

mapconnected's

SERVICE & WARRANTY LIFECYCLE SUMMIT

WESTIN SOUTHFIELD DETROIT

OCT. 22 - 24

TAKE ME TO:

EV SUMMIT

TECH SERVICES

RECALL

MAIN SUMMIT

Analytics, Data, and Service:
Fuel For A Customer-First Connected World

200+

Attendees

80+

Companies

50+

Speakers

15+

sponsors

THIS YEAR'S SUMMIT EXAMINES KEY CASE STUDIES AROUND:

- Debugging AI & PREDICTIVE ANALYTICS
- DIAGNOSTICS - Technician Issues - EV SERVICE OPS & AFTERSALES
- Warranty Data Uses For Improved QUALITY AND SUPPLIER MANAGEMENT and ROOT CAUSE ANALYSIS
- Progressive TELEMATICS Data Utilizations To Stay Customer Connected
- Advanced WARRANTY EDITS Examinations
- RECALL And LEGAL & REGULATORY Requirements
- Successful WARRANTY IMPROVEMENT INITIATIVES

REGISTER NOW

SCAN
ME



JOSE CLEMENTE
Warranty Performance Manager
GENERAL MOTORS

"MAPconnected is a great network to keep the pulse on the Automotive Warranty world. The collaboration among its members is of incredible value to General Motors, and ultimately benefits our customers, by delivering high-quality products and exceptional warranty service."

APRIL 2024: MAPconnected's 2nd Annual Club Study brought 25 Warranty Chain Executives to benchmark Claims Processes, Systems, & Cost Sharing Best Practices & toured GM's Warranty Parts Return Center.

GET 2 FREE SUMMIT TICKETS: BECOME OUR 2025 HOST!



SERVICE & WARRANTY LIFECYCLE SUMMIT

WESTIN SOUTHFIELD DETROIT

OCT. 22-24

A 2024 MUST ATTEND EVENT!

This year's Summit creates an opportunity to examine key case studies around integrating, analyzing and actioning data by harnessing best-in-class organizational processes and the latest technology innovations. Network with over 200 of your peers, engage with leading tech expo innovators come away with invaluable learnings and easily implementable strategies that will streamline and strengthen your Service & Warranty Lifecycle roadmap.

50+
INDUSTRY
SPEAKERS

80+
COMPANIES

200+
ATTENDEES

15+
SPONSORS &
TECH EXPO

SHARK
TANK VIP
DINNER

12+ HOURS
NETWORKING

KEY PILLARS

- Quality & Supplier Management
- Connected Customer Care & Recall
- Dealer Technical Services & Field Ops
- Warranty Admin: Legal / Regulatory Compliance
- Telematics & Analytics Data Sharing / Utilization
- EV Ops, Services & Warranty
- Financial Products & Extended Services

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SERVICE & WARRANTY LIFECYCLE SUMMIT

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OCT. 22 - 24

INTRODUCING NEW 2024 SUMMIT FORMATS

10/22 & 23 | MAIN SUMMIT | NETWORKING RECEPTION & DINE-AROUNDS

- Quality & Supplier Management
- Connected Customer Care Revolutionized By Technology
- Service Lifecycle Management Powered By AI and Advanced Analytics
- Data Transformation To Drive Quality Management & Cost Efficiencies
- Dealer Technical & Field Service Operations
- Warranty Of The Future: Automative & Innovative Technologies

10/23 PM | RECALL, CUSTOMER CAMPAIGNS & LEGAL ROUNDTABLE (NEW!)

- Resolving Cost Recovery Disputes
- Categorizing Vehicle Recalls Based On Risk Factors
- Customer Care: Recall Execution Best Practices
- Dealer & Field Engagement

10/23 PM | TECHNICAL SERVICES & DIAGNOSTICS ROUNDTABLE (NEW!)

- How Diagnostics Impact The Full Claim Lifecycle
- Guided Diagnostics: Pros And Cons
- Cutting-Edge Diagnostic Equipment & Technologies
- Technical Publications, Creation And Utilization
- Service Labor Times Development & Trends
- OTA's Impact Discussions

10/24 | EV SERVICE, OPERATIONS AND AFTERSALES (NEW!)

- Exploring New Services & Revenue Generation For Dealers & Aftermarket
- Maximizing Profitability In Aftersales Parts & Repair
- Setting Up Cross-Brand Services & Infrastructure
- Navigating Warranty Risk And Driving Extended Warranty Business
- EV Diagnostics Processes
- Tech Training, Regulations & Safety
- MVP Deliverables & OTA's

10/21 | BENCHMARK ROUNDTABLES & VIP DINNER (NEW!)

