

# MIDLANDS BRANCH



Hon. Secretary :- W.B. Harris, BSc. C.Eng. MIMarEST  
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## Lecture Meeting

Date: **Wednesday 27<sup>th</sup> March 2019**

Venue: **University of Warwick, Industrial Digital Laboratory Bldg., Auditorium,  
Off University Road, COVENTRY, CV4 7AL.**

Time: **Lecture 19:00 – 21:00**

### “ How does learning from Automotive Electrification apply to the Marine Sector? ”

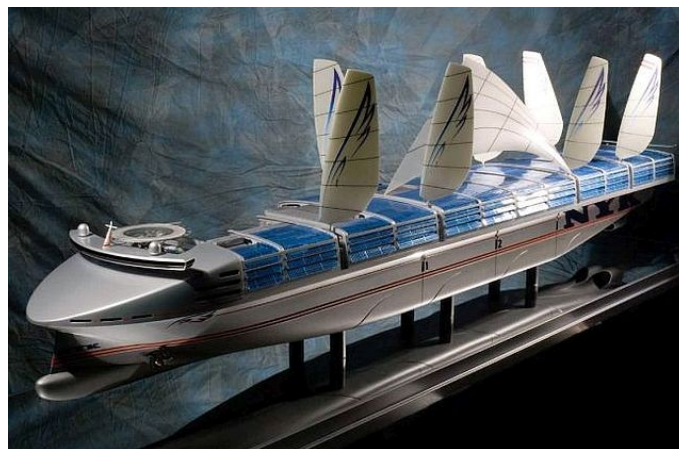
Presented by

**Phil Whiffin BEng, MSc, MBA, CEng MIET  
Programme Manager Advanced Propulsion Systems, WMG.**



Phil has 30 years' experience in automotive engineering, with a strong focus on electrification. Phil was part of the early team leading electrification studies and JLR, driving the systems engineering of these systems and addressing the integration challenges. In the last 4 years Phil has been Chief Engineer Electrical and Electronic Systems at JCB, crossing sectors, and also led the initial studies into electrification that have recently resulted in JCB's first electric excavator. As well as Automotive and Off-Highway, Phil has also worked in Rail. Phil joined WMG in September 2018.

*The Automotive sector began its long journey to electrification some time ago. This talk will consider what learning can be carried over to the marine sector and explore this using a number of case studies. We will also discuss the real drivers for moving to electrification and why the right solution depends on what problem you are trying to solve.*



#### REQUEST NOTICE

If you are intending to attend this meeting please contact Mr. A. Myatt on Tel. No. 0152 783 2058  
or preferably by eMail :- [myatt72@btinternet.com](mailto:myatt72@btinternet.com) giving your name [& any guest(s)]

**This is essential to arrange refreshment @ £2.00 p/p reply by no later than Monday 25<sup>th</sup> March.**

IMarEST HQ. 1, Birdcage Walk, SW1H 9JJ, London, UK

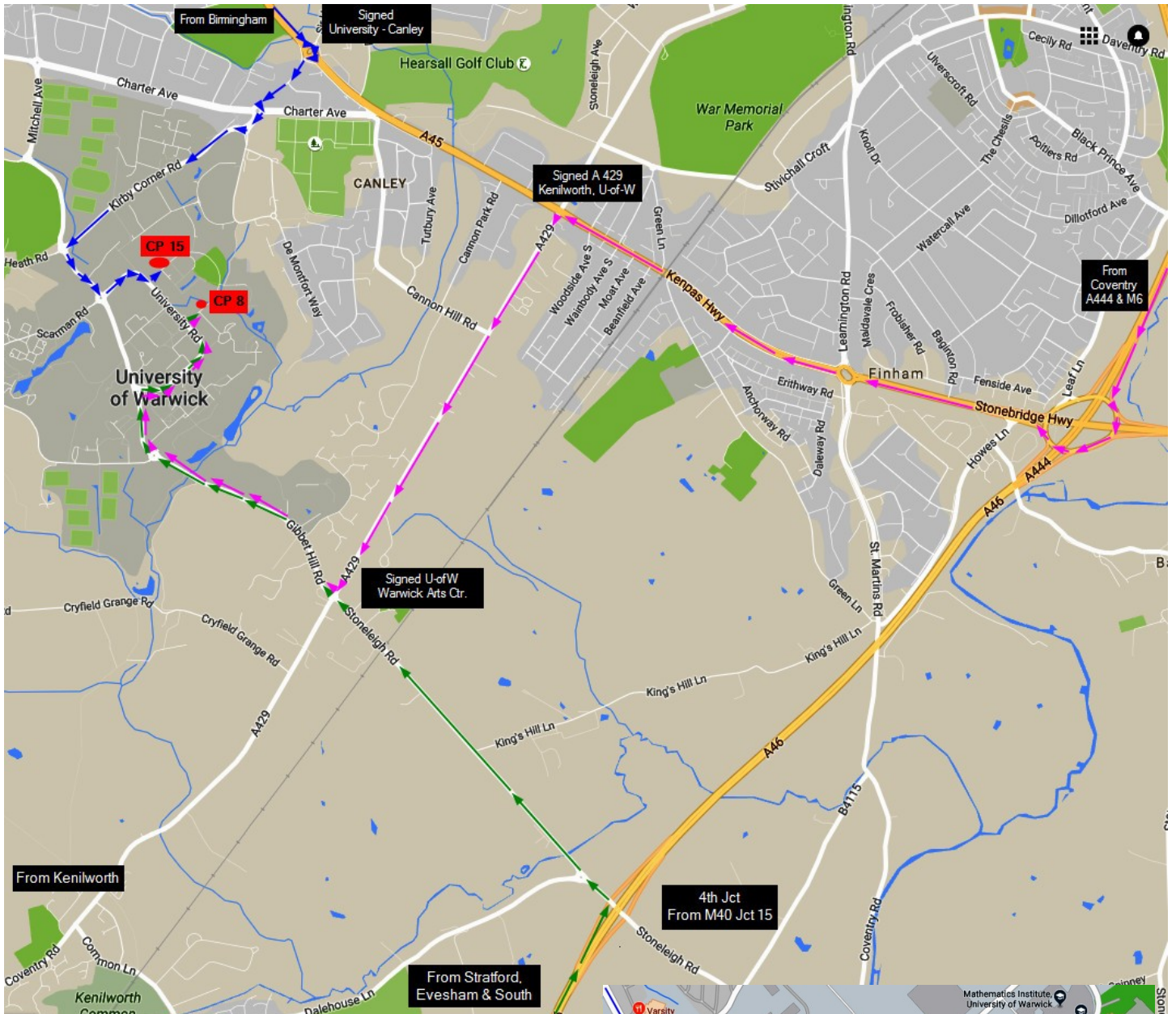
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# Location of Lecture at University of Warwick (Note : U-of-W is on the outskirts of Coventry)

## Map 1

### Car Routes to University Car Parks 8 & 8A -- Parking Free from 6pm



**Walk → from Car Park 8 / 8A (Steps)**  
**Walk → from Car Park 8 / 8A (No Steps)**  
**to IDL entrance E**  
**(The Auditorium is to the RIGHT of the Reception area)**

