



Working Together, Preparing For Growth

Automotive manufacturing companies, educational institutions, and the workforce development system work together through the Michigan Alliance for Greater Mobility Advancement (MAGMA) to ensure the automotive industry has the engineering and technical talent needed to support connected, autonomous, hybrid, electric, lightweight, alternative fuel, and other advanced vehicle technologies.

Mobility Competitiveness and MAGMA's Role

Mobility refers to the various products and processes required to make vehicle, transportation, and other related systems more efficient and eco-friendly. Competitive mobility companies are able to employ the right talent at the right time in the right areas just as they have done with their overall supply chain. While talent capabilities in many existing technologies and vehicle systems remain important, future mobility will require skill sets in new technologies such as light weighting, connected autonomous vehicles, cyber security, vehicle electrification, and alternative energy storage.

Through a proven partnership approach, MAGMA provides a neutral platform for industry to collectively assess their talent skill gaps across all vehicle systems, technologies, and processes. Those needs are then addressed through MAGMA-approved education & training programs, which have been vetted by an industry-led review process. Also, through its partnerships with many workforce and economic development agencies, MAGMA has access to a variety of industry trend reports and experts that further assist industry in staying ahead of what's next.

Value Proposition

MAGMA's partners include leading OEMs and suppliers, education/training providers, and government and nonprofit organizations. Join MAGMA and obtain:

- Access to Mobility market trends and workforce talent data from leading research organizations
- Ability to collectively determine and speak with one voice regarding future education and training requirements
- MAGMA-approved training for your incumbent and future-hire workforce
- Awareness and promotion of Mobility jobs for current and future workers and other industry stakeholders
- Networking opportunities with Mobility leaders across Michigan through quarterly MAGMA events



How Can I Learn More?

MAGMA is convened by the Workforce Intelligence Network for Southeast Michigan, a partnership of 6 Michigan Works! Agencies and 10 community colleges in Southeast Michigan. Funded by the New Economy Initiative, WIN's mission is to help employers find the talent they need for success. **For more information about MAGMA visit www.miautomobility.com or contact David Palmer at david.palmer@WINintelligence.org**

Future & Connected Mobility

ADVANCED MATERIALS

Lightweight / alternative materials; non-destructive testing; conventional testing; design; joining processes for multi-materials, stamping high strength steel or aluminum; rapid prototyping; additive manufacturing

ELECTRIFIED VEHICLE SYSTEMS

HEV and full EV systems, energy storage, power electronics and electric motor drives

FUELS TECHNOLOGY

Advance petroleum and alternate fuels

ADVANCED PROPULSION SYSTEMS

Advanced IC engine systems transmissions, controls, and solid state energy conversion

CONNECTED & AUTONOMOUS VEHICLES

Sensors and micro-processors, smart transportation systems

Membership & Partners

Partnerships are critical to making the most efficient use of established curriculums, facilities, laboratories, and equipment. They also provide the automotive industry with the talent necessary to succeed. **Some of our partners include:**

Original Equipment Manufacturers & Suppliers

American Axle & Manufacturing
BorgWarner* (Co-Chair)
Fiat Chrysler Automobiles*
Compact Power
Delphi Corporation
DENSO
ESG
Ford Motor Company*
General Motors Corporation*
GKN Driveline*
HEV Technology Center
Isuzu
Lear Corporation
LG Chemical
Magna International
MAHLE Industries, Inc.*
Mitsubishi
Nissan*
Ricardo, Inc.
Robert Bosch, LLC* (Co-Chair)
Volkswagen

Education & Training Partners

Michigan Works!
Southeast Michigan Community Alliance*
Henry Ford Community College
Macomb Community College*
Schoolcraft College
Kettering University
Lawrence Technological University
Michigan Technological University*
University of Detroit Mercy*
University of Michigan, Ann Arbor*
University of Michigan, Dearborn
Wayne State University*

Assoc., Non Profits & Other Partners

Engineering Society of Detroit
Corporation for a Skilled Workforce
Center for Automotive Research*
Next Energy
SAE International*
State of Michigan - TIA*
Workforce Intelligence Network (convener)*

* Governing Board member



Interested in Becoming a Member?

Become a MAGMA partner by contacting **David Palmer** at david.palmer@WINintelligence.org to receive an application.