

## VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

### Analytics, Data, and Service: Fuel For A Customer-First Connected World

#### MONDAY 10/24/21 Workshop + VIP Dinner

**2:00 - 5:00** Workshop - Reservation required (includes VIP Dinner)

**Streamlining Assembly Decisions: Implementing Automated 'Rebuild vs. Replace' Processes for Instant Results**

Join this workshop session to discover best practices for efficiently implementing an automated decision-making process, reducing the time technicians spend waiting at the parts counter.

Key topics to include:

- Effective uses of Prior Approval for warranty oversight using examples from Ford
- Successfully insulating the customer from the Prior Approval Process
- Incorporating Manufacturer Requirements, Dealer Processes and Lemon Law
- Launching, optimizing and measuring the impact

Dan Dobbs, former Process and Strategy Improvement Manager, Global Warranty Operations - **Ford Motor Company**  
Auto Service Program Lead Instructor **Monroe County Community College**

**6:00 - 8:00** VIP Dinner – Speakers, Sponsors & Invited Guests – Reservation required

The AI revolution in the Service & Warranty Lifecycle is real! Join us for a networking dinner as we showcase these emerging AI companies: Recalls: **BizzyCar** | Quality: **Viaduct** | Diagnostics: **Amber** | Technical Services: **Circuitry**

Agenda: Shark Tank Startups | Audience Judging | Networking & Social Dinner

#### TUESDAY 10/24/22 Main Summit + Networking Reception

##### Warranty Lifecycle Of The Future: Connected Stakeholders, Processes & Data

**8:00 - 8:45** Networking Continental Breakfast & Tech Expo

**8:45** Opening Remarks Mike Roberts, President **MR Insights**

**8:50 - 9:30** **Revolutionizing Warranty Service With Technology**

Jacky Lam, former Manager Service Operations – **Tesla**

With the increasing complexity of service operations in today's landscape, scalability and efficiency is critical for any automaker's success. Jacky will share his experience building a sustainable service campaigns, compliance, and warranty operations team at Tesla for 7 years without increasing headcount. He will cover several contributing factors that made this possible, such as effective partnering with key stakeholders and embracing the power of automation.

**9:30 - 10:00** Case Study: **SimplifAI OEM-Supplier-Dealer Collaboration With Service Intelligence**

Brian Denney, Return Material Supervisor **Daimler Truck North America**

Samantha Horton, Business Architect **Tavant**

In the rapidly changing automotive industry, enhancing supplier-dealer collaboration, streamlining processes, and optimizing part returns are crucial. Predictive analytics and artificial intelligence are key tools driving this transformation. In this session, Brian and Samantha will share strategies to make complex operations more efficient. They will also discuss real-world applications that use AI to reduce claim cycle times, providing actionable insights for OEMs, suppliers, and dealers.

**10:00 - 10:30** Networking Break & Tech Expo

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**10:30 - 11:15** Research plus interactive discussion: *Exploring New Impacts On Claims And Warranty Accruals Using Warranty Week's Worldwide Auto Warranty Report 2024*

Eric Arnum, Publisher **Warranty Week**

Warranty Week will provide the detailed US dollar totals and averages of a 2019-2023 worldwide auto manufacturers' warranty study, including the worldwide claims, accruals, and warranty reserve totals, the average warranty cost per vehicle sold, and the relative shares of those metrics for manufacturers based in North America, Europe, China, Japan, Korea, India, and other locations. Most of the data is extracted from the manufacturers' annual reports, but estimates are included for non-reporters.

Following the presentation, we will discuss the current and emerging trends influencing claims and warranty accruals such as new emission regulations, BEV versus ICE, high-dollar replacement parts, etc.

**11:15 - 11:50** Thesis: *Leveraging Relationship Satisfaction to Improve Quality & Warranty Performance*

Dr. Angela Johnson, Senior Manager for Business Intelligence **General Motors**

As the saying goes, a rising tide lifts all boats. How does this translate to OEM-supplier warranty relationships and what happens when the waters get rocky? Through Angela's research she will show how durable relationships are better equipped to navigate both calm and turbulent seas. She will demonstrate how to enhance quality and warranty discussions by focusing on transactional efficiency, the cornerstone of enduring relationships. Additionally, she will explain how cultural knowledge and peer connections can positively or negatively influence transactional efficiency, offering you a fresh perspective on ensuring smoother sailing ahead.

