



**FOR IMMEDIATE RELEASE: (10/05/06)**

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**SPE TO BESTOW *EXECUTIVE LEADERSHIP* AWARD ON  
JAMES McCASLIN OF HARLEY-DAVIDSON THIS NOVEMBER**

**TROY, (DETROIT) MICH.** – James. A. McCaslin, president and chief-operating officer at Harley-Davidson Motor Company, has been named the 2006 recipient of the SPE® Automotive Division's prestigious *Executive Leadership Award*. McCaslin will receive the award at this year's 36<sup>th</sup>-annual ***SPE Automotive Innovation Awards Gala*** on November 13 at Burton Manor ([www.burtonmanor.net/](http://www.burtonmanor.net/)) in the suburbs of Detroit.

Started in 2004, the *Executive Leadership Award* honors transportation-industry executives who have demonstrated leadership in integrating polymeric materials on global vehicle platforms and who have been recognized – both within their industry as well as in their community – as leaders. While this award's recipient may not have been directly involved in fostering technical advances with polymers – as recipients of SPE's *Lifetime Achievement Award* have done – the honoree will have led his/her company to profitability, increased marketshare, and been at the helm of new vehicle launches that were considered a commercial success. McCaslin was selected as this year's recipient because of his extensive background implementing polymeric components in the auto industry, as well as his manufacturing experience in the auto, agricultural machinery, and motorcycle segments, and his leadership at Harley-Davidson.

Only two previous executives have received this award. These include: James Padilla, chief-operating officer and president, Global Automotive Operations, Ford Motor Company; and Tom Edson, director, Applied Material and Manufacturing Technology, Advanced Vehicle Engineering, at Daimler Chrysler.

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*McCaslin of Harley-Davidson to Receive Executive Leadership Award*  
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McCaslin has been with Harley-Davidson since 1992 and has been president and chief-operating officer (COO) since 2001. During his tenure as president and COO, Harley-Davidson's motorcycle revenues have risen 59% from annual sales of \$2.63 billion USD to \$4.18 billion USD; Parts & Accessories revenues have increased 60% from annual sales of \$507.3 million USD to \$815.7 million USD; and General Merchandise revenues have grown 51%, from annual sales of \$163.9 million USD to \$247.9 million USD. Prior to his current position, McCaslin held the position of vice-president - Dealer Service from 1999 – 2001; vice-president – Continuous Improvement from 1997 – 1999; vice president and general manager – York, Pa. Assembly Plant from 1994 – 1997; and general manager of the plant from 1992 – 1994.

Before joining Harley-Davidson, McCaslin worked for J.I. Case, the 160-year-old agricultural and construction equipment OEM, from 1990 to 1992. There, he held positions as general plant manager – East Moline, Ill. Combine Plant; vice-president – Engineering, Agricultural Equipment & Components; and general plant manager – Hamilton, Ontario Farm Implement Plant.

McCaslin began his career in the automotive industry in the Detroit area. He worked for the then Chrysler Corporation from 1983 to 1989. When he left the company, he was director – Product & Quality Engineering, Masarati Project, Milan, Italy. Previously, he was acting plant manager – Engine Plant; production manager – Truck Assembly Plant; and manager – Product & Quality Engineering.

Before Chrysler, McCaslin was employed by Volkswagen AG from 1977 – 1982. His highest position was general superintendent – Quality Control. Previous positions included staff engineer – Production Engineering; and resident engineer.

His first career assignments were at the Chevrolet Division of General Motors Corporation, where he worked from 1966 – 1976. He held positions as warranty analysis test engineer; senior quality engineer; and regional quality engineer. McCaslin worked as a student co-op at the Casting Plant while attending school.

McCaslin – who was born in Flint, Mich. and raised in Saginaw, Mich. – holds a bachelor's of science degree in Industrial Engineering from the then General Motors Institute (now Kettering University / GMI) and a master's of science degree in Industrial Engineering from Virginia Polytechnic Institute and State University. He has also attended Harvard University's Graduate School of Business Administration and the Advanced Management Program's International Senior Manager's Program.

A motorcycle enthusiast for over a decade, in his spare time, McCaslin also serves as board chairman for the Manufacturing Skills Standards Council, a non-profit industry coalition. He is also a board member of the Boys & Girls Club of Greater Milwaukee.

Prior to the start of the ***SPE Automotive Innovation Awards Gala***, McCaslin will be introduced to the media at a short press conference, then honored at a VIP cocktail reception reserved for program sponsors and senior-level automotive executives. The VIP cocktail reception, this year sponsored by Ticona Engineering Polymers, has been called "One of the absolute best networking opportunities in town" by supplier executives attending the event.

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*McCaslin of Harley-Davidson to Receive Executive Leadership Award*  
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Harley-Davidson, Inc. (NYSE:HOG) is the parent company for the group of companies doing business as Harley-Davidson Motor Company, Buell Motorcycle Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company ([www.harley-davidson.com](http://www.harley-davidson.com)), the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and offers a complete line of motorcycle parts, accessories, apparel, and general merchandise. Buell Motorcycle Company produces sport motorcycles. Harley-Davidson Financial Services provides wholesale and retail financing and insurance programs to Harley-Davidson dealers and their retail customers.

SPE's ***Automotive Innovation Awards Gala*** is the largest competition of its kind in the world and the oldest recognition event in the automotive and plastics industries. 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 800 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.

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 Automotive 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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**TROY, (DETROIT) MICH.** – James. A. McCaslin, president and chief-operating officer at Harley-Davidson Motor Company, has been named the 2006 recipient of the SPE® Automotive Division's prestigious *Executive Leadership Award* and is only the third transportation-industry executive to receive this prize. The *Executive Leadership Award* honors transportation-industry executives who have demonstrated leadership in integrating polymeric materials on global vehicle platforms and who have been recognized – both within their industry as well as in their community – as leaders. The award also requires that the recipient have led his/her company to profitability, increased marketshare, and been at the helm of new vehicle launches that were considered a commercial success – all achievements McCaslin has excelled at during his long career in the auto industry and later at Harley-Davidson. He has also worked for construction / agricultural equipment OEM, J.I. Case. He began his career in the auto industry working for first General Motors, then Volkswagen, and finally Chrysler Corporation. He will receive his award at this year's 36<sup>th</sup>-annual *SPE Automotive Innovation Awards Gala* on November 13 at Burton Manor in Livonia, a suburb of Detroit.

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**ATTN. EDITORS:** A high-resolution version of this image is available by contacting us at [p.malnati@sbcglobal.net](mailto:p.malnati@sbcglobal.net).