

The Future of the Automobile Industry

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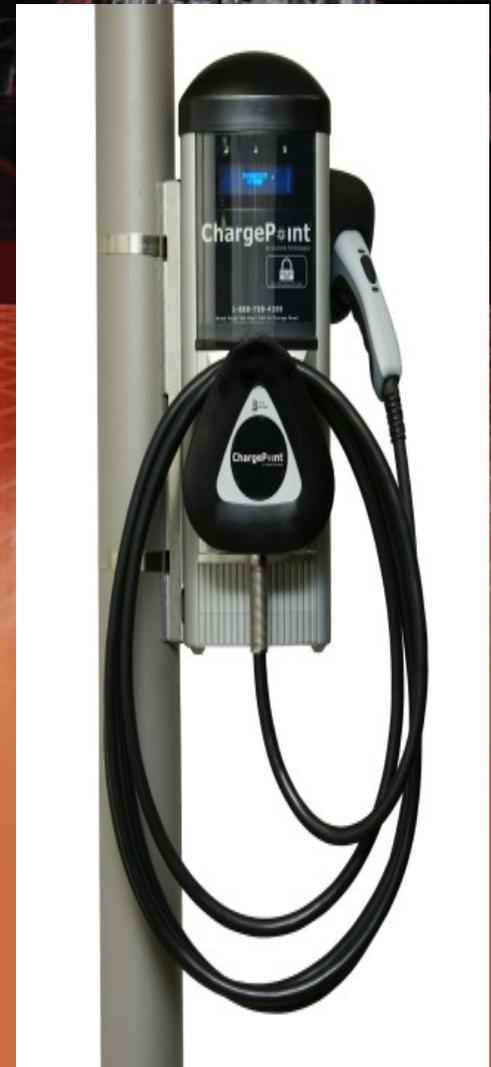
Current conditions

The background of the slide features a red sports car on the left and a detailed engine assembly on the right, set against a dark red, grid-patterned background with glowing red lines. The car is shown from a rear three-quarter view, and the engine is shown from a front-three-quarter view.

The shocks to the economy, world wide competition and heavy pension obligations to union retirees threatened GM and Chrysler with Bankruptcy by 2008. Obama bailed them out and currently they seem like they will survive to save jobs and pay back the government. Approximately 11 million cars are sold in the U.S. each year. By 2030 there will be three times as many on the road as there are now over 300 million. But if all goes well we will be importing much less oil. The world is embracing alternative fuels for transportation. The Chinese government has committed \$15 billion for electric vehicles over the next 10 years. In 2009 alone, the US government released an estimated \$8 billion for the development of advanced vehicle technologies, and \$2 billion for the manufacturing of advanced batteries.

Expected

- Economy- Continued pressure on the U.S. economy and world economy is expected to create additional pressure for more fuel efficient vehicles such as hybrids and alternative fuel vehicles
- Politics- It is expected that government will continue to have an active role in the industry. The investments by the government at least for now seem to have paid off but by 2020 or 30 we will be lucky if we get our money back or the companies don't need even more help.
- Technology- future car technologies include new energy sources and materials, which are being developed in order to make automobiles more safe, more energy efficient. compressed air and steam and regenerative braking all save energy. The industry is experimenting with water repellent glass and fiberglass and aluminum are being used to lighten and improve cars.
- Culture/social- All signs point to the potential for significant consumer demand for Electric Vehicles emerging over the next 20 years.
- Environment-Utilities like the electric company also are seeing new opportunities as these new marketplaces develop.They will set up charging stations for Electric Vehicles effectively partnering with the automobile industry. Using Renewable energy such as the sun to power these stations will likely result in strong profits.



THIS

Feared

The background of the slide features a red sports car on the left and a detailed engine assembly on the right, set against a dark background with red grid lines and glowing elements, suggesting a high-tech or futuristic automotive environment.

Economy- China and other emerging economies will not only stop buying but will compete aggressively for market share. The effect when a major manufacturer goes out of business has ripple effects causing many businesses go under and lots of jobs to be lost.

Politics- Other governments such as China will keep there markets restricted while they steal technology from advanced nations competing unfairly.

Technology- the lack of a clear path deciding which energy alternatives will lead to a fragmented infrastructure that companies and government wont be able to adapt fast enough and jobs will be lost.

Environment- some alternate fuels that are being pressed by other industries such as coal or nuclear energy. These may do more harm to the environment by creating greenhouse gases or radiation leaks.

Culture/social- gas will become unaffordable or none of the technologies will pan out as reasonable alternatives. The industry will also be exported out of the US for cheap labor.

Preferred

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- Economy- carmakers will focus on the push toward practical alternate fuels so that local fuels such as coal and natural gas or even locally grown algae could be used to ensure the market and to create jobs here and self reliance.
 - Politics- The situation in the middle east is critical since it will take time to develop alternative fuels.
 - Technology- Some of the alternative fuels that will be used are Compressed Air, battery- electric, solar, ammonia, biofuels, charcoal, natural gas, hydrogen and nitrogen are just some of the alternate fuels that may power our cars by 2030.
 - Culture/social- The best route for our culture is to take advantage of present infrastructure like our plugs at home and charging stations if people aren't forced to wait hours while their car charges.

Aspiration Statement

My aspiration for the automobile industry for 2030 are computerized and environmentally friendly cars that run on alternative fuels. These cars would make driving more safe for people while being cost efficient and more affordable.