**11:50 - 12:30 Case Study:** *"Lies, Damned Lies, And Statistics": Things To Consider When Designing A Program To Interpret Field Signals*

James Kiriazes, Director Customer Quality Engineering **Bridgestone Americas**

Warranty return data often constitutes the bulk of a company's product performance analysis. Understanding how field data might be influenced by market conditions and the return process is crucial. Biased, poor-quality, or flawed input data can lead to similarly flawed outputs. James will explore key considerations in analyzing field data.

**12:30 - 1:45** Networking Lunch & Tech Expo – Sponsored by **PTC Warranty**

#### Using Data And New Technologies To Drive Quality Management & Cost Efficiencies

**1:45 - 2:15** Presentation and Audience Discussion: *New APQP & Control Plan – Are You Ready?*

Scott Trantham, Global Supplier Quality Manager **General Motors**

Harald Wilhelm, VP Quality Products & Services **AIAG**

Ford, GM and Stellantis, the authors of the APQP manual, have updated the APQP 2nd edition with a new APQP 3rd edition and a new, stand-alone Control Plan 1st edition document.

- *APQP 3rd Edition:* Enhanced for agile project management, it explains the "why" behind the "what" and "when" to ensure successful new product launches.
- *Control Plan 1st Edition:* A dedicated manual providing in-depth guidance and examples for robust control plan execution.

Scott and Harald will explore the updates, benefits, and implementation strategies of these essential documents that have been designed to streamline and commonize processes for future supplier success and then open up for audience engagement!

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**2:15 - 3:00** Deep Dives: **Earlier Warning & Accelerated Root Cause Analysis**

**The Case For Automated Root Cause Analysis**

Brian Martensen, Product Manager Plex **Rockwell Automation**

Smart manufacturing enables the comprehensive capture of data related to our products and processes. But how are we utilizing this data? Brian delves into the process of pinpointing the factors that have led to failures or nonconformances using advanced statistical methods and machine learning.

**Realistic Claim Requirements To Get To Root Cause Analysis**

Troy Kelsey, Senior Manager Warranty Financial Operations **Nissan Group of North America**

OEMs seek detailed repair information from dealers, including customer complaints, diagnostic steps, test results, and reasons for part replacements. Nissan has begun working on ways to streamline collecting this information to not burden dealers.

**From Data Wrangling To Problem Solving: How To Prevent Vehicle Failures Before They Occur**

Manny Gujral, Lead Solutions Architect **Viaduct**

Telematics data is rich in vehicle health and usage insights, but these complex data sets are difficult to wrangle using traditional methods. This talk covers how teams can use AI to detect emerging issues before warranty claims, accelerate root cause analysis from months to days, and cut costs with targeted countermeasures.

Facilitator: Jennifer Jones, Global Lifetime Warranty Chief **Ford Motor Company**

**3:00 - 3:30** Networking Break & Tech Expo

**3:30 - 4:00** Deep Dives: **Identifying Supplier & OEM Accountability**

Fostering a collaborative and accountable environment, leveraging data-driven insights, promoting continuous improvement, and prioritizing customer satisfaction to effectively reduce warranty costs.

Jose Clemente, Manager GPSC Warranty Performance **General Motors**

Carlos Hernandez, Quality Manager Technical Center **Sogefi**

**4:00 - 5:15** Small Group Table Discussions: **Warranty Improvement Initiatives**

Hosts: **Nissan:** Claim Simplification | **Kubota:** Training & Communications

**Ex Tesla:** OTA Updates & Maintenance | **GM:** Vision to IT Reality | **Cummins:** Emissions Preparations | **Mentor**

**Systems:** Quality Decline Drivers | **Tavant:** Suspect Claim Detection | **Ford:** Route Cause/Parts Return

**5:15** Day 1 Closing Remarks

**5:15 - 6:15** Networking Reception

**6:30** Dine-arounds - *Reservations Required*

## WEDNESDAY 10/24/23 Main Summit + Roundtables

**7:45 - 8:45** Continental Breakfast & Tech Expo

**7:45 - 8:45** Leadership Exchange OEM Benchmark Groups *Reservations Required*

- **Warranty Administration** William Sanders, Senior Warranty Manager **Nissan Group of North America**
- **Purchasing & Supplier Cost Sharing** Jose Clemente, Manager GPSC Warranty Performance **General Motors**
- **Parts Return & Quality Analysis** Bryan Tracy, Senior Manager, Supplier Warranty & Product Review Center **International Motors**

## VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

# Analytics, Data, and Service: Fuel For A Customer-First Connected World

### Innovative & Automotive Driven Dealer Service & Warranty Lifecycle Operations

**8:55** Opening Remarks Mike Roberts, President **MR Insights**

**9:00 - 9:30** Presentation: **Video Has Transformed The Service Experience: Now It's Time To Revolutionize Warranty**  
Steve Wyzykowski, Head of OEM Relationships **TruVideo**

- Video in service departments helps customers understand recommended repairs
- Dollars per repair order, parts sales, CSI scores and efficiency have all increased significantly with video
- The same trust and transparency video has brought to everyday customers will be applied to warranty
- Video eliminates issues like damaged parts shipments, picture alterations and lack of narrative explanation
- With video now scaled across most dealers, it is time to use it to improve the Dealer/OEM transactions

**9:30 - 10:00** **Driving Collaboration: Building a Unified Telematics Platform**

Jeremy Stephens, Mobile Service Director **Bozard Ford Lincoln**

Bozard Ford Lincoln is a trailblazer with their growing fleet of remote mobile service technicians now. Jeremy will discuss the benefits of leveraging connected vehicle data to empower his mobile technician team.

- Monitoring vehicle diagnostics to offer preventative maintenance
- Automating the repair process to trigger parts orders to speed up service
- Improving resource allocation and optimizing schedules

**10:00 - 10:30** Networking Break & Tech Expo

**10:30 - 11:00** Case Study: **The Case For Validation From Vehicle Information To Fault Codes**

Steve Olejniczak, Assistant Director Warranty **International Motors**

- Developing and the deployment of our new warranty system
- Leveraging technology enablers and creating links to other systems for additional validation opportunities
- Increasing repair confidence and expanding auto payments

**11:00 - 11:30** Case Study: **12V EV & SafetyPower Diagnostics: An Often Forgotten Part**

Joshua Linton, EV Platform Manager **Midtronics**

Umur Selek, Quality Engineering Manager **Subaru of America**

As the automotive industry electrifies, high-voltage infrastructure and charging networks are expanding. However, the low-voltage SafetyPower™ system in EVs is often overlooked. This system, powered by a low-voltage battery, ensures critical vehicle functions operate safely and reliably. Joshua and Umur will explain SafetyPower™, its importance, consequences of neglect, and maintenance tips for low-voltage batteries in EVs.

**11:30 - 12:00** Case Study: **Enhancing the Warranty Lifecycle For Stakeholders**

Matt Weissenborn, Assistant Manager Warranty Administration **General Motors**

- Improving accuracy with photo parts return process in CSMT App
- Boosting automation of PRA transactions
- Visions on 12-volt battery enhancement to validate without a warranty code

**12:00 - 1:15** Networking Lunch & Tech Expo

**1:15 - 5:00** **Technical Services & Diagnostics Roundtable (see page 5)**

**1:15 - 5:00** **Recall, Customer Campaigns & Legal Roundtable (see page 6)**

**5:00 - 6:00** Networking Break with Tech Expo Demo's

## VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

### Analytics, Data, and Service: Fuel For A Customer-First Connected World

WEDNESDAY 10/24/23

#### Roundtable 1

##### Technical Services & Diagnostics

12:00 - 1:15 Networking Lunch

1:15 Chair: Mike Roberts, President - **MR INSIGHTS**

1:15 Panel **Leveraging AI to Optimize Critical Decisions in Service and Warranty**

Ashok Kartham, CEO **Circuitry**

Rajib Bora, Vice President Field Services **Xalt Energy Systems**

Kreg Kukor, Chief Engagement Officer **Mentor Systems**

Explore how AI can revolutionize critical decision-making across the vehicle service and warranty lifecycle. This session will dive into the practical applications of AI in diagnostics, repair procedures, parts replacement, claim adjudication, and handling recalls and returns. Discover strategies to automate and augment decision-making processes, resulting in improved efficiency, service delivery, and overall decision quality. Gain insights into how AI can elevate the speed, accuracy, and consistency of decisions made by all stakeholders throughout the service lifecycle.

