West Midlands Automotive Cluster

Martyn Mangan
Automotive Cluster Manager

LAND ROVER

JAGUAR

TATA

SAIC MOTOR 上海汽车

DENSO

JCB

MORGAN

ZYTEK

GKN

MODEC

THE UNIVERSITY OF WARWICK

SERTEC
GROUP HOLDINGS LIMITED

RICARDO

ARUP

conekt

THE UNIVERSITY OF BIRMINGHAM

TRW

prodrive

MIRA

West Midlands’ Regional Strengths

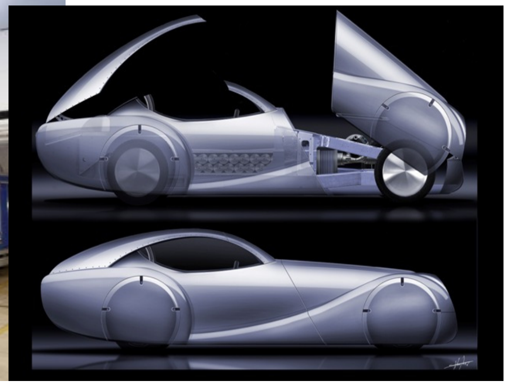
- Centre of Gravity of UK Industry;
  - 33% of UK car production in 2008 within 60 km of Central Birmingham
  - 40% of UK automotive employment (114,000+ direct employees)
  - 1,500 dedicated automotive suppliers, with 16 of the top 20 global first tier suppliers
  - Extensive 2nd/3rd tier supply base and aftermarket
  - **>60% of UK R&D by value located in the region**, including independent and OEM-owned facilities
  - Unique automotive expertise and resources in Universities

Automotive Crisis and Opportunity?

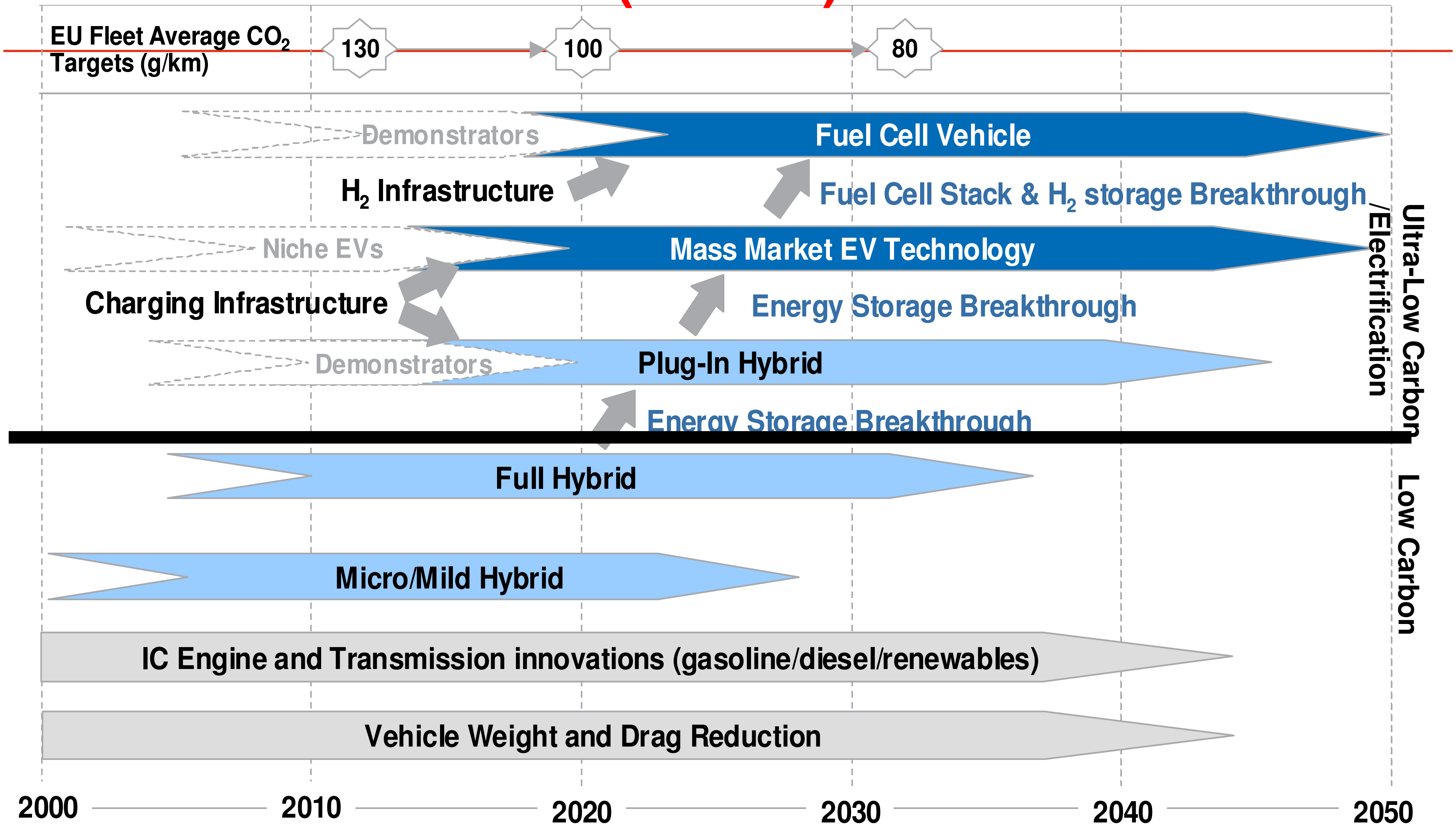
- Mature sector with established practices
- Over capacity – world can produce 80 million+ but only demands 65 million at best
- Reduction in the use of non-renewable energies (vehicles, manufacturing and recycling)
- Therefore auto faces significant restructuring
  - Manufacture
  - Vehicle type

What are the Opportunities and Growth Areas

- Low Carbon Markets
  - LCV & Ultra Low Carbon Vehicles technologies
  - Intelligent Transport Systems
  - Infrastructure
  - Manufacturing (utilities and carbon content)
  - New Supply Chains – for the above



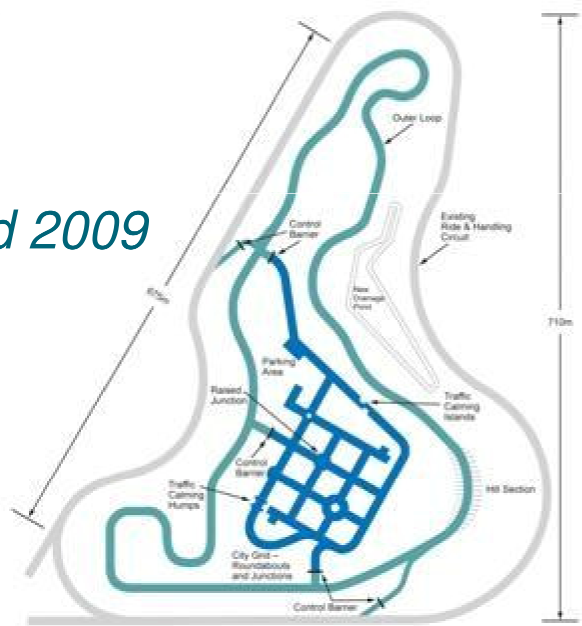
New Automotive Innovation Growth Team (NAIGT)



Automotive Projects

- **Intelligent Transportation Systems**
  - Vehicle to vehicle & road to infrastructure
  - Congestion charging, mobile data etc
  - Encourage Collaborative R&D
  - Significant partners
    - UK Technology Strategy Board
  - *Attract investment – ready end 2009*

innovITS



Possible layout of the innovITS - ADVANCE 'city' circuit

innovITS

Automotive Projects

- **Niche Vehicle**
  - Access to small companies and innovation
  - Growth Market
  - Support Innovation
    - Collaborative R&D
    - Share Best Practice
  - Homologation
  - Support for LCV coming from these companies
  - *Will be looking to European regions*
    - *Win/win projects*

