

Balancing Regulations and Customer Expectations the Topics of Executive Panel at SAE International Powertrains and Fuels Meeting

SAE International announces a new, Executive Panel during the SAE 2016 International Powertrains, Fuels and Lubricants Meeting, which will be held Oct. 24-26 at the Lord Baltimore Hotel in Baltimore, Maryland, USA

WARRENDALE, Pa. ([PRWEB](#)) June 10, 2016 -- SAE International announces a new, Executive Panel during the [SAE 2016 International Powertrains, Fuels and Lubricants Meeting](#), which will be held Oct. 24-26 at the Lord Baltimore Hotel in Baltimore, Maryland, USA.

The panel, titled “[Balancing Regulations and Customer Expectations in Future Powertrain, Fuel, Lubricant Vehicle Systems,](#)” will be held at 4 p.m. on Tuesday, Oct. 25.

More stringent global requirements for emissions, safety, and fuel efficiency continue to apply increasing pressures on the automotive, powertrain, oil, and supplier industries. Traditional solutions have included vehicle down-sizing to reduce weight along with a variety of engine and drivetrain modifications aimed at improving combustion and efficiency. In addition, worldwide regulations have also been aimed at incentivizing alternative powertrain and vehicle technologies. However, as the design space for automotive, powertrain, fuels, and lubricants becomes even more refined and limited, there is a significant potential that compromises in consumer satisfaction may have to be considered in order to achieve the required regulatory targets unless technology breakthroughs are achieved. Thus, the challenge faced by scientists and engineers is how to work within a continually evolving more stringent and limited design space while still keeping consumer safety, cost, and satisfaction at an acceptable level. All of this must be done in highly diversified regulatory, consumer, and global business environments.

The panel will be moderated by Matt Newkirk, Director, Global R&D Analytical & Quality Systems, Afton Chemical Corporation and confirmed panelists include:

- Alberto Ayala, Deputy Executive Officer, California Air Resources Board
- Selda Gungel, General Manager of Products & Quality, Shell Global Solutions (US) Inc.
- Thomas McCarthy, Chief Engineer, Powertrain Research & Advanced Engrg, Ford Motor Company
- Shinji Morihiro, Corporate Vice President, JATCO, Ltd.
- Reuben Sarkar, Deputy Assistant Secretary for Transportation, U.S. Dept. of Energy
- Rob Shama, President, Afton Chemical Corporation

To learn more about the SAE 2016 International Powertrains, Fuels & Lubricants Meeting, visit <http://www.sae.org/pfl>.

To request media credentials, email [pr\(at\)sae.org](mailto:pr(at)sae.org) or call 1-724-772-8522.

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