### A Perspective from an OEM

**August 10, 2016** 

**Electric Drive Technologies Research Industry Engagement Meeting** 

Jun Kikuchi Ford Motor Company

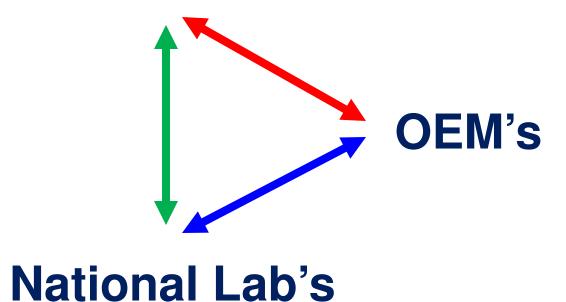








# **Suppliers**











## **Expectations to National Lab's**



#### Pre-competitiveness

#### Risk-taking studies:

- new material researches
- out-of-the-box approaches

#### Laborious studies for sharable data:

- reliability tests of new technologies
- competition products bench-marking









### **Expectations to Suppliers**



## Cost reduction Reliability verification







