



Kevin Riddell

Senior Manager, Powertrain Forecasts

Kevin Riddell is the Senior Manager of Americas Powertrain Forecasting at LMC Automotive. He oversees the company's North and South American light-vehicle-based powertrain forecasts. He has been studying the industry for over 20 years, assessing developments in traditional internal combustion and the expanding influence of electrification. Kevin has also contributed to a number of ad-hoc consultancy projects and speaks at industry events pertaining to powertrain trends, technologies and outlook.

Kevin received a B.A. in Mathematics from Kalamazoo College. Prior to joining LMC Automotive, he was a Manager of Powertrain Forecasting for JD Power's forecasting division. Kevin is currently a member of the Society of Automotive Engineers and the Society of Automotive Analysts.