



# IEEE Spectrum & The IEEE Santa Clara Valley Section Present: **SILICON VALLEY'S IMPACT ON THE AUTOMOTIVE INDUSTRY** at the **Computer History Museum, Hahn Auditorium, Mountain View, CA**

**LIVE EVENT - Tuesday, 4 October 2011 | 5:30 pm – 7:30 pm**  
Available on demand on IEEE Spectrum Online 10 October

## PANELISTS:

**INTRODUCTION:**  
**RUSSELL LEFEVRE**  
Chair IEEE Electric Vehicles Committee

**MODERATOR:**  
**SUSAN HASSLER**  
Editor-in-Chief, IEEE Spectrum



**DON'T MISS THIS  
IMPORTANT EVENT!**

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**OVERVIEW:**  
**BRIAN WYNNE**  
Pres. of the Electric Drive Transportation Assoc.

**INDUSTRY CHALLENGES:**  
**DON HILLEBRAND**  
Director, Center for Transportation Research, Argonne Labs



**INDUSTRY PERSPECTIVE:**  
**MARTIN EBERHARD AND MARC TARPENNING**  
Founders of Tesla Motors

**DIRK ROSSBERG**  
Head of BMW Group Advanced Technology Office

**BYRON SHAW**  
Managing Director, GM Advanced Technology Silicon Valley

**INDUSTRY ANALYST:**  
**JOHN VOELCKER**  
Editor, GreenCarReports.com  
and AllCarsElectric.com



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