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KNOWLEDGE FOR INNOVATION
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CONNECTED TRUCK, CONNECTED CAR CONFERENCE

John Paul MacDuffie

*Management Department and
Director, Program on Vehicle and Mobility Innovation*



William and Phyllis
MACK INSTITUTE
for INNOVATION MANAGEMENT

PROGRAM *on* VEHICLE
and MOBILITY INNOVATION

PVMI: Its Roots in IMVP

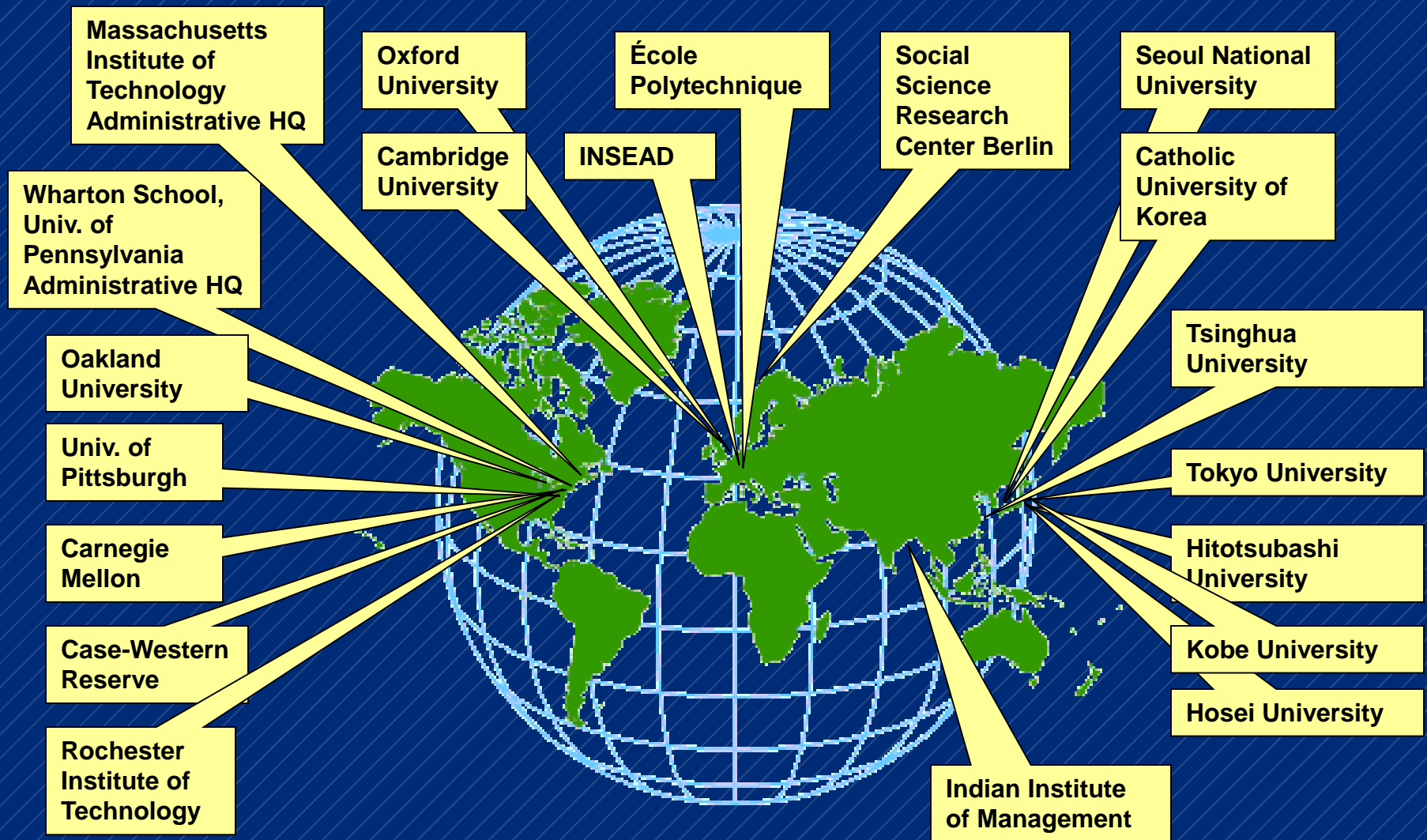
The Program on Vehicle and Mobility Innovations (PVMI) is housed within the Mack Institute, but its roots lie in the International Motor Vehicle Program (IMVP), founded in 1985 at MIT.