- Warranty Administration
- Purchasing & Supplier Cost Sharing
- Parts Return & Quality Analysis
- Shark Tank Startups
- Audience Judging
- Networking & Social Dinner

10/22-24 | TECH EXPO EXHIBITORS

- Warranty & Supply Chain Solutions
- Data, Analytics & Telematics
- Connectivity | AI | VR
- EV Services & Solutions
- Technical Aides, Diagnostics & Training

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MEET YOUR 2024 SPEAKERS!

gm
Lisa Campbell
General Motors
National Warranty Manager

BRIDGESTONE
James Kiriazes
Bridgestone Americas
Director Customer Quality Engineering

ROHRMAN
Austin Conroy
Rohrman Auto Group
Regional Fixed Operations Director

NISSAN
Troy Kelsey
Nissan Group of North America
Senior Manager, Warranty Financial Operations

NAVISTAR
Steve Olejniczak
Navistar
Warranty Associate Director

STELLANTIS
Daniel Pullo
Stellantis
Global Customer Care Performance & Strategy Director

EV Battery Solutions
Bryce Cornet
Cox Automotive
Senior Manager for Supply Chain Logistics at EV Battery Solutions

BOZARD
Ed Roberts
Bozard Ford Lincoln
Chief Operations Officer

sofe
Carlos Hernandez
Sogefi
Quality Manager Technical Center

Ford
Eric Gillanders
Ford Motor Company
North America Recall Manager

Kubota
Xin Liang
Kubota
Warranty Manager

Ford
Ayana James
Ford Motor Company
Model e CX Owner Success Mgr

EVs EVERYONE
Elena Ciccotelli
EVs For Everyone
Host & Producer

-CANOO-
Tony Smith
Canoo
Director of Service Engineering

gm
Scott Trantham
GENERAL MOTORS
Global Supplier Quality Manager

MRI MR Insights LLC
Mike Roberts
MR Insights
former Global Warranty Strategy Manager.

gm
Angela Johnson
General Motors
Manager, Business Intelligence, Global Purchasing & Supply Chain

Xalt Energy
Rajib Borai
Xalt Energy
Freudenberg e-Power Solutions
Vice President Field Services


MEET YOUR 2024 SPEAKERS!

WARRANTY WEEK



Eric Arnum
WARRANTY WEEK
Publisher

Amphenol



Brian Engle
Amphenol
Director of Electrification

TWEDDLE GROUP



Nicholas Horan
Tweedle
Director, Global Business Solutions

sedgwick



Wayne Mitchell
Sedgwick
Global Director Sales and Marketing

gm



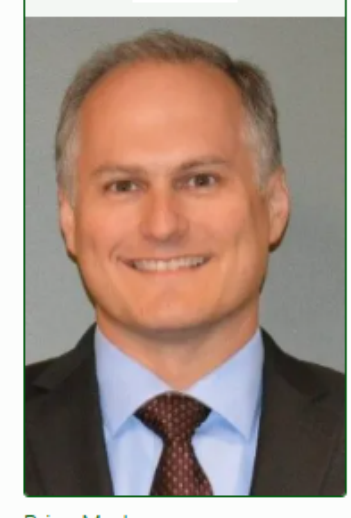
Jose Clemente
GM
Manager GPSC Warranty Performance

NAVISTAR



Bryan Tracy
Navistar
Senior Manager Supplier Warranty & Product Review Center

Rockwell Automation



Brian Martensen
ROCKWELL AUTOMATION
Product Manager Plex

Ford



Samantha Hoyt
Ford Motor Company
Field Academy Coach

bsp LAW



Moheeb Murray
Bush Seyferth
Member

circuitry.ai



Ashok Kartham
Circuitry.ai
CEO

MIDTRONICS



Joshua Linton
MIDTRONICS
EV Platform Manager

ECO AUTO



Al Salas
ECO AUTO
CEO

BIZZYCAR



Ryan Maher
BIZZY CAR
CEO & Founder

CITY OF DETROIT




Donald L. Thomas
CITY OF DETROIT
Fire Marshal

ssas




David Froning
SAS
Portfolio Manager Quality And Service Solutions

Tech Mahindra



Amit Ganguly
Tech Mahindra
Vice President - Aftermarket Business

truvideo



Doug Pataky
TruVideo
Director of Strategic Business Development

ESSPI



Ron Butler
ESSPI
CEO

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FEATURED MEDIA PARTNERS



"Initiatives for warranty spend reduction should include knowledge sharing of lessons learned and a comprehensive read across to prevent reoccurrence. In addition, constant improvement of data analytics has proven to be successful in reducing the impact of warranty charges from customers."

Casandra Tessitore, North America Warranty Manager



REGISTER NOW
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Analytics, Data, and Service: Fuel For A Customer-First Connected World

MONDAY 10/24/21 Workshop + VIP Dinner

2:00 - 5:00 Leadership Benchmark Workshop - Reservation required @ \$395.00

Prior Approval and Cost Cap Analysis Done Right! Discuss success stories and pitfalls around implementing Prior Approval and Rebuild versus Replace decisions.