1:45 **Fireside Chat: Workplace Trends, Labor Rates, Training & Retention Strategies**

Laura Kelly, Director Customer Solutions **Advantage Technical** | Jeff Ellis, Sr. Group Manager Warranty

Technical Operations **Hyundai Motor America**

Laura will open with providing some workplace trends ranging from Technicians to Brand Technical Employees as well as national labor rates. Jeff will later join her in an engaging discussion regarding retention & training strategies.

2:15 **Guided Diagnostics: Pros And Cons**

Nicholas Horan, Director Global Business Solutions

**Tweddle Group**

Explore the future of diagnostics, including the latest Artificial Intelligence (AI) and Machine Learning (ML) use cases. Find out how smart diagnostic tools and advanced decision trees boost throughput and increase the accuracy of your repairs, improving: Warranty |

Repair | Parts Sales & Distribution | ML Database | OEM Diagnostic Reader/Scan

2:45 **Telematics, Predictive Maintenance, & Remote Diagnostics Across The Full Claim Lifecycle**

Dave Froning, Portfolio Manager For Quality & Service Solutions **SAS**

Connected vehicles generate unprecedented product usage data, providing a comprehensive view when coupled with traditional sources like warranty claims and service history. This presentation will explore real-world case studies where manufacturers leverage Telematics, Streaming Analytics, and AI to enable predictive maintenance and remote diagnostics. Dave will showcase how these technologies reduce downtime, cut diagnostic time, and enhance customer satisfaction.

3:15 – 3:45 Networking Break with Tech Expo Demo's

3:45 **Technical Publications, Creation And Utilization**

Tony Smith, Former Director of Service Engineering **Canoo**

4:15 **EV Service & Diagnostic Trends**

Jun Chung, Co-Founder & Chief of Staff **Amber**

Jun will offer a short overview of Tesla service trends and how Amber's product launch is increasing warranty transparency with an innovative VIN-specific remote diagnostic inspection tool billed as a "telehealth" checkup option.

4:30 Panel: **Ins & Outs Of Expanded Remote Services**

Jeremy Stephens, Mobile Service Director **Bozard Ford**

Michael Murray, Chief Development Officer **BizzyCar**

Michelle Taylor, Sr. Director Customer Success **UVeye**

- Cutting-edge diagnostic equipment & tech
- Mobile diagnostic services
- Technician toolbox's
- Real-time scheduling & on-the-spot service

5:00 Roundtable Closing Remarks

## VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

### Analytics, Data, and Service: Fuel For A Customer-First Connected World

WEDNESDAY 10/24/23

#### Roundtable 2

##### Recall, Customer Campaigns & Legal

12:00 - 1:15 Networking Lunch

1:15 **Chair** Dan Dobbs, Former Process and Strategy Improvement Manager **Ford Motor Company**

1:15 Fireside Chat: [Navigating Recall Management in the Autonomous, Electrified Future](#)

Wayne Mitchell, Global Director of Automotive Solutions **Sedgwick**

Jacky Lam, former Manager Service Operations **Tesla**  
As the automotive industry accelerates towards autonomous, electrified, and connected vehicles, the increasing complexity brings new brand and reputational risks. However, effective recall management fundamentals remain unchanged.

The panel will discuss key multi-channel strategies and practical implementation advice to help OEMs enhance process efficiency and recall execution. Additionally Wayne will share best practices for augmenting contact data and using digital, phone, and direct mail channels to achieve recall completion rates over 80%.

1:45 Featured Partner: [Your Game Plan For Recall Success](#)

Ryan Maher, CEO **BizzyCar** | **St. Charles Automotive**  
Join Dealer Owner Ryan Maher as he discusses the industry's recall problem and shares how he reshaped the recall strategy in his own store using AI and the best recall data to deliver higher recall completion rates, increased customer retention and dealership profits. He'll also cover the rapid expansion of mobile automotive services in Fixed Ops and the integration of mobile technologies, from real-time scheduling to on-the-spot service that transformed his store's customer experience and set new service standards.

