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WORLD MOBILITY LEADERSHIP FORUM TO BE HELD IN DETROIT

Global Event Brings Together Auto and Tech Leaders to Develop Solutions to Mobility Challenges

DETROIT – August 31, 2016 – With a goal of beginning a worldwide conversation about how mobility solutions can address pressing societal challenges, the World Mobility Leadership Forum will be held in Detroit on Sept. 28 and 29, 2016.

The two-day event is being convened by Ford Motor Company Executive Chairman Bill Ford, who actively has been raising awareness around future mobility challenges and encouraging industries to work together to find solutions. Issues on the event agenda include urban congestion, the delivery of health care, the environment, transforming cities and transportation access for disabled citizens.

“The societal and mobility challenges being faced around the globe only can be addressed by working together,” said Bill Ford. “Now is the time for our industries, infrastructure partners, non-profits and government agencies to accelerate the development of the necessary transportation solutions that will improve people’s lives.”

An invitation-only crowd of more than 250 global automotive and technology leaders, alongside government officials, will hold candid discussions about global societal challenges and potential mobility-related solutions, and participate in ideation workgroups to start identifying solutions to some of the challenges brought forward in forum sessions.

The event also will feature over 20 key speakers from around the world. In addition to Bill Ford, other speakers include:

- Mary Barra – Chairman and CEO, General Motors
 - Anne Berner – Minister of Transport and Communications, Finland
 - Emily Castor – Director of Transportation Policy, Lyft
 - Jim Goodnight, Co-Founder and CEO, SAS
 - Chuck Gulash – Director, Collaborative Safety Research Center, Toyota
 - Andreas Mai – Director, Smart Connected Vehicles, Cisco Systems
 - Diarmuid O’Connell – Vice President of Business Development, Tesla Motors
- (more)

- Francisco Reynés, CEO, Abertis Infraestructuras, Spain
- Hakan Samuelsson – President and CEO, Volvo Car Group
- Mudassir Shiekha, Co-Founder and Managing Director, Careem, Dubai
- José Viegas, Secretary-General, International Transport Forum-OECD

Daytime programming will take place at the Westin hotel at Detroit Metro Airport. Business Leaders for Michigan, the state’s CEO organization, and MICHAuto are organizing the event, with McKinsey & Company facilitating sessions as discussion providers. The Michigan Economic Development Corporation and the Detroit Regional Chamber are event partners.

“This conference is all about problem-solving – how we can leverage the power of mobility to make the world a better place,” said Doug Rothwell, President and CEO, Business Leaders for Michigan.

The event will also feature an exhibit area at a hangar adjacent to the airport where attendees can see new and future mobility products and technologies.

For more information on the World Mobility Leadership Forum, including a full schedule, visit www.worldmobilityleadershipforum.com.

Note for Journalists:

Most Forum components will be open for media coverage. To register for credentials, <http://worldmobilityleadershipforum.com/media/>.

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About Business Leaders for Michigan:

Business Leaders for Michigan, the state’s business roundtable, is dedicated to making Michigan a "Top Ten" state for jobs, personal income and a healthy economy. The organization is composed exclusively of the chairpersons, chief executive officers, or most senior executives of Michigan's largest companies and universities. Our members drive 32% of the state’s economy, provide nearly 375,000 direct jobs in Michigan, generate over \$1 trillion in annual revenue and serve nearly one half of all Michigan public university students. Find out more at: www.businessleadersformichigan.com