

PHEV MARKET INTRODUCTION STUDY WORKSHOP

AGENDA

December 1-2, 2008

Hotel Helix
1430 Rhode Island Avenue, NW
Washington, D.C. 20005

December 1, 2008

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|----------|--|--------------------------------------|
| 12:30 pm | Welcoming Remarks | U.S. Dept. of Energy Representatives |
| | <i>Lee Slezak</i> | <i>Vehicle Technologies Program</i> |
| | <i>Pat Davis</i> | <i>Vehicle Technologies Program</i> |
| | <i>Eric Lightner</i> | <i>Office of Electricity</i> |
| 1:00 pm | PHEV Value Proposition Study Results | Bob DeVault, <i>ORNL</i> |
| 1:20 pm | PHEV Market Introduction Study Overview | Karen Genung, <i>Sentech, Inc.</i> |
| 1:40 pm | Charge to the Breakout Groups | Rich Scheer, <i>Energetics, Inc.</i> |
| 1:45 pm | Break | |
| 2:00 pm | Breakout Sessions Begin (2 groups of 25 participants each) | |
| | Breakout Discussion Topic #1 | |
| | <i>Identification of Top Priority “Pinch Points”</i> | |
| 4:00 pm | Break | |
| 4:15 pm | Breakout Session Discussion Topic #2 | |
| | <i>Analysis of Top Priority “Pinch Points”</i> | |
| 5:30 pm | Adjourn for the day | |

December 2, 2008

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| 8:00 am | Continental Breakfast | |
| 8:30 am | Breakout Sessions Resume | |
| | Breakout Session Discussion #3 | |
| | <i>Identification of Top Priority Policies, Incentives and Regulations</i> | |
| 10:00 am | Break | |
| 10:15 am | Breakout Session Discussion #4 | |
| | <i>Analysis of Top Priority Policies, Incentives and Regulations</i> | |

December 2, 2008 (cont'd)

11:30 am **Breakout Session Discussion #5**
Preparation of Breakout Group Reports

12:15 pm Breakout Sessions Adjourn

12:30 pm Lunch with Breakout Session Reports

1:30 pm Path Forward

2:00 pm Workshop Adjourns