

DEVELOPING INNOVATIVE VEHICLES: THE CHALLENGES AND DEMANDS.

Institution of
**MECHANICAL
ENGINEERS**

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London.

James Clayton Memorial Lecture
Presented by **Dr Clive Hickman**, Managing Director,
Tata Motors European Technical Centre

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DEVELOPING INNOVATIVE VEHICLES: THE CHALLENGES AND DEMANDS.

Innovation is such an integral part of engineering that the tendency is to take it for granted. This lecture examines the paradox of innovation, and the challenges faced when developing ground-breaking vehicles to meet the demands of the global markets.

Innovation is rarely spontaneous; it is more likely to surface when tackling big challenges:

- President Kennedy challenged America to put a man on the moon
- Winston Churchill asked searching questions of the nation when faced with seemingly insurmountable obstacles during the second world war

Likewise, Tata Motors is fostering a culture which encourages originality. This lecture highlights some of the innovative ideas that engineers have developed in their quest to deliver an economical family car costing only one lakh rupees (£1,200).

Furthermore, the 'out-of-the box challenge' that is currently taxing the best brains of the automotive industry, is the development of new-generation vehicles that balance the customers' demands for autonomous on-demand travel with the environmental issues surrounding global climate change.

In response, Tata Motors has developed a range of electric vehicles with the flexibility of diesel and gasoline cars at an affordable price. This process will be described, along with a variety of cutting-edge solutions.

Learn how Tata Motors continues to foster and encourage innovation in the advancement of its work processes and products. Discover what its future holds.

LECTURER: DR CLIVE HICKMAN



Dr Clive Hickman spent the early part of his career at Austin Rover, after which he gained significant experience within the engineering consultancy sector, as Engineering Director at MIRA UK and latterly as Managing Director of Ricardo UK. He has been with Tata Motors since September 2005, where he established the Tata Motors European Technical Centre (TMETC).

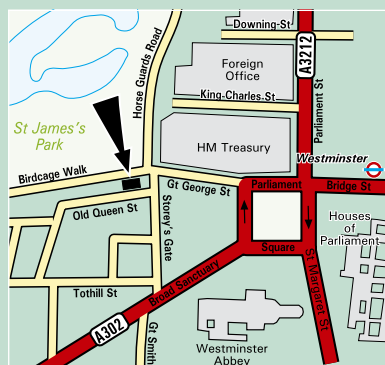
Dr Hickman, a Chartered Engineer, holds a Bachelor's Degree in Mechanical Engineering from Wolverhampton University and an MBA from Loughborough University. He gained his PhD in Heat Transfer and Thermodynamics from Aston University and is an Honorary Fellow of the University of Warwick.

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THIS LECTURE IS FREE AND OPEN TO ALL.



Refreshments will be served prior to the lecture at One Birdcage Walk, Westminster, London SW1H 9JJ from 17:15.

Lecture will commence at 18:00.

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www.imeche.org/events/L156 or email the following details to Diane Lorenzelli at manufacturing@imeche.org

- Your name
- Job title
- Company
- Contact details
- Membership number (if you have one)

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