7:00 - 9:00 VIP Dinner – Reservation required

Shark Tank Startups | Audience Judging | Networking & Social Dinner

TUESDAY 10/24/22 Main Summit + Networking Reception

Warranty Lifecycle Of The Future: Connected Stakeholders, Processes & Data

7:30 - 8:30 Networking Continental Breakfast & Tech Expo

7:30 - 8:15 Leadership Exchange Round Robins – Sponsorship open

8:30 Opening Remarks

Mike Roberts, President – **MR Insights**

8:35 - 9:35 Keynote: Revolutionizing The Warranty Service Lifecycle Management Using Generative AI For Disruptive Innovation

9:35 - 10:00 Case Study: Unlocking Insights, Empowering Efficiency: Warranty Analytics Redefined **Tavant**

10:00 - 10:30 Networking Break & Tech Expo

10:30 - 11:15 Panel: Exploring New Impacts On Claims And Warranty Accruals Using Warranty Week's Worldwide Auto Warranty Report 2024

Eric Arnum, Publisher – **Warranty Week**

Warranty Week will provide the detailed US dollar totals and averages of a 2019-2023 worldwide auto manufacturers' warranty study, including the worldwide claims, accruals, and warranty reserve totals, the average warranty cost per vehicle sold, and the relative shares of those metrics for manufacturers based in North America, Europe, China, Japan, Korea, India, and other locations. Most of the data is extracted from the manufacturers' annual reports, but estimates are included for non-reporters.

Following the presentation, we will engage in a dynamic discussion on the current and emerging trends influencing claims and warranty accruals.

11:15 - 11:50 Thesis: Leveraging Relationship Satisfaction to Improve Quality & Warranty Performance

Dr. Angela Johnson, Senior Manager for Business Intelligence – **General Motors**

As the saying goes, a rising tide lifts all boats. How does this translate to OEM-supplier warranty relationships and what happens when the waters get rocky? Through Angela's research she will show how durable relationships are better equipped to navigate both calm and turbulent seas. She will demonstrate how to enhance quality and warranty discussions by focusing on transactional efficiency, the cornerstone of enduring relationships. Additionally,

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she will explain how cultural knowledge and peer connections can positively or negatively influence transactional efficiency, offering you a fresh perspective on ensuring smoother sailing ahead.

11:50 - 12:30 Case Study: “Lies, Damned Lies, And Statistics”: Things To Consider When Designing A Program To Interpret Field Signals

James Kiriazes, Director Customer Quality Engineering – **Bridgestone Americas**

Warranty return data often constitutes the bulk of a company’s product performance analysis. Understanding how field data might be influenced by market conditions and the return process is crucial. Biased, poor-quality, or flawed input data can lead to similarly flawed outputs. James will explore key considerations in analyzing field data.

12:30 - 1:45 Networking Lunch & Tech Expo – Sponsored by PTC Warranty

Using Data And New Technologies To Drive Quality Management & Cost Efficiencies

1:45 - 2:15 Presentation and Audience Discussion: New APQP & Control Plan – Are You Ready?

Scott Trantham, Global Supplier Quality Manager – **General Motors**

Harald Wilhelm, VP Quality Products & Services - **AIAG**

Ford, GM and Stellantis, the authors of the APQP manual, have updated the APQP 2nd edition with a new APQP 3rd edition and a new, stand-alone Control Plan 1st edition document.

- *APQP 3rd Edition:* Enhanced for agile project management, it explains the “why” behind the “what” and “when” to ensure successful new product launches.
- *Control Plan 1st Edition:* A dedicated manual providing in-depth guidance and examples for robust control plan execution.

Scott and Harald will explore the updates, benefits, and implementation strategies of these essential documents that have been designed to streamline and commonize processes for future supplier success and then open up for audience engagement!

2:15 - 3:00 Deep Dives: Earlier Warning & Accelerated Root Cause Analysis

Troy Kelsey, Senior Manager Warranty Financial Operations – **Nissan Group of North America**

Brian Martensen, Product Manager Plex – **Rockwell Automation**

3:00 - 3:30 Networking Break & Tech Expo

3:30 - 4:15 Deep Dives: Identifying Supplier & OEM Accountability

Eugene Radke, Supervisor GPSC Warranty Performance & CQI-14 Champion – **General Motors**

Carlos Hernandez, Quality Manager Technical Center - **Sogefi**

Bryan Tracy, Senior Manager, Supplier Warranty & Product Review Center - **Navistar**

4:15 - 5:30 Small Group Table Discussions: Warranty Improvement Initiatives: Training & Communications | Data Collection | Dealer Reporting | Suspect Claim Detection & Automation

5:30 Day 1 Closing Remarks

5:30 - 6:45 Networking Reception

7:30 Dine-arounds - Reservations Required

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Analytics, Data, and Service: Fuel For A Customer-First Connected World