2:15 Case Study: [Using GenAI To Enhance The Customer Experience](#)

Daniel Pullo, Global Customer Care, Director Performance & Strategy **Stellantis**

Daniel will share insights on how his team catalogs global customer care processes and best practice

strategies, including handling customer recalls.

Leveraging these resources and extensive consumer research, he has been pivotal in rolling out AI technologies to enhance agent effectiveness and efficiency by prompting actions and automating FAQs. Daniel will highlight his Generative AI journey which has transformed customer interactions and operational efficiencies.

2:45 Fireside Chat: [Dealer Behavior with Recalls](#)

- Part ordering | Prioritizing | Returning parts

Eric Gillanders, North America Recall Manager **Ford Motor Company**

Lisa Campbell, National Warranty Manager **General Motors**

3:15 - 3:45 Networking Break with Tech Expo

3:45 Legal: [Well... That's Settled. Or Is It? Resolving Warranty And Cost Recovery Disputes](#)

Lena Gonzalez, Partner **Bush Seyferth**

- What constitutes an enforceable settlement agreement?
- Properly document a settlement agreement
- When can a settlement agreement be undone?
- Considerations for resolving cases using mediation

4:15 Research: [Decoding Older Vehicle Recall Repair Rate Insights](#)

Ray Roth, Director Disputes, Claims & Investigations **Stout**

Lynn Wooley, Director Client Services **MarketSource**  
Dive deep into the reasons behind the lower recall repair rates for older vehicles compared to newer ones. Stout will unveil the findings from its comprehensive vehicle owner survey, highlighting the diverse reasons owners of older vehicles delay or avoid repairs, segmented across various demographics. MarketSource will share firsthand experiences from their door-to-door canvassing efforts, shedding light on the barriers to recall completion and offering practical solutions to overcome these challenges.

4:45 Roundtable Closing Remarks

# VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

## Analytics, Data, and Service: Fuel For A Customer-First Connected World

THURSDAY 10/24/24 EV SUMMIT

### EV Service, Operations & Aftersales

**7:30 - 8:25** Continental Breakfast & Tech Expo

**8:25** Opening Remarks

**Chairman:** Elena Ciccotelli, Host & Producer **EV's For Everyone**

**8:30 - 9:00** Research: **Are You Ready To Market to EV Buyers?**

Kirsten Von Busch, Product Marketing, Director **Experian Automotive**

Kirsten will present highlights from Experian Automotive's Consumer Trends Report. The report, scheduled to be released on September 26<sup>th</sup>, breaks down EV purchase and buyer activity by demographic and psychographic factors, so you can make data-driven decisions to improve your marketing efforts. She will also share insights about reaching consumers based on how they prefer to maintain their vehicles so you can improve your aftermarket marketing campaign engagement.

**9:00 - 9:30** Thought Leadership: **Greening the Road Ahead: How Do We Prepare For the Anticipated Obstacles**

Brian Engle, Director, Business Development: Electrification - **Amphenol** | **President NAATBatt**

- Leveraging technological advances
- Strengthening collaborations
- Focusing on sustainability

**9:30 - 10:00** Case Study: **Charging Forward: Our EV Journey**

Austin Conroy, Regional Fixed Operations Director **Rohrman Auto Group**

Austin shares his practical experience of readying his five stores for the future of EV services and repair. This journey involved everyone from the Service Manager to the Service Advisors and Technicians. He will outline the steps he took to enable this important transition and what's working for them in the following areas:

- Planning and preparing the infrastructure
- Team education, specialized certification and training
- Upgrading equipment to EV-specific tools and PPE
- Why he chose to drive an EV for a month and insights learning

**10:00 - 10:30** Case Study: **Minding The Gap: Reeducating And Reformatting ICE Customer Behaviors To BEV**

Ayana James, Model e CX Owner Success Manager **Ford Motor Company**

Samantha Hoyt, Field Academy Coach **Ford Motor Company**

- The Tesla effect
- Educating EV owners
- Short term vs. long term impact
- Building the dealer relationship

**10:30 - 11:00** Networking Break with Tech Expo

**11:00 - 11:30** Case Study: **Harnessing the Benefits of Progress To Pave The Path To Accelerate EV Sales**

Al Salas, CEO **Eco Auto**

- Supporting consumer challenges such as insufficient charging infrastructure by utilizing AI and offering smart charging solutions

