

## PRESS RELEASE: Plugged-in to the future

*With less than a week to go, the home of advanced battery and EV innovation prepares to open its doors on the new electric age*

NOVI, MICHIGAN, USA, September 10, 2014 /EINPresswire.com/ -- Novi, Michigan, September 10: Electric vehicle and advanced battery specialists, engineers and executives will be gathering next week at [The Battery Show](#) / Electric & Hybrid Vehicle Technology Expo and Conference in Novi, Michigan to discuss solutions to meet the evolving demands of their cutting-edge industry.

This year's bumper show boasts 20% more exhibitors, double the floor space, upwards of 20% more registrations than last year, and covers all the latest and hottest topics.

One topic in the news has been the forecast of over two billion vehicles on the world's roads by 2035. The consequent likely ramp up of production of EVs to meet emissions targets globally will mean lithium and other minerals in greater demand. This (and increased global use) will lead inevitably to more recycling of battery materials.

Sybolt Brouwer, General Manager, of exhibitor Umicore Battery Recycling (UBR), will be speaking at the battery 'Recycling and Second Life' session on day three of the Conference.

He explains; "The importance of finding a sustainable outlet for end of life batteries is a necessity that goes beyond metal recycling only. From a sustainability point of view it is clear that landfill is not an option."

Brewer added he is, "absolutely looking forward to presenting and participating at some great discussions at The Battery Show".

The promise of hydrogen fuel cells is also hot news. This year visitors to the Show will have the rare opportunity to speak with representatives of the Fuel Cell Technologies Office, which operates within the Office of Energy Efficiency and Renewable Energy (EERE) at the US Department of Energy. Its mission is to promote the widespread adoption of fuel cell electric vehicles (FCEVs) as part of an "all-of-the-above" portfolio approach to a clean energy economy.

Another key speaker at the Conference will be Hari Subramaniam, CEO of eCamion Inc who will be moderating the Battery Storage Innovation in Canada session on the second day. Subramaniam leads eCamion's overall vision and is vice-chair of Energy Storage Ontario, taking a lead role in some of the energy storage industry's efforts to influence Government policy.

The Conference also features presentations by other prominent industry figures such as: Eric Lalliard, Chief Engineer of Hybrid Air, PSA Peugeot Citroën; Bradley Smith, General Manager, US4R , Nissan

**THE BATTERY SHOW**  
The Expo for Advanced Batteries



**electric  
& hybrid**

vehicle technology expo

North America; Archan Padmanabhan, Stationary Energy Storage, Tesla Motors; Brian McMillan, Vice-President - Distribution Electrical Systems, Greater Sudbury Hydro Inc; Rick Thompson, Battery Technologist, Office of the CTO , Dell; Juergen Wiesenberger, Head of Hybrid Electrical Vehicles (HEV), North America, Continental AG.

Visitors will also be able to attend the new Uninterruptable Power Supply (UPS) Forum on Thursday, September 18, 2014 in The Battery Show exhibition hall. The free-to-attend Forum will feature an expert faculty of speakers from the critical power industry covering topics such as: choosing the appropriate UPS system, testing technology, UPS system maintenance, and advantages of Lithium Ion for critical power applications.

About: For information on The Battery Show & Electric & Hybrid Vehicle Technology Expo visit <http://www.thebatteryshow.com>.

To register for a Press Pass, allowing access to the entire conference and co-located exhibitions, visit [www.thebatteryshow.com/media/press-registration](http://www.thebatteryshow.com/media/press-registration).

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