FOR IMMEDIATE RELEASE: (07/17/07)

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AUTOMOTIVE PLASTICS PIONEER, JOSH MADDEN TO RECEIVE *LIFETIME ACHIEVEMENT AWARD* FROM SPE®

TROY, (DETROIT) MICH. – Joshua (Josh) Madden, who has had a long and distinguished career at both General Motors Corp. (GM) and later Volkswagen (VW) of America, and was responsible for numerous automotive plastics "firsts," has been named to receive the prestigious **Lifetime Achievement Award** from the SPE® Automotive Division. Madden will be honored at the 37th-annual ***SPE Automotive Innovation Awards Gala*** – an event he helped develop – on November 7 at Burton Manor (www.burtonmanor.net/) in Livonia, Mich.

The **Lifetime Achievement Award** recognizes the technical achievements of automotive industry executives whose work – in research, design, and engineering, etc. – has led to significant integration of polymeric materials in vehicles. First given in 2000, past winners of the award include:

- J.T. Battenberg III, former chairman and chief-executive officer of Delphi;
- Bernard Robertson, executive vice-president of DaimlerChrysler;
- Robert Schaad, chairman of Husky;
- Tom Moore, retired vice-president, Liberty and Technical Affairs at DaimlerChrysler;
- Mr. Shigeki Suzuki, general manager - Materials Division at Toyota Motor Company; and
- Barbara A. Sanders, director - Advanced Development & Engineering Processes at Delphi Thermal Systems.

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Josh Madden to Receive Lifetime Achievement Award
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For a man who is an SPE director emeritus and whose list of automotive plastics innovations is legendary, ironically Madden began his career as a metallurgist. He started with GM in 1954 at the Pontiac Motor Division working in Product Engineering. He moved from the position of senior experimental metallurgist, to become a rubber & plastics engineer, and then to the position of staff materials engineer.

After 23 years at GM, Madden was recruited to join Volkswagen (VW) of America, in the role of executive engineer. There, he was responsible for setting materials engineering specifications, overseeing product translations, running production engineering, and liaising with VