



**Alliance for Automotive Innovation  
2024 Auto Tech Showcase: *Innovation on the Road*  
Wednesday, June 12, 2024  
Audi Field, Washington, DC**

Alliance for Automotive Innovation's second annual Auto Tech Showcase brings together automotive innovators, visionaries and disrupters with the federal policymakers and regulators overseeing personal transportation policy in the United States.

**What to expect?**

This one-day event near the U.S. Capitol in Washington, DC will include hands-on demonstrations and is a unique forum for policymakers and regulators to interact with manufacturers, suppliers, software companies, electric vehicle battery, semiconductor and autonomous vehicles producers.

**Why is this important?**

Federal policymakers and their staff rarely have an opportunity to see (and touch!) the automotive technology they regulate and oversee.

**Who will attend?**

In 2023, 17 OEMs, suppliers and innovators participated. In 2023 the following government stakeholders included: EPA, the Departments of Energy, Commerce and Transportation, Federal Communications Commission, Federal Trade Commission, National Transportation Safety Board, Congress, and White House and executive branch offices.

**CLEANER**

**Environmental Protection Agency:** The EPA sets greenhouse gas (GHG) and criteria emission standards for all 50 states and adopts other regulations (substances of concern) that impact automakers and suppliers. Collaboration with industry and federal agencies (NHTSA) could more effectively reduce emissions, reduce compliance burdens, and produce a smoother transition to advanced technologies and adoption of cleaner technologies, such as electric vehicles and advanced fuel-efficient systems.

*Benefit: Opportunity to deliver key policy messages about how regulations must include all technologies (PHEVs, BEVs, and FCEVs); the vast resources in electrification required by automakers and suppliers; and, how the EV rollout must be synchronized with the build out of complex infrastructure and supply chains.*

**National Highway Traffic Safety Administration:** NHTSA sets Corporate Average Fuel Economy (CAFE) standards, which seek nearly identical goals as EPA's GHG standards. While NHTSA does not "certify vehicles" for sale like EPA, failure to meet the standards could result in billions in fines.

*Benefit: Opportunity to deliver key policy messages about harmonizing CAFE and GHG standards and streamlining regulations to accelerate the transition to EVs and prevent unnecessary fines.*

**Department of Energy:** DOE supports innovation in clean energy technologies, including advancements in battery technology and alternative fuels. The Joint Office of Energy and



Transportation was formed by the Infrastructure Investments and Jobs Act to oversee zero emission vehicle infrastructure. DOE funds research to identify and track EV infrastructure needs and availability and is tasked with adopting the petroleum equivalency factor (PEF) to determine the fuel economy of PHEVs and BEVs for CAFE compliance.

*Benefit: Opportunity to convey the need for more balance between investments in electrification with complementary investments toward other environmental goals, such as cleaner, more fuel-efficient engines.*

**White House:** The White House sets national clean energy and environmental goals and coordinates all federal agencies that regulate automakers and suppliers.

*Benefit: Opportunity to deliver key policy messages on electrification and clean energy is critical for achieving industry's strategic objectives.*

## SAFER

**National Transportation Safety Board:** NTSB focuses on improving transportation safety across all modes, including vehicles. By investigating accidents, identifying safety deficiencies, and making recommendations, the NTSB helps manufacturers develop safer vehicles and promote industry-wide safety standards.

*Benefit: Opportunity to educate NTSB members on emerging technologies and inform future safety recommendations to the industry.*

**Department of Transportation:** DOT oversees various aspects of transportation safety and works closely with industry to establish and enforce safety regulations, encourage the adoption of advanced driver assistance systems, and support research and development initiatives for safer vehicle technologies.

*Benefit: A platform for education toward deployment of automated vehicles, a modernized NCAP and international harmonization.*

**Congress:** Congress shapes transportation policy and automotive regulations by funding research, creating incentives, and establishing safety and technology standards,

*Benefit: Opportunity to educate Congress on current legislative issues, such as the need for federal leadership on automated vehicles, AM radio, the electric vehicle transition and more.*

## SMARTER

**Federal Communications Commission:** The FCC is responsible for managing the radio spectrum used to support vehicle connectivity. By allocating spectrum resources, the FCC facilitates the development of smarter and connected vehicles.

*Benefit: Opportunity to demonstrate the need for critical technologies, such as C-V2X and UWB.*



**Federal Trade Commission:** The FTC focuses on protecting consumers' interests and promoting fair competition and oversees data privacy and security related to connected vehicles.

*Benefit: Opportunity to explain the data-driven innovations in modern vehicles and how data is used and managed consistent with industry's commitment to consumer privacy.*

**Department of Commerce:** The Commerce Department fosters innovation and economic growth and promotes U.S. economic competitiveness. The department oversees protections for intellectual property, manages export controls, and supports research and development initiatives in emerging technologies, such as cybersecurity and artificial intelligence.

*Benefit: Demonstrate the innovation generated by the auto industry in emerging areas and the importance of preserving U.S. leadership and competitiveness.*