

David B. Busch

Design Principal



Contact

Bright Automotive, Inc

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Experience Summary

David B. Busch – Using his background in light-weighting, aerodynamics, and industrial design, Dave leads Bright Automotive’s commitment to produce vehicles of world-class design and craftsmanship and to establish benchmark criteria for vehicles which reduce emissions dramatically and capture energy savings.

Dave has over 20 years experience in advanced vehicle development for both exteriors and interiors. As Principal Designer and Sustainability Manager for Johnson Controls, Inc (JCI), Dave served as the representative for JCI’s Discovery& Industrial Design team developing new products and business initiatives, including Sustainability & Eco-efficiency designs, Electronics, Interior Trim, Doors, Overhead Systems, Seating, Interaction Design, Instrument Clusters and Advanced Energy Storage solutions. In conjunction with the Rocky Mountain Institute, Dave led the effort to develop a clean-sheet approach to a plug-in hybrid electric vehicle. He launched the JCI Vehicle-to-Grid initiative addressing economic and efficiency services and focusing on “smart charging” PHEVs to reduce the electrical demand in residential and commercial buildings. Dave worked at AeroVironment Inc. as a structural engineering designer whose projects included a replica of a 65-million-year-old flying Pterodactyl as well as designs for efficient vehicles such as the GM Sunraycer and GM Impact (EV1 prototype), all of which are on display at the National Museum of Natural History and the Smithsonian Institution Air and Space Museum.

Dave has nine U.S. patents and has received numerous industry awards. Dave is a member of the Design Advisory Committee for the Art Center’s College Sustainability Summit.

Dave has a B.S. degree in Industrial Design from the Art Center College of Design in Pasadena, California.

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For more information,
www.brightautomotive.com

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