Topic 3: **Barriers to the Electrification of the Automobile**

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Pete holds a BS in Mechanical Engineering from the University of Wisconsin, a MS in Operations Research Engineering from the University of Southern California, and an MBA from Duke University.

Abstract:
Electrification of personal transportation (displacing petroleum with electricity from the grid) will deliver environmental benefits and serve national economic interests in the major automotive markets worldwide. However, barriers to do so on a widespread basis are a function of technical feasibility of driving and refueling a vehicle electrically, as well as the overall value proposition of the vehicle, eg. the total cost of ownership cost and the overall utility of an electrified vehicle. In this presentation I will explore a few of the major elements of technical feasibility, cost of ownership, and utility. I also examine how these may differ in different regions of the world.