

## 2001 Automotive Composites Conference Chairman's Welcome, September 19, 2001

Welcome to SPE's 1st Automotive Composites Conference. We are pleased to have assembled speakers, sponsors, and participants who share a common belief – that the use of composite materials for automotive applications is an necessity. In fact, that's our conference theme – "Composites – an Automotive Necessity." If we are going to make vehicles lighter and safer, if we are going to introduce new technologies, such as hybrid power plants, and get really serious about such environmental issues such as recycling, then composite materials are a necessity.

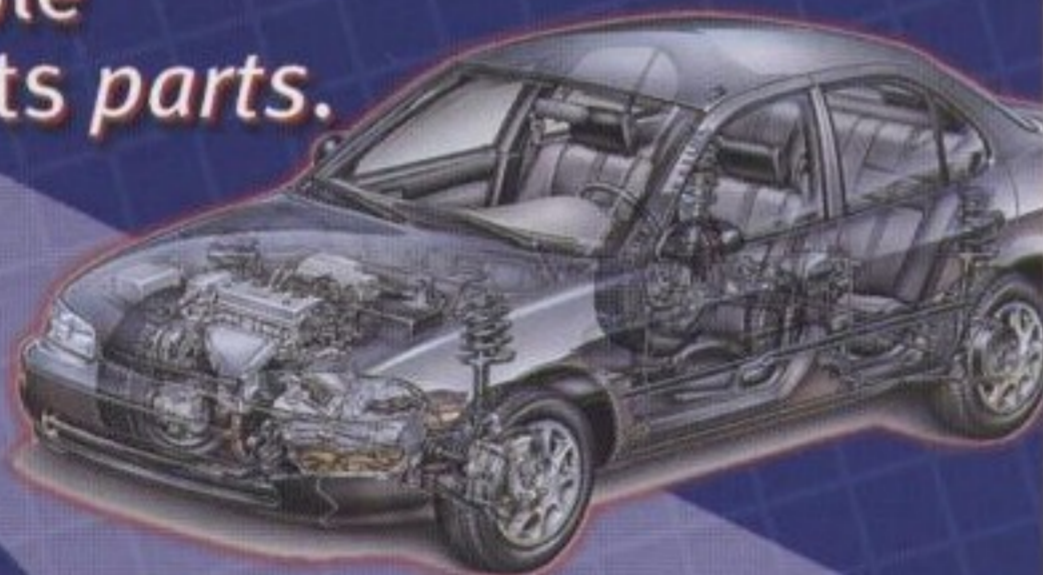
Our program is divided into Applications, Materials, Processes, and Support. You will learn the latest developments in these areas from a variety of experts from OEM's, Suppliers, and Industry Consultants. Also, you will have the opportunity to see and discuss automotive composites with our program sponsors and exhibitors. In all, the 2-day conference will deliver a technical program with a practical and pragmatic focus.

The conference is made possible by the volunteer efforts of members of the Automotive and Composites Divisions of SPE. These industry experts recognize the value and impact of developing and providing educational programs to our industry. I personally want to thank all our SPE volunteers and our corporate sponsors for the efforts in making this conference possible.



**Fred Deans**

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is the sum of its parts.**



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It should be apparent that innovations in composite application developments don't happen overnight. They are the result of an arduous testing and time-consuming development process. Perhaps overlooked in this process is a need to educate end-users of these new composite technologies. This education process is often called, that wonderful term, marketing. What is marketing if it isn't the education of customers and end-users on why they want or need a certain product or service? As a result of attending this conference, you will become a better marketer. I bet you didn't think that would happen!

Education is a tool that is only useful if it's used properly. We will provide the education, you will provide the applications. Thank you for attending.

**Fred Deans**  
SPE Automotive and  
Conference Chairman