

Become the Global Center for Mobility.

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Goal

Leverage existing automotive assets, attract new resources and expand services that distinguish Greater Detroit as a global center of excellence in technologies related to moving people and goods with all types of self-propelled vehicles.

- The global automotive industry remains a healthy and thriving sector, and Greater Detroit must position itself to take advantage of this strength.
- The existing advanced automotive cluster and affiliated workforce allow Greater Detroit to discover and pursue new opportunities in related and emerging clusters that will redefine automotive and other mobility sectors, as well as consumer products in the private and public sectors.

Implementation Steps

Create a Mobility Innovation Center to promote economic development by leveraging the region's existing automotive technology capabilities.

1. The Mobility Innovation Center will create a *Mobility Research and Development Cooperative (MRDC)* that provides time-shared facilities for small and medium-sized companies to conduct research and development projects and facilitate the formation of joint ventures. The MRDC will operate these four initiatives:
 - Mobility Innovation Initiative will serve as a business-to-business technology transfer program for the mobility industry.
 - Advanced Tooling and Materials Technologies Initiative will provide a technology and intellectual resource for advanced tooling technologies.
 - Vehicle Infrastructure Integration Initiative will provide feedback and assistance to the automotive industry (both OEMs and suppliers), entrepreneurs and motorists.
 - Mobility Energy Initiative will leverage existing technology assets, attract new resources and expand services that distinguish Greater Detroit as a global center of excellence for advanced energy systems that support mobility and all types of self-propelled vehicles.
2. An important element of the Mobility Innovation Center will be the establishment of a *Mobility Community Leadership Cooperative* to form a community partnership focused on marketing Southeast Michigan as the best business climate for any mobility industry enterprise.

Organizational Home: Center for Automotive Research