WEDNESDAY 10/24/23 Main Summit + Roundtables + Networking Reception

7:15 - 8:30 Continental Breakfast & Tech Expo

7:15 - 8:15 Leadership Exchange Discussions *Reservations Required*

- Warranty Administration
- Purchasing & Supplier Cost Sharing
- Host: Jose Clemente, Manager GPSC Warranty Performance – **General Motors**
Parts Return & Quality Analysis

Innovative & Automative Driven Dealer Service & Warranty Lifecycle Operations

8:30 Opening Remarks

8:30 - 9:00 Presentation: Harnessing AI And Video Through The DMS System for Seamless Claim Submission, Efficient Parts Return & Enhanced Tech Customer Support
Joe Shaker, CEO – **TruVideo**

9:00 - 9:30 Panel: Demystifying The Decisions To: Build vs. Buy and Outsource vs. Insource **Syncron**

9:30 - 10:00 OTA Updates & Maintenance

- Categorizing warranty repair/patches/bug fixes or recall
- Who pays for them
- Reporting and tracking best practices
- Protecting driver's privacy preferences

10:00 - 10:30 Case Study: The Case For Validation From Vehicle Information To Fault Codes

Steve Olejniczak, Assistant Director Warranty – **Navistar**

Amit Ganguly, VP Aftermarket Business - **Tech Mahindra**

- Developing and the deployment of our new warranty system
- Leveraging technology enablers and creating links to other systems for additional validation opportunities
- Increasing repair confidence and expanding auto payments

10:30 - 11:00 Networking Break & Tech Expo

11:00 - 11:30 Driving Collaboration: Building a Unified Telematics Platform

Jeremy Stephens, Mobile Service Director – **Bozard Ford Lincoln**

Bozard Ford Lincoln is a trailblazer with their growing fleet of remote mobile service technicians now. Jeremy will discuss the benefits of leveraging connected vehicle data to empower his mobile technician team.

- Monitoring vehicle diagnostics to offer preventative maintenance
- Automating the repair process to trigger parts orders to speed up service
- Improving resource allocation and optimizing schedules

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11:30 - 12:00 Case Study: Enhancing the Warranty Lifecycle For Stakeholders

- Improving accuracy with photo parts return
- Boosting claims prevalidations
- Transitioning to comprehensive vehicle-wide programming

Matt Weissenborn, Assistant Manager Warranty Administration – **General Motors**

12:00 - 1:15 Networking Lunch & Tech Expo

1:15 - 5:00 Technical Services & Diagnostics Roundtable (see page 5)

1:15 - 5:00 Recall, Customer Campaigns & Legal Roundtable (see page 6)

5:00 - 6:00 Networking Break with Tech Expo Demo's

MAPconnected's Warranty, Aftercare and Afterservices Network is growing. If you are not a Member Company yet, plan to GET MAPCONNECTED in 2025 so that you and your team can benefit year-round from peer-to-peer learnings, networking, benchmarking and collaboration opportunities that our virtual events and messaging forum provide for Service Lifecycle Management Executives and also get your annual summit tickets paid for!

Look forward to having you join! Pam Walter, Founder MAPconnected & Summit Producer
pwalter@mapconnected.com

VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fuel For A Customer-First Connected World

WEDNESDAY 10/24/23

Roundtable 1 + Networking
Reception

Technical Services & Diagnostics

12:00 - 1:15 Networking Lunch

1:15 Chair: Mike Roberts, President - **MR INSIGHTS**

1:15 Panel Leveraging AI to Optimize Critical
Decisions in Service and Warranty

Ashok Kartham, CEO - **Circuitry**

Bora Rajib, Vice President Field Services – **Xalt Energy
Systems**

Explore how AI can revolutionize critical decision-making across the vehicle service and warranty lifecycle. This session will dive into the practical applications of AI in diagnostics, repair procedures, parts replacement, claim adjudication, and handling recalls and returns. Discover strategies to automate and augment decision-making processes, resulting in improved efficiency, service delivery, and overall decision quality. Gain insights into how AI can elevate the speed, accuracy, and consistency of decisions made by all stakeholders throughout the service lifecycle.

1:45 Telematics, Predictive Maintenance, & Remote
Diagnostics Across The Full Claim Lifecycle

Dave Froning, Portfolio Manager For Quality & Service
Solutions – **SAS**

2:15 Guided Diagnostics: Pros And Cons

Nicholas Horan, Director Global Business Solutions –
Tweddle Group

Understand the future of diagnostics applying the latest use cases from Artificial Intelligence (AI) and Machine (ML), Smart Diagnostic Tools and Advanced decision trees. He will explore application integration use cases and their benefits for: Warranty | Repair | Parts | ML Database | OEM Diagnostic Reader/Scan

2:45 Predictive Analytics Is Revolutionizing Battery
Diagnostics

Joshua Linton, EV Platform Manager - **Midtronics**

- Leveraging data, algorithms, and machine learning to identify potential issues and optimize performance
- Accurately diagnosing intermittent electrical failures to prevent comebacks and battery replacements and 'no fault found' diagnoses
- Dispelling myths about battery maintenance to prevent unexpected failures, ensure better service and customer satisfaction

3:15 – 3:45 Networking Break with Tech Expo Demo's

3:45 Technical Publications, Creation And Utilization
Tony Smith, Director of Service Engineering - **Canoo**

4:15 Research: Service Labor Times Development &
Trends & OTA's Impact Update

4:30 Panel

Jeremy Stephens, Mobile Service Director – **Bozard
Ford Lincoln**

Ryan Maher, CEO – **BizzyCar | St. Charles Automotive**

- Cutting-Edge Diagnostic Equipment & Tech
- Mobile Diagnostic Services
- Technician Toolbox's
- Real-time scheduling & on-the-spot service

5:00 Roundtable Closing Remarks

5:00 - 6:00 Networking Reception with Tech Expo

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WEDNESDAY 10/24/23 Roundtable 2 + Networking Reception

Recall, Customer Campaigns & Legal

12:00 - 1:15 Networking Lunch

1:15 Chair: Warren DeBardelaben, President – **WD3 Automotive**

1:15 Panel Navigating Recall Management in the Autonomous, Electrified Future
Wayne Mitchell, Global Director of Automotive Solutions - **Sedgwick**

As the automotive industry accelerates toward an autonomous, electrified, and connected future, the escalating complexity of vehicles marks the onset of a new era fraught with brand and reputational risks. Despite this transformative shift, the fundamentals of effective recall management remain consistent.

The panel will outline essential multi-channel strategies and practical implementation advice to help OEMs enhance process efficiency and recall execution. Wayne will share best practices for augmenting contact data, digital, phone, and direct mail channels to achieve recall completion rates exceeding 80%.

1:45 Dealer & Field Engagement Deep Dives

Your Game Plan For Recall Success

Join Dealer Owner Ryan Maher as he discusses the industry's huge recall problem and shares how he reshaped the recall strategy in his own store using AI and the best recall data to deliver higher recall completion rates, increased customer retention and dealership profits. In addition to his recall game plan, Ryan will guide attendees through the rapid expansion of mobile automotive services in Fixed Ops and the integration of mobile technologies, from real-time scheduling to on-the-spot service that transformed his store's customer experience and set new service standards.

Ryan Maher, CEO – **BizzyCar | St. Charles Automotive**

2:15 Panel: Dealer Behavior with Recalls

- Part ordering
- Prioritizing
- Returning parts

Eric Gillanders, North America Recall Manager - **Ford Motor Company**

2:45 Case Study: Using GenAI To Enhance The Customer Experience

Daniel Pullo, Global Customer Care, Director Performance & Strategy - **Stellantis**

Daniel will share insights on how his team catalogs global customer care processes and best practice strategies, including handling customer recalls. Leveraging these resources and extensive consumer research, he has been pivotal in rolling out AI technologies to enhance agent effectiveness and efficiency by prompting actions and automating FAQs. Daniel will highlight his Generative AI journey which has transformed customer interactions and operational efficiencies.

3:15 - 3:45 Networking Break with Tech Expo

3:45 Well... That's Settled. Or Is It? Resolving Warranty And Cost Recovery Disputes

Moheeb Murray, Supply-Chain Litigation Practice Leader, **Bush Seyferth**

- What constitutes an enforceable settlement agreement?
- Properly document a settlement agreement
- When can a settlement agreement be undone? Considerations for resolving cases using mediation

4:15 Compliance & Customer Experience: Achieving The Right Balance

- Lemon Law, EV Impact, Tech & Part Shortages

4:15 Panel Unveiling The True Costs: Financial and Brand Impacts Of A Recall

5:00 Roundtable Closing Remarks

5:00 - 6:00 Networking Reception with Tech Expo

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THURSDAY 10/24/24 EV SUMMIT

EV Service, Operations & Aftersales

7:30 - 8:25 Continental Breakfast & Tech Expo

8:25 Opening Remarks

Chairman: Elena Ciccotelli, Host & Producer - **EV's For Everyone**

8:30 - 9:00 Thought Leadership: Greening the Road Ahead: How Do We Prepare For the Anticipated Obstacles

Brian Engle, Director, Business Development: Electrification - **Amphenol** | **President - NAATBatt**

- Leveraging Technological Advances
- Strengthening Collaborations
- Focusing on Sustainability

9:00 - 9:30 Case Study: Charging Forward: Our EV Journey

Austin Conroy, Regional Fixed Operations Director – **Rohrman Auto Group**

Austin shares his practical experience of readying his five stores for the future of EV services and repair. This journey involved everyone from the Service Manager to the Service Advisors and Technicians. He will outline the steps he took to enable this important transition and what's working for them in the following areas:

- Planning and preparing the infrastructure
- Team education, specialized certification and training
- Upgrading equipment to EV-specific tools and PPE
- Why he chose to drive an EV for a month and insights learning

