



**FOR IMMEDIATE RELEASE: (11/11/05)**  
**SPE-IAG-05-05**

Contact:

Suzanne Cole  
SPE Innovation Awards Gala Program Chair  
SPE Auto. Div. Director  
Cole & Associates  
Phone: +1.810.750.3863  
eMail: [coleauto@tir.com](mailto:coleauto@tir.com)

or

Peggy Malnati  
SPE Auto. Composites Conf. Publicity Chair  
SPE Auto. Div. Communications Chair  
Malnati and Associates  
+1.248.592.0765  
[p.malnati@sbcglobal.net](mailto:p.malnati@sbcglobal.net)

**MEDIA ADVISORY:**

***MICHIGAN SECRETARY OF STATE TO HONOR SOCIETY OF  
PLASTICS ENGINEERS WITH COMMEMORATIVE LICENSE PLATE***

***SPE Automotive Division's Innovation Awards Gala Honored for 35 Years of  
Recognizing & Honoring the Best in Automotive Plastics Applications***

**TROY (DETROIT), MICH.** – An organization known the world over for the awards it bestows each year to recognize the most innovative uses of polymeric materials in automotive and transportation applications is about to receive a very special award of its own.

Next Wednesday, November 16, Michigan Secretary of State, Terri Lynn Land, will present the Automotive Division of the Society of Plastics Engineers (SPE®) International with a special commemorative license plate to recognize the group's 35 years of promoting, recognizing, and honoring automotive plastics innovations during its annual *Innovation Awards Gala* at Burton Manor in Livonia. This annual event – unofficially known as the Academy Awards® of the plastics and automotive industries – typically draws over 700 OEM engineers, automotive and plastics industry executives, and media. It is considered to be the oldest and largest recognition event in the plastics or automotive industries and is the largest competition of its kind in the world.

-more-

*SPE to Receive Honor from Michigan Secretary of State for Innovation Awards Gala*  
2-2-2-2

Each year since 1970, dozens of teams made up of OEMs, tier suppliers, and polymer producers have submitted nominations describing their part, system, or complete vehicle module and why it merits the claim as *Year's Most Innovative Use of Plastics*. Industry judges review the nominations and select the applications they feel best merit this claim in a variety of application categories, such as *Body Interior, Body Exterior, Safety, Environmental, Materials*, etc. Category *Finalists* then present to a second panel of judges, who select the winner in each category, plus an overall *Grand Award*. A *Hall of Fame Award* is also given each year to an application in continuous use on vehicles for at least a decade.

Additionally, in recent years, SPE's Automotive Division has been presenting special awards to industry executives for their leadership in championing the use of polymeric materials on passenger vehicles, heavy trucks, and other personal transportation applications. This year, special accolades will go to three executives. Dave Hill, vehicle chief engineer (VCE) of the Chevrolet® Corvette® and vehicle line executive (VLE) of Performance Cars at General Motors will receive the division's first *Chief Engineer Award*. Tom Edson, director – Applied Material and Manufacturing Technology, Advanced Vehicle Engineering at DaimlerChrysler is this year's winner of SPE's *Executive Leadership Award*. Mr. Shigeki Suzuki, general manager of the Materials Engineering Division of Toyota Motor Corporation in Japan will receive SPE *Lifetime Achievement Award*.

Media who would like to attend the gala are requested to register as soon as possible by calling Patricia Levine at 248.244.8993.

Terri Lynn Land was elected to serve as Michigan's 41st Secretary of State in November of 2002 and took office on January 1, 2003. As Secretary of State, she plans to build upon the Department of State's technology base and expand user-friendly programs that would increase the number of Internet users.

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.

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.

# # # # #

© SPE is a registered trademark of the Society of Plastics Engineers International.

© Academy Awards is a registered trademark of the Academy of Motion Picture Arts and Sciences.

© Chevrolet and Corvette are registered trademarks of General Motors Corp.