

EV/HEV industry: Yole invites Bosch and Cree to discuss technological breakthroughs in power electronics

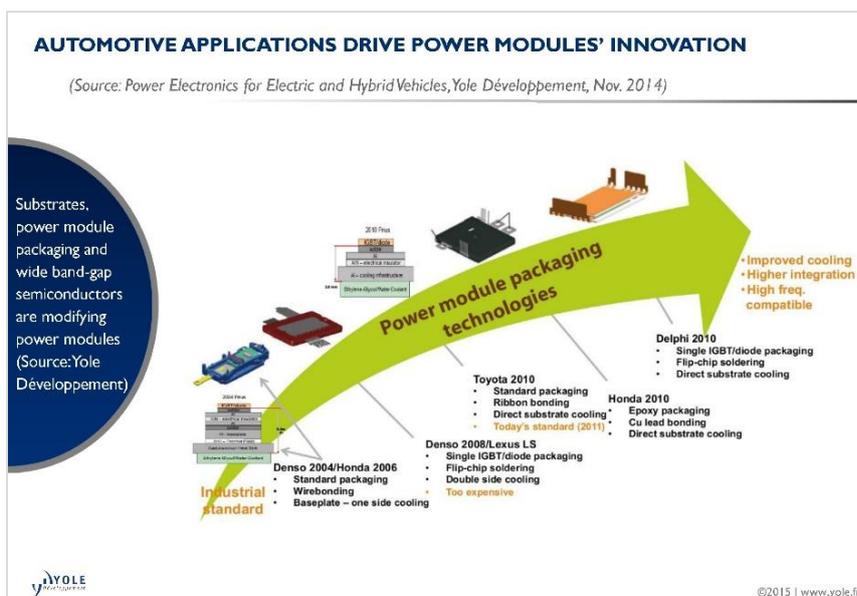
*Power Electronics Market Briefing powered by Yole Développement
May 20, 2015 – Forum Area at PCIM Europe 2015, 10:00 AM*

LYON, France – May 28, 2015 – *The Electric Vehicle/Hybrid Vehicle (EV/HEV) market is full of both promise and questions. [Yole Développement \(Yole\)](#) forecasts a \$16B market by 2023, with worldwide growth, especially in established areas of automotive development such as the United States, Europe and Japan (Source: [Power Electronics in Electric and Hybrid Vehicles](#), Yole Développement, November 2014).*

Yole, the “More than Moore” market research and strategy consulting company, has analyzed the market trends and identified many technical improvements. According to Yole’s experts, the EV/HEV supply chain is strongly impacted by technological evolution. In this context, industrial companies are adapting their strategies and modifying their business models.

What are the challenges being set by EV/HEV players? What impact will they have on the power electronics industry, especially at the

power module level? Yole has invited two leaders of the power electronics industry, Robert Bosch and Cree, to present their vision of the market and how it’s evolving technologically at its power electronics market briefing taking place on May 20, 2015 at PCIM Europe. Make sure you get a clear picture of the power electronics industry and automotive applications by attending Yole’s event. For more



information, please contact Clotilde Fabre (Fabre@yole.fr).

Entitled "How are hybrid and electric vehicles going to reshape the overall power electronics industry?", this year’s briefing takes place on

May 20, 2015 in the Forum Area of PCIM Europe in Nuremberg, Germany, from 10:00 to 11:00 AM. Entrance is free to PCIM Europe visitors. For more about the agenda and speakers, visit the full [Power Electronics Market Briefing event listing](#).

The automotive industry has been built on the combustion engine. Today's transition to electric engines therefore affects the full automotive supply chain. EV/HEV players, including power electronics companies, have to adapt their strategy and gain new expertise. Power module manufacturing becomes an especially tightly fought area.

Yole's team comments: *"2014 was a year of recovery for the power electronics market. It will surpass \$17B by 2020, representing a compound annual growth rate (CAGR) of 6.9% for the period 2014-2020."* (Source: [Status of the Power Electronics Industry](#), Yole, Développement, Feb. 2015). According to Yole, the outlook for coming years is firmly optimistic, with market growth driven by a significant increase in electric and hybrid vehicle (EV/HEV) sales, among other factors.

