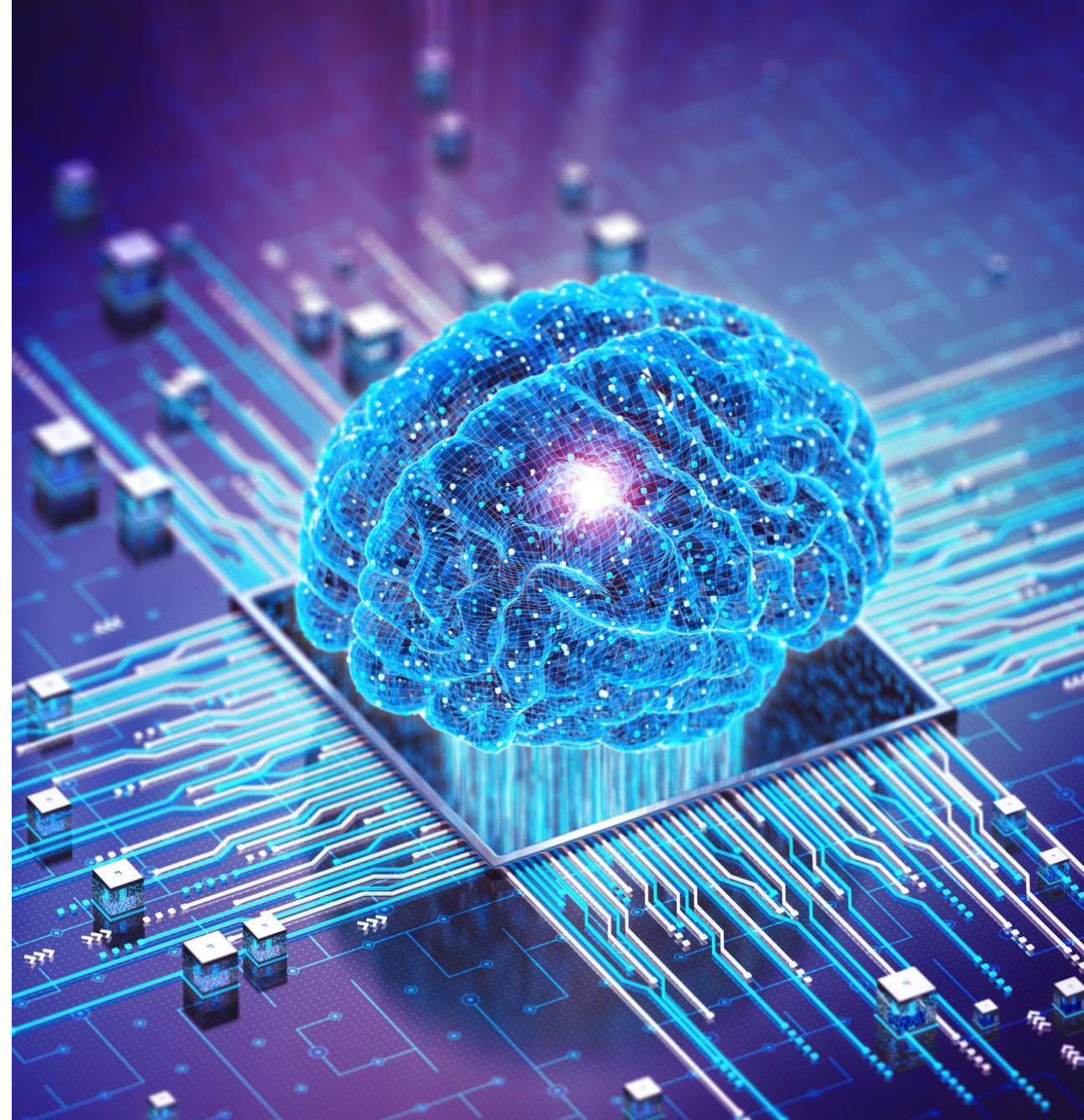


EMERGING TECHNOLOGIES 2023 Work Product

Volume 3 -The Insights Series

“AI and Implications for the
Automotive Ecosystem”

- A look into practical uses for two types of Artificial Intelligence in the automotive world – ‘Conventional’ and ‘Generative’ AI.