9:30 - 10:00 Case Study: Minding The Gap: Reeducating And Reformatting ICE Customer Behaviors To BEV

Ayana James, Model e CX Owner Success Manager – **Ford Motor Company**

Samantha Hoyt, Field Academy Coach – **Ford Motor Company**

- The Tesla effect
- Educating EV owners
- Short term vs. long term impact
- Building the dealer relationship

10:00 - 10:30 Case Study: Harnessing the Benefits of Progress To Pave The Path To Accelerate EV Sales

Al Salas, CEO – **Eco Auto**

- Supporting consumer challenges such as insufficient charging infrastructure by utilizing AI and offering smart charging solutions
- Forming partnerships to align with the key growth factors including new and used EV incentives and certified parts and service centers
- Ensuring sustainability not only in operational practices but also through its community engagement

10:30 - 11:00 Presentation: What You Need To Know To Service EVs: MVP Deliverables For Launch

Nicholas Horan, Director Global Business Solutions – **Tweddle Group**

Nick will outline best practices for building a product information strategy that promotes unique, long-range operational efficiencies:

- Repair Information & Service: 80/20 Rule, Technical training and certification
- Diagnostics: Guided versus traditional

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- Parts: Streamlining your electronic parts catalog
- Operations: Regulations and homologation requirements

11:00 – 11:30 Networking Break with Tech Expo

11:30 - 12:00 Panel: Harnessing EVs and Digital Innovation to Unlock New Service Revenue Streams

Ashok Kartham, CEO - **Circuitry**

Bora Rajib, Vice President Field Services – **Xalt Energy Freudenberg e-Power Systems**

Electric vehicles and advanced algorithms, powered by connected vehicle data, are reshaping how OEMs and dealers can generate new service revenue. This panel discussion will explore the potential of subscription-based services and other innovative revenue models that go beyond traditional break-fix approaches, highlighting new emerging opportunities to enhance customer value and drive additional revenues and profits for your business.

12:00 -12:45 Panel: Exploring New Aftersales Services To Boost Consumer Confidence & Maximize Profitability

Jeremy Stephens, Mobile Service Director – **Bozard Ford Lincoln**

Tony Smith, Director of Service Engineering - **Canoo**

Al Salas, CEO – **Eco Auto**

Leasing Batteries | Cross-Branded Services | Comprehensive Warranties | Recycling | Parts Sales | Roadside Assistance | Remote Diagnostics | Predictive Maintenance | Personalized Services

12:45 - 1:45 Networking Lunch with Tech Expo

1:45 - 2:15 Presentation: 12V EV & SafetyPower Diagnostics: An Often Forgotten Part

Joshua Linton, EV Platform Manager – **Midtronics & Client**

As the automotive industry electrifies, high-voltage infrastructure and charging networks are expanding. However, the low-voltage SafetyPower™ system in EVs is often overlooked. This system, powered by a low-voltage battery, ensures critical vehicle functions operate safely and reliably. Joshua will explain SafetyPower™, its importance, consequences of neglect, and maintenance tips for low-voltage batteries in EVs.

2:15 - 2:45 Presentation: Navigating The Currents Of EV Battery Logistics

Bryce Cornet, Senior Manager Supply Chain Logistics EV Battery Solutions – **Cox Automotive**

From navigating hazardous materials regulations to tackling the challenges of international shipping, Bryce will uncover the secrets behind safely and efficiently transporting electric vehicle batteries. Discover how EV Battery Solutions is leading the charge in large-scale operations, managing over 60,000 battery shipments annually while balancing cost considerations and ensuring the safe delivery of every battery.

2:45 - 3:15 Presentation: Technical Training/E-Learning/EV Certification OR OTA's/Regulations Discussion

3:15 - 3:45 Panel: 1st Responders Guide: EV Battery Risks and Solutions

Damon Robinson, Chief Plans and Examinations – **Detroit Fire Department**

Donald Thomas, Fire Marshal – **City of Detroit**

Ron Butler, Chief Executive Officer - **ESSPI**

The panel will explore the challenges and measures that ensure EV safety

3:45 End of Summit

MAPconnected's Warranty, Aftercare and Afterservices Network is growing. If you are not a Member Company yet, plan to GET MAPCONNECTED in 2025 so that you and your team can benefit year-round from peer-to-peer

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learnings, networking, benchmarking and collaboration opportunities that our virtual events and messaging forum provide for Service Lifecycle Management Executives and also get your annual summit tickets paid for!

Look forward to having you join! Pam Walter, Founder MAPconnected & Summit Producer
pwalter@mapconnected.com

SERVICE & WARRANTY LIFECYCLE SUMMIT

WESTIN SOUTHFIELD DETROIT

OCT. 22-24

THE SUMMIT OF OPPORTUNITY



Connected Industries

Leading Automotive, Powersport, Bus, Truck, Construction and Agricultural Equipment OEMs, Parts and Equipment Suppliers, Their Retailers, Dealers, Distributors, Logistics and Services Providers.

