



**FOR IMMEDIATE RELEASE: (7/22/05)**  
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## ***TOYOTA'S SUZUKI TO BE HONORED AT 35<sup>th</sup>-ANNIVERSARY***

### ***SPE<sup>®</sup> INNOVATION AWARDS GALA THIS NOVEMBER***

#### ***Automaker's Top Materials Manager Wins Lifetime Achievement Award for Technical Contributions that Advanced Usage of Automotive Plastics***

**TROY (DETROIT), MICH.** – Mr. Shigeki Suzuki, general manager of the Materials Engineering Division of Toyota Motor Corporation in Japan, is this year's *Lifetime Achievement Award* winner for the SPE<sup>®</sup> Automotive Division's 35<sup>th</sup>-annual *Innovation Awards Gala*. Mr. Suzuki has developed and/or managed development of new polymeric materials for automotive applications throughout his career and will receive his award on November 16<sup>th</sup> at Burton Manor in Livonia, Mich.

The *Lifetime Achievement Award* recognizes the technical achievements of automotive industry executives whose work (in research, design, engineering, etc.) has led to significant integration of polymeric materials in vehicles. Past winners of the award include J.T. Battenberg III, chairman and CEO of Delphi; Bernard Robertson, executive vice-president of DaimlerChrysler; Robert Schaad, chairman of Husky; and Tom Moore, retired vice-president, Liberty and Technical Affairs at DaimlerChrysler.

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Mr. Suzuki was selected as this year's *Lifetime Achievement Award* because of his extensive involvement in developing or managing development of a wide variety of polymeric materials for passenger vehicles at Toyota. Prior to his current assignment as manager of the Materials Engineering Division, he held general manager positions in the company's Paint & Finishing Design Department, Organic Materials Department, and Production Engineering Department for the Tahara Manufacturing Plant, which produces plastic components for the Lexus® vehicle line. He has worked for Toyota for over 25 years and has a strong background in the design, development, and evaluation of rubber, plastic, and paint materials.

Applications he was directly involved in developing include:

- A glass-reinforced composite patch to reinforce a steel door panel on the Soarer® passenger vehicle in 1982.
- A sheet composite pre-preg seat with an adhesive for oily surfaces in 1983 for the Corolla® passenger car.
- A highly filled foam noise-suppression material for pillars on the Crown® passenger vehicle in 1987.
- A structural adhesive tape pre-form for the 1988 Mark II® passenger vehicle.
- A multilayer, highly filled foam pillar material for the Celsior® passenger vehicle in 1988.
- A paste-type, highly filled foam pillar material for the Aristo® passenger vehicle in 1991.
- A structural adhesive for the aluminum hood of the 1993 Supra® sports car.
- Plus various vibration damping sheet materials, adhesives, and steel/asphalt sheet seating materials.

Additionally, Mr. Suzuki managed resources that developed the following materials:

- Fiberglass-reinforced plastic (FRP) top cover for the 1984 Hylux® passenger vehicle.
- Acid-rain-resistant, clear-coat paint for the 1994 Celsior® passenger vehicle.
- High-productivity, water-based paints for the 1996 Camry® passenger car.
- Lead-free, electro-deposition paints for the 1999 RAV4® sport-utility vehicle.
- Solventless window adhesive for the 1999 Crown® passenger vehicle.
- A bio-plastic (produced from plants not oil) for the 2003 Raum® passenger vehicle.
- Plus 5 generations of Toyota super olefin polymer (TSOP) for various interior and exterior components.

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*Toyota's Suzuki to be Honored at SPE Innovation Awards Gala*  
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Prior to the start of the *Innovation Awards Gala*, Mr. Suzuki will also be honored at a VIP cocktail reception reserved for program sponsors and senior-level automotive executives. Last year, several supplier executives attending the reception called it "One of the absolute best networking opportunities in town."

SPE's *Innovation Awards Gala* is the largest competition of its kind in the world. Dozens of teams made up of OEMs, tier suppliers, and polymer producers submit nominations describing their part, system, or complete vehicle module and why it merits the claim as *Year's Most Innovative Use of Plastics*. This annual event typically draws over 700 OEM engineers, automotive and plastics industry executives, and media. As is customary, funds raised from this event will be used to support SPE educational efforts and technical seminars, which will help to secure the role of plastics in the advancement of the automobile.

Toyota Motor Corporation is one of the world's leading automakers, offering a full range of models, from mini-vehicles to large trucks. Global sales of its Toyota® and Lexus® brands, combined with those of Daihatsu® and Hino®, totaled 7.52-million units (retail basis) in the 2004 calendar year. Besides its own 12 plants and a number of manufacturing subsidiaries and affiliates in Japan, Toyota has 51 manufacturing companies in 26 countries and locations, which produce Lexus- and Toyota-brand vehicles and components. As of March 2004, Toyota employed approximately 264,000 people worldwide (on a consolidated basis), and markets vehicles in more than 170 countries and locations. Its automotive business, including sales finance, accounts for more than 90% of Toyota's total sales, which came to a consolidated ¥17.29 trillion in the fiscal year to March 2004. Its diversified operations include telecommunications and prefabricated housing.

Toyota has a corporate philosophy of creating a harmonious relationship with the environment, the global economy, local communities, and its stakeholders in order to pursue growth in unison with society and achieve long-term, stable growth. As a result, the company is aggressively investing in next-generation technologies to develop automobiles that are greener, safer, and more fun to drive.

The Toyota Production System has become the basis for highly efficient lean-manufacturing operations in industries worldwide. To guide the continuing evolution of its worldwide operations, the company announced its "Global Vision 2010." Building on the principles set out in its "Toyota Way 2001" booklet, "Global Vision 2010" outlines the management direction and targets toward which all employees of Toyota and the Toyota Group should strive in the 21<sup>st</sup> Century.

The mission of SPE International is to promote scientific and engineering knowledge relating to plastics worldwide and to educate industry, academia, and the public about these advances. SPE's Automotive Division is active in educating, promoting, recognizing, and communicating technical accomplishments for all phases of plastics and plastic based-composite developments in the global transportation industry. Topic areas include applications, materials, processing, equipment, tooling, design, and development.

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For more information about the SPE *Innovation Awards Gala*, visit the SPE Automotive Division's website at [www.speautomotive.com](http://www.speautomotive.com), or contact the group at +1.248.244.8993, or write SPE Automotive Division, 1800 Crooks Road, Suite A, Troy, MI 48084, USA.

For more information on the Society of Plastics Engineers International or other SPE events, visit the SPE website at [www.4spe.org](http://www.4spe.org), or call +1.203.775.0471.

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***Attn. Editors:*** A high-resolution JPG file is available for this image. If you are interested in receiving a copy, please e-mail us at [p.malnati@sbcglobal.net](mailto:p.malnati@sbcglobal.net) and request a copy.

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