

John McElroy: as the wheel turns

In a recent podcast, Automotive Insight journalist John McElroy said, “... the moving assembly line is actually an inefficient way to make cars.” If that doesn’t make automakers sit up and take notice, then the roundtable discussion he will moderate at the 2011 Canadian Manufacturing Technology Show definitely will.

As the host of the weekly television program “Autoline Detroit,” John McElroy researches and reports on all aspects of the automotive industry. Well-connected and well-informed, Mr. McElroy’s unique perspective offers invaluable insight to a massive and complicated industry that employs hundreds of thousands of workers directly and indirectly.

In five daily radio segments on WWJ Newsradio 950, the CBS affiliate in Detroit, Mr. McElroy needs only 60 seconds to cover a wide variety of fascinating topics. From explaining a key UAW issue, and warning about China’s dream of dominating on the car lot, to talking about car companies wanting to limit customer choices, or raising a provocative question about whether electric cars are all that green, his succinct style is a unique contrast to the richness of the content. Even non-automotive manufacturers can learn a great deal from John McElroy.

At CMTS on October 18, Mr. McElroy will speak about manufacturing in today’s automotive market followed by a roundtable panel sponsored by the Automotive Parts Manufacturer’s Association. That session will feature three to four industry leaders who will discuss challenges, opportunities and future trends for the Canadian automotive industry and North American supply chain. The town hall format will allow audience members to get in on the discussion with their own questions and comments. With John McElroy as moderator, this event is bound to be very interesting and animated.