NETWORK WITH THESE JOB TITLES:

ORIGINAL WARRANTY /
EXTENDED WARRANTY CHAIN

ENGINEERING & QUALITY

CUSTOMER CARE & SERVICE

RECALL CAMPAIGNS

WARRANTY IT SYSTEMS & SUPPORT

FINANCE & RISK MANAGEMENT

EV SERVICE, OPS & AFTERSALES

MANUFACTURING SITES:
QUALITY / OPERATIONS

DEALER SERVICES &
ADMINISTRATION

SUPPLY CHAIN /
SUPPLIER QUALITY

SUPPLIER PARTS MARKET

AFTERSALES / AFTERMARKET

TECHNICAL & FIELD SERVICES



The summit agenda boasts collaborative benchmark roundtables, workshops, roundtable discussions, executive panels, and keynote presentations from warranty chain thought leaders coupled with high impact networking opportunities and tech expo.

mapconnected

PARTICIPATING COMPANIES



 **Synchron**
32,112 followers
7h • 🌐

Wow, what an incredible day at **MAPconnected Vehicle Service & Warranty Lifecycle Network!** Our booth was buzzing with excitement, our presentation was a smash hit, and the turnout was absolutely phenomenal. 🙌

At Synchron, we're all about delivering exceptional customer experiences while seamlessly connecting the data that drives it. Our presentation today was a testament to that commitment, and the full house in attendance was truly inspiring!

Thank you to everyone who joined us and made this event a success. Let's keep the conversations going, and let's keep raising the bar on great customer experiences!

#Aftermarket #CSR #Sustainability





ATTENDEE SAMPLING 2023

Account Executive	Advantage Technical
Director Customer Solutions	Advantage Technical
Account Executive	Advantage Technical
Group Director Analytics	After Inc.
Senior Enterprise Account Executive	After Inc.
Vice President Product Strategy & Marketing	Agolo
Chief Executive Officer	Agolo
Senior Solutions Engineer	Agolo
Director Claims & Fixed Operations	Ally
Project Manager	Alteris Group
Director Warranty	American Axle & Manufacturing
Assistant General Counsel	American Axle & Manufacturing
President & CEO Designate	Automotive Service Excellence (ASE)
Director of Business Development	Axiom Connected
Lead Consultant & Founder	Better Vantage Point
Recall & Technical Campaign Manager	BMW of North America
Chief Operations Manager	Bozard Ford Lincoln
Aftersales Data Manger	BraunAbility
Tech Support Manager	BraunAbility
Aftersales Reporting Specialist	BraunAbility
Director of Customer Care & Aftersales	BraunAbility
Manager of Dealer Training & Resources	BraunAbility
Vehicle Tech Support Manager	BraunAbility
Director Customer Quality Engineering	Bridgestone Americas
Operations Manager	Bridgestone Americas
Senior Manager of Warranty	Brose North America
Regional Warranty Specialist	Brose North America
Director Service Engineering	Canoo Electric Vehicles
Director Warranty Regional Operations and Compliance	Cummins
Director Warranty Quality Supplier Recovery	Cummins
Executive Director- Global Warranty Quality	Cummins
Supplier Warranty Recovery Director	Cummins
Principal	Danner Automotive Consultancy
Principal	Deloitte
Senior Warranty Analyst	Doosan Bobcat
Senior Warranty Analyst	Doosan Bobcat
Warranty Manager	Doosan Bobcat
Service Contract Consulting	Doug Bell & Associates



ATTENDEE SAMPLING 2023

Partner	Foley & Lardner
Quality Analytics Leader	Ford Motor Company
Lifetime Warranty Business Process & Tools Supervisor	Ford Motor Company
Quality Analytics Product Line Leader	Ford Motor Company
Global Lifetime Warranty Executive Manager	Ford Motor Company
OWS Production Support Manager	Ford Motor Company
President Global Customer Service Division (2009-2022)	Ford Motor Company
Warranty Performance Manager	General Motors
Senior Manager Warranty Data Analytics	General Motors
Warranty Cost Recovery Lead	General Motors
National Warranty Manager	General Motors
Vice President	Global Network Technologies
Senior Manager Warranty	Gulf States Toyota
Manager Warranty Operations	Gulf States Toyota
Chief Technology Officer	Gulf States Toyota
Senior Manager Warranty Technical Operations	Hyundai Motor America
Senior Group Manager Warranty Technical Operations	Hyundai Motor America
Senior Manager Warranty Operations	Hyundai Motor America
Senior Manager Dealer Warranty Performance Assurance	Hyundai Motor America
Project Manager Lifecycle Services	John Deere
Project Manager Warranty	John Deere
Founder and Chief Intelligence Officer	JP Strategy & Intelligence
President	JTT Safety Compliance Specialty
National Warranty Manager	Kenworth Truck
Onsite Staff	MAPconnected Warranty & Aftercare Network
Onsite Staff	MAPconnected Warranty & Aftercare Network
Founder MAPconnected	MAPconnected Warranty & Aftercare Network
Chief Engagement Officer	Mentor Systems
General Consultant	Mentor Systems
Account Manager	Midtronics
EV Platform Manager	Midtronics
Account Manager	Midtronics
Vice President Business Innovation	Midtronics
Chief Marketing Officer	Mile One
Manager IC Service Engineering & Warranty Failure	Mitsubishi Logisnext
Senior Manager Service Engineering & Warranty	Mitsubishi Logisnext