EMERGING TECHNOLOGIES “The Package”

Volume 3 -The Insights Series

“Battery Insights – Batteries in
Operation and Chemistry
Breakdown”

“Electric Vehicle Service Readiness”

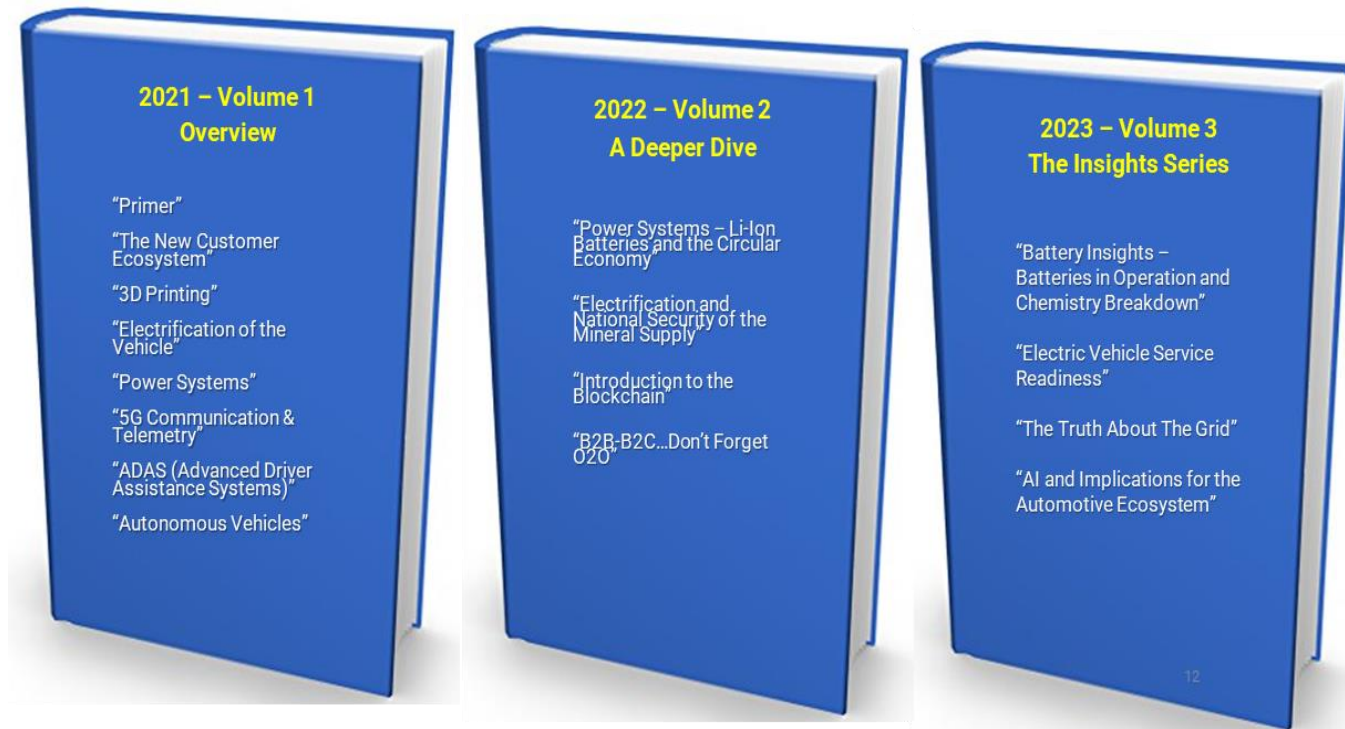
“The Truth About The Grid”

“AI and Implications for the
Automotive Ecosystem”



EMERGING TECHNOLOGIES THINK TANK

Summary of Contributions



16 Publications to-date



Strong by Association

CONNECT WITH US

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