In parallel, Wide Band-Gap (WBG) technologies are increasingly being considered by automotive players. *"The EV/HEV industry could be the first field in which WBG semiconductors are essential"*, asserts **Dr Pierric Gueguen, Business Unit Manager, Yole Développement** in Yole's latest EV/HEV report. *"The emergence of new power module architectures and wide band gap semiconductors will definitely reshape today's powertrain," he concludes.* These results will be part of Dr. Gueguen's presentation at the Power Electronics Market Briefing on May 20.

Against this background, Yole's Power Electronics team has invited two leaders of the power electronics industry to present their vision of the market and disclose their technical analysis.

- Eckart Geinitz, Project Manager at Robert Bosch Automotive Electronics will describe his company's power module technology in a presentation entitled, *"High-performance power modules for (hybrid)-electric vehicles"*. Robert Bosch's multichip power packages combine innovative interconnect and assembly technologies at the chip and package levels.
- Paul Kierstead, Director of Marketing, SiC Power Products at Cree will illustrate the evolution of silicon carbide technologies and the impact on chargers and inverters.

Join the Market Briefing to listen to these presentations and take part in panel discussions between invited speakers. You can discover the detailed program at the full [Power Electronics Market Briefing event listing](#).

Yole is delighted to welcome Robert Bosch and Cree to its Power Electronics Market Briefing 2015 at PCIM. *“This event is a great opportunity for power electronics players to learn more about the latest technology and market trends, and discover Robert Bosch and Cree’s analysis”,* comments Pierric Gueguen. *“With these two leaders of the power electronics industry, Yole would like to illustrate the technological breakthroughs and their impact on the supply chain at the substrate and power module levels”,* he adds.

Power electronics market briefing entrance is free for PCIM Europe visitors. For further information, please contact Clotilde Fabre (fabre@yole.fr) or go to the [Power Electronics Market Briefing event listing](#).

About PCIM EUROPE 2015

From May 19 to 21, 2015 in Nuremberg, Germany

PCIM (Power Conversion Intelligent Motion) is Europe's leading meeting-point for specialists in power electronics and its applications in intelligent motion, renewable energy and energy management. From 19 – 21 May 2015, the industry's key international players will meet in Nuremberg. Get up-to-the-minute information on the newest trends and developments as well as state of the art solutions for your most challenging problems. Here you will find comprehensive information.

For more information, click [Here](#) or go to:

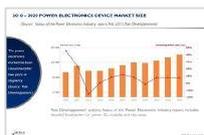
http://www.mesago.de/en/PCIM/For_visitors/Welcome/index.htm

About Yole Développement's report:

About the [Power Packaging Technology Trends and Market Expectations](#) report

Power packaging adds great value to power electronics: power packaging will represent a \$1.7B market by 2020, 30% of the power module market.

Publication date: Mar.2015 – Detailed description: [Here](#)



About the [Status of Power Electronics Industry 2015](#) report

Growth is back - New technologies are finding their way to implementation - The supply chain is being reshaped by M&A and vertical integration.

Publication date: Feb.2015 – Detailed description: [Here](#)

Also : The [Power Electronics in Electric and Hybrid Vehicles](#) report (Nov. 2014) – The [Inverter Technology Trends & Market Expectations](#) report (Nov. 2014) – The [SiC Modules, Devices and Substrates for Power Electronics Market](#) report (Oct. 2014). And coming soon in 2015: WBG report collection (2 volumes) – Battery report collection (2 volumes).

For further information about our reports, please contact David Jourdan (jourdan@yole.fr).

About Yole Développement

Founded in 1998, [Yole Développement](#) has grown to become a group of companies providing marketing, technology and strategy consulting, media and corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, the Yole Développement group has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semiconductors, LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Photovoltaics, Advanced Packaging, Manufacturing, Nanomaterials and Power Electronics. The group supports industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

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