

THE 2010 WASHINGTON
AUTO SHOW
[CHANGE HAPPENS HERE]

The 2010 Washington Auto Show Timeline

**Public Policy Day, onsite, Washington Convention Center
Tuesday, January 26, 2010**

Halls D & E

- 8:00 a.m. - 9:00 a.m. Mazda Breakfast
Jim O'Sullivan, President and CEO
Robert Davis, Sr. Vice President of Research and Development
- 9:05 a.m. - 9:20 a.m. Ricardo, Inc. Demonstration of innovative technology
for highly fuel-efficient, low-emissions, flex-fuel vehicles
Kent Niederhofer, President, Ricardo, Inc.
- 9:25 a.m. - 9:45 a.m. Chevrolet: Discussion of new technologies that will enable Chevy's
"Gas Friendly to Gas Free" strategy
Tom Stephens, GM Vice Chairman, and Jim Campbell, Chevy General
Manager
- 9:50 a.m. - 10:30 a.m. **KEYNOTE "The Ford Story" with Alan Mulally, President and CEO,
Ford Motor Co.**
Co-sponsored by the Washington Automotive Press Association (WAPA)
Announcement of WAPA Golden Gear Award
- Halls A, B, C**
- 10:45 a.m. - 11:05 a.m. Department of Justice: Announcement of the National Motor Vehicle Title
Information System by Jim Burch, Acting Director
- 11:10 a.m. - 12:15 p.m. Mercedes-Benz/ Lunch
Dr. Jörg Breuer, Head of Active Safety
Dirk Ockel, Head of Accident Safety
- 12:20 p.m. - 12:55 p.m. Lisa Jackson, Administrator, EPA
Launch of Advanced Technology SuperHighway
- 1:00 p.m. - 1:15p.m. BMW: "Electric Vehicles: America's reaction to BMW Group's real world
electric vehicle consumer experience and the future of electric mobility"
Rich Steinberg, Manager, Electric Vehicle Operations & Strategy, BMW of
North America
- 1:15 p.m. - 1:25 p.m. Wheego Electric Cars
Les Seagraves, Vice President of Marketing
- 1:25 p.m. - 1:35 p.m. Green Car Vision Award
Ron Cogan, Editor and Publisher, Green Car Journal

- 1:35 p.m. - 1:50 p.m. Nissan Leaf
Mark Perry, Director of Product Planning
- 1:55 p.m. - 2:05 p.m. THINK electric cars
Richard Canny, CEO, THINK Global
- 2:05 p.m. - 2:15 p.m. Motor & Equipment Manufacturers Association (MEMA) and
the Automotive Aftermarket Suppliers Association (AASA)
Steve Handschuh, President and COO, AASA; Vice President, MEMA
- 2:20 p.m. - 2:30 p.m. Scuderi Engines
Salvatore C. Scuderi, President
- 2:35 p.m. - 2:45 p.m. Novozymes: "Turning Today's Trash into Tomorrow's Fuel"
Adam Monroe, President, Novozymes North America
Room 143
- 3:00 p.m. - 5:00 p.m. Joint Plenary Session with SAE International and Electric Drive
Transportation Association:
Congressman Fred Upton, 6th Congressional District, Michigan
Andrew Brown, Jr., PhD, PE, NAE, President Elect, SAE International &
Executive Director & Delphi Corporation
Brian Wynne, President, EDTA
- Panelists:
The Honorable Dave McCurdy, President and CEO, Alliance of Automobile
Manufacturers
Peter "Jack" Basso, Director, Program Finance and Management, American
Association of State Highway and Transportation Officials
Joseph N. Kianthra, Ph.D., President, Active Safety Engineering LLC
Roland Hwang, Senior Policy Analyst, Natural Resources Defense Council
Thomas Kuhn, President, Edison Electric Institute
- 4:45 p.m. Keith Crain/Automotive News Lifetime Achievement Award
Presented to Ralph Nader
- 5:00 p.m. - 8:00 p.m. "Sneak Peek" Preview and Reception for Members of Congress,
Administration officials, diplomats and media.