Low Carbon Vehicle Demonstration Trial

UK Technology Strategy Board

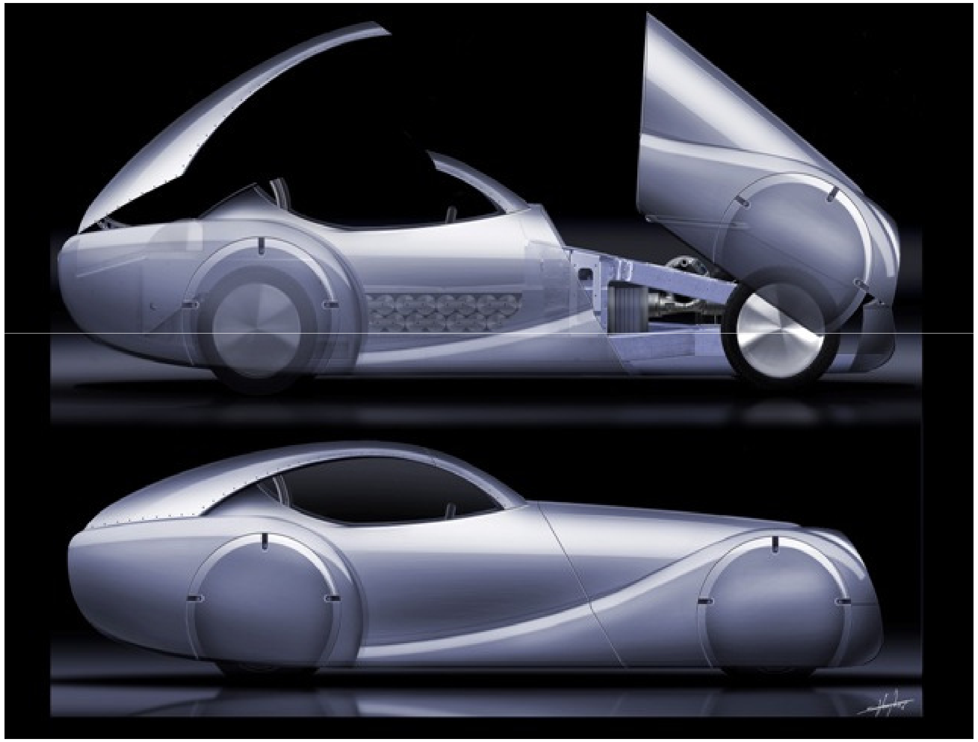
Ultra Low Carbon Vehicles Call

- £14 million project
- From end of 2009 for 12/18 months
- 110 vehicles with less than 50 gm of CO_2/km)
- For impact evaluation on the infrastructure, plus societal and lifestyle changes

Massive opportunities for the future

Low Carbon Vehicle Technology

- 15 work streams
- Acceleration of the introduction of the *next* LCV
- The technology will need a new supply chain



Infrastructure & Business

Why

- Infrastructure to create the atmosphere conducive for change to LCV
- Infrastructure to support demand for LCV
- Infrastructure to lead the way in CO_2 reduction
- Attract manufacturers who need to be close to market
- And attract /create the supply chain

How

- Agreement to work together to Maximise Investments
- Support Business to grow

Conclusion

- LCV are the drivers for change in energy use & climate change
- Use resources we have in region to develop new markets
  - Get everyone working in the same direction
- Provide the suppliers to service the new market
- Work with UK (EU) regions to pool resources
- Develop UK (EU) electric vehicles and infrastructure and avoid duplication;
  - Talk with other UK regions across EU and wider afield...
  - We need to support industry (and access their finances)
  - Need tier 1 suppliers back in UK

Automotive Cluster

Thank you and any questions?

More information: martynmangan@advantagewm.co.uk