Lifton on why American automotive industry is missing the “BAMM” required for electric vehicle demand

written by Jack Lifton | August 21, 2021

In this episode of the **Critical Minerals Corner with Jack Lifton**, Jack talks about what he refers to as “BAMM”, otherwise known as “Battery and Motor Materials” and how very few American automotive companies have paid attention to the supply chain problem for handling the electric vehicle demand.

In this InvestorIntel video, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Jack starts with his own “BAMM” with: “The automotive industry is in a bit of confusion because they really don’t understand and don’t want to understand battery technology, except in terms of engineering it into the system and figuring out how to set how to price so that the market can afford to buy them.” Stressing the importance of mining operations as the origin of the supply chain, Jack said that China has already acquired all the raw materials needed (namely lithium, cobalt, nickel, and rare earth) to meet their projected demand for electric vehicles.

To watch the full video, click here