

Eleventh Annual Automotive Outlook Symposium
Federal Reserve Bank of Chicago and J.D. Power and Associates
Thursday June 3, 2004

Agenda

Pricing and Profitability in the Age of Incentives

- 12:00 p.m. – 1:00 p.m. *Lunch*
- Welcome/Introduction to Conference:**
Glenn Hansen, Senior Vice President and Branch Mger
Federal Reserve Bank of Chicago
- 1:00 p.m. – 2:00 p.m. **Luncheon Speaker**
Keys to Successful Automotive Strategies
Jay Woodworth
President
Woodworth Holdings
- 2:00 p.m. – 5:00 p.m. **Panel**
Moderator:
Bob Schnorbus
Chief Economist
J.D. Power and Associates
- Incentive Wars and Their Impact on Consumer Spending***
Ted Chu,
Senior Economist
General Motors Corporation
- Measuring Incentive Elasticities: From the Industry to
the Model Level***
Kubilay Gursel
Senior Modeling Consultant,
Power Information Network
- Impacts on the Used Market: Prices and Retained Values***
Jie Cheng
Vice President, Solution Development
Power Information Network
- 5:00 p.m. *Adjourn*