IMVP is an international network of faculty, Ph.D. students, and researchers delivering knowledge and insight about the global automotive industry.

IMVP organizes international teams of researchers to do collaborative research on topics throughout the automotive value chain.

PVMI now provides the new direction for the IMVP network and increasingly connects to mobility-related initiatives at the University of Pennsylvania.

IMVP Global Network



IMVP is best known for introducing “*lean production*” and its competitive advantages over mass production

- “Lean” – *“because it uses less of everything compared to mass production – half the human effort in the factory, half the investment in tools, half the engineering hours to develop a new product in half the time, and far less than half the needed inventory on site.”*
- “Production system” -- from Product Development and Supply Chain to Manufacturing and Distribution
- Comparing and contrasting the logic and philosophy of mass vs. lean as well as their management practices
- Performance differences documented through primary data collection and global benchmarking

IMVP Is Now PVMI



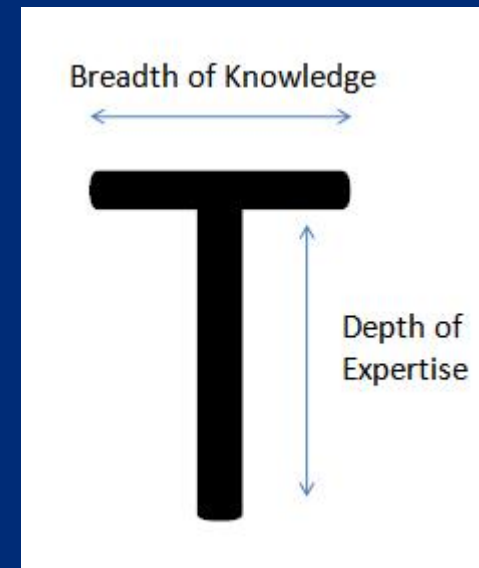
PVMI PROGRAM *on* VEHICLE
and MOBILITY INNOVATION

IMVP Developed Deep Expertise in an Industry Vertical



PVMI takes a T-shaped approach

- *Depth on auto industry*
- *Breadth to incorporate:*
 - *Wide array of disruptive technologies*
 - *Innovation in business models*
 - *Comparison across industries*



PVMI Research Topics

Strategies for managing a portfolio of new technologies (alternative drive trains/fuels; connectivity for safety and services; autonomous vehicles)

“Last gasp” (spurt of innovation in incumbent technologies when threatened by replacement or obsolescence)

Vehicle as network node (V-2-V, V-2-I, V-2-G) + complementary infrastructure policies

Governments as customers and experimenters (cities), rule-setters and investors (state, regional, and national)

Mobility services: new business models and platforms, network effects, and dynamics of collaboration and competition

CONFERENCE THEME:

**CONNECTED TRUCKS,
CONNECTED CARS**

Connectivity as Foundation for New Strategies: Services, Safety, Efficiency, Autonomy

How will the connected vehicle ecosystem evolve?

- Network effects
 - Standards and interoperability
 - Relationships among OEMs, suppliers, customers
 - Acceptance by regulators, drivers, the public
- **How will firms make strategic decisions in the face of uncertainty?**
 - How are firms thinking about and planning for these new technologies?
 - How are firms positioning themselves for the changes ahead?
 - How does coping with uncertainty differ among incumbent firms and between incumbents and new entrants?

Today's Sessions:

- **Will Trucking Be the Lead Sector for Connected Strategies?**
- **Platooning**
- **“Uberization” of Freight**
- **Autonomous Trucks**

Topics for today's lunch table discussions:

Energy efficiency initiatives in trucking (2 tables):

David Schaller (NACFE), Jamie Winebrake (Rochester Institute of Technology)

Hours of service regulations and ELDs (Electronic Logging Devices) (2 tables):

Steve Viscelli (UPenn/Kleinman Center), Jon DeGaynor (Stoneridge)

Work and employment consequences of trucking innovations (2 tables):

Jerry Jacobs (University of Pennsylvania), Frits Pil (University of Pittsburgh)

Connected strategies in mobility (2 tables): Nicolaj Siggelkow,

Christian Terwiesch (Mack Institute, Wharton)



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