ATTENDEE SAMPLING 2023

Senior Director Customers & Business Development	Motive Retail
Product Portfolio Manager Insights	MOTOR Information Systems
President	MR Insights
Sales Director	MSX International
Global Solutions Leader	MSX International
Strategic Account Executive	MSX International
Warranty Engineer	Multimatic
Director	National Automobile Club
President & CEO	National Center for Dispute Settlement
Supplier Warranty Manager	Navistar
Assoc. Director Warranty	Navistar
Senior Manager Supplier Warranty	Navistar
President Nexus Special Casualty	Nexus
Senior Manager Warranty Operations	Nissan North America
Chief Executive Officer	PCMI
President	PCMI
Senior Warranty Manager	Pentair
Warranty Return Center Manager	Peterbilt Motors Company
Warranty Manager	Peterbilt Motors Company
Director Service Engineering	Polaris Industries
Technical Service Manager	Polaris Industries
Senior Sales Director PTC Warranty	PTC
Senior Director Solution Management PTC Warranty	PTC
Head of Service Operations	Re:Build Manufacturing
Partner Development Director	RepairPal
Chief Revenue Officer	RepairPal
Senior Manager Growth & Industry	RepairPal
Portfolio Manager for Quality & Service Solutions	SAS
Data Scientist	SAS
Senior Customer Success Manager	SAS
Global Director Sales and Marketing	Sedgwick
Warranty Manager North America	Sensata Technologies
Warranty Manager	Sensata Technologies
President	Snap-on Equipment
Quality Manager Technical Center	Sogefi
Managing Director	Stout
Chief Commercial Officer and Co-Founder	StreetScope



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ATTENDEE SAMPLING 2023

Vice President Solution Consulting & Value Engineering	Syncron
Director Solution Consulting	Syncron
Vice President Product Management	Syncron
Business Analyst	Tavant
Sales Director	Tavant
Associate Vice President Analytics	Tavant
Senior Program Manager Manufacturing	Tavant
Vice President Aftersales & Warranty	Tech Mahindra
Aftersales Technology Expert	Tech Mahindra
Warranty Consultant	Tech Mahindra
Senior Manager Warranty Administration	Toyota Motor Sales
Manager Warranty Administration	Toyota Motor Sales
Warranty Expense Control Manager	Toyota Motor Sales
Director Global Business Solutions	Tweddle Group
Director Business Development	Tweddle Group
Chief Executive Officer	Ubiquiti Inc.
Assistant Professor	University of Michigan-Dearborn
Chief Executive Officer	VectorSolv
Chief Data Officer	VectorSolv
Warranty Specialist	Volvo Construction Equipment
Warranty Process Owner	Volvo Construction Equipment
Specialist Warranty Segment Leader	Volvo Group Trucks
Manager Technical Analysis & Supplier Warranty Recovery	Volvo Trucks
Head of Market Development & Growth Strategy	Volta Trucks
Senior Manager Warranty	VW Group of America
Editor in Chief	Warranty Week
Publisher	Warranty Week
Vice President Product	WarrCloud
President	WD3 Automotive
Vice President of Sales	ZEEM Solutions



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SERVICE & WARRANTY LIFECYCLE SUMMIT

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OCT. 22-24

WHAT THEY SAY ABOUT MAPCONNECTED



Senior Manager Warranty | Nissan Motor Company

"Attending the Vehicle Service & Warranty Lifecycle Summit is an event I enjoy every year. This year was no exception. I took a lot of innovative ideas away from the event this year. especially where the industry is going. I can't wait to see what topics are in store for '24"



Warranty Manager | Peterbilt Motors

"I am thrilled to not only have attended the MAPconnected Summit for the first time but honored to be able to present to such an astute group of colleagues. I highly recommend this summit to anyone who wants to make connections, gain knowledge, and be inspired!"



Lead Product Engineer | Magna Seating

"Experts and professionals representing many facets of the automotive warranty industry were in attendance sharing best practices and success stories. Speakers presented on useful topics of interest to me as Tier 1 OEM supplier. Excellent networking and knowledge sharing all around. Highly recommend."



Warranty Systems Integration Specialist Ford Motor Company

"The event was well organized with great topics and the occasional interjection of humor. An excellent representation of auto manufacturers and suppliers and dealerships."



Pam Walter

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www.mapconnected.com
www.mywarrantynetwork.com

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