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- Forming partnerships to align with the key growth factors including new and used EV incentives and certified parts and service centers
- Ensuring sustainability not only in operational practices but also through its community engagement

#### 11:30 - 12:00 Presentation: [What You Need To Know To Service EVs: MVP Deliverables For Launch](#)

Nicholas Horan, Director Global Business Solutions **Tweddle Group**

How do you build a product information strategy from the ground up? And which best practices help ensure your long-range success? Tweddle Group's Nick Horan takes us step-by-step through building a product information strategy, and the best practices that promote unique, long-range operational efficiencies:

- Repair Information & Service: The 80/20 Rule, technical training and certification
- Diagnostics: Guided versus traditional
- Parts: Streamlining your electronic parts catalog
- Operations: Regulations and homologation requirements

#### 12:00 - 12:30 Panel: [Harnessing EVs and Digital Innovation to Unlock New Service Revenue Streams](#)

Ashok Kartham, CEO **Circuitry**

Rajib Bora, Vice President Field Services **Xalt Energy Freudenberg e-Power Systems**

Jun Chung, Co-Founder & Chief of Staff **Amber**

Elena Ciccotelli, Host & Producer **EV's For Everyone**

Electric vehicles and advanced algorithms, powered by connected vehicle data, are reshaping how OEMs and dealers can generate new service revenue. This panel discussion will explore the potential of subscription-based services and other innovative revenue models that go beyond traditional break-fix approaches, highlighting new emerging opportunities to enhance customer value and drive additional revenues and profits for your business.

#### 12:30 - 1:30 Networking Lunch with Tech Expo

#### 1:30 - 2:00 Panel: [Exploring New Aftersales Services To Boost Consumer Confidence & Maximize Profitability](#)

Jeremy Stephens, Mobile Service Director **Bozard Ford Lincoln**

Tony Smith, Former Director of Service Engineering **Canoo**

John Philbrook, Director Aftermarket Sales **Midtronics**

Leasing Batteries | Cross-Branded Services | Comprehensive Warranties | Recycling | Parts Sales | Roadside Assistance | Remote Diagnostics | Predictive Maintenance | Personalized Services

#### 2:00 - 2:30 Case Study: [Going From One To Two EV Sales Per Month In 2019 To Servicing Roughly 30 EV's Per Day!](#)

Mat Kostrzewa, Service Manager **Bowman Chevrolet**

Mike Roberts, President **MR Insights**

Mat discusses their embrace of EVs, which involved investing beyond GM's requirements in training, infrastructure, and the local community. With this unwavering commitment to EVs, he will detail the steps taken to supercharge their EV service business, including continuous investment in new equipment and ongoing training updates to prepare for all potential EV repairs.

#### 2:30 - 3:00 Presentation: [Navigating The Currents Of EV Battery Logistics](#)

Bryce Cornet, Senior Manager Supply Chain Logistics EV Battery Solutions **Cox Automotive**

From navigating hazardous materials regulations to tackling the challenges of international shipping, Bryce will uncover the secrets behind safely and efficiently transporting electric vehicle batteries. Discover how EV Battery





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Solutions is leading the charge in large-scale operations, managing over 60,000 battery shipments annually while balancing cost considerations and ensuring the safe delivery of every battery.

**3:00 - 3:30 Panel: 1<sup>st</sup> Responders Guide: EV Battery Risks and Solutions**

Damon Robinson, Chief Plans and Examinations **Detroit Fire Department**

Donald Thomas, Fire Marshal **City of Detroit**

Ron Butler, Chief Executive Officer **ESSPI**

The panel will explore the challenges and measures that ensure EV safety

**3:30** End of Summit

**MAPconnected's Warranty, Aftercare and Afterservices Network** is growing. If you are not a Member Company yet, plan to GET MAPCONNECTED in 2025 so that you and your team can benefit year-round from peer-to-peer learnings, networking, benchmarking and collaboration opportunities that our virtual events and messaging forum provide for Service Lifecycle Management Executives and also get your annual summit tickets paid for!

**Look forward to having you join!** Pam Walter, Founder MAPconnected & Summit Producer

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