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McMaster deepens its expertise in cars of tomorrow

The University's team in automotive research has grown recently, and now includes two widely-respected powertrain engineers and an expert from the electric vehicle industry. McMaster continues to attract leading auto researchers and technologists as it expands its expertise in developing the cars of tomorrow.



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"With these strategic additions to our team, we're bolstering McMaster's expertise and strengthening our research capabilities," said Ali Emadi, Canada Excellence Research Chair in Hybrid Powertrain and the director of the McMaster Institute for Automotive Research and Technology (MacAUTO).

The new additions include Berker Bilgin, chief electrical engineer on Emadi's team. Bilgin earned his PhD in electrical engineering at the Illinois Institute of Technology and his undergraduate and master's degrees at Istanbul Technical University. His research interests and expertise include design of propulsion systems for electric and hybrid electric vehicles.

Phil Woodley, who holds a bachelor of science degree from Purdue University and has more than eleven years of experience in powertrain, undercarriage and chassis design, is the new chief mechanical engineer. The bulk of Woodley's work is focused on research and design in hybrid vehicles.

Stephen Bieda, who has more than twenty years of experience in the electric vehicle industry, has also joined the team as director of communications and marketing. Bieda has worked with Silicon Valley-based Zero Motorcycles as the director of sales and marketing for Canada. He has worked to expand markets for electric vehicles and to build industry partnerships.

"These additions are important as we expand the foundation for more research projects and industry partnerships," Emadi said. "McMaster's focus on the car of tomorrow and its considerable expertise and capabilities will be further enhanced when the construction of the McMaster Automotive Resource Centre (MARC) is complete".

The 80,000 square-foot Centre will be built directly across from the Atrium, the headquarters of McMaster Innovation Park. A major focus of the new auto resource centre will be the work of Emadi and his team. Emadi is an internationally renowned leader in advanced powertrain technology who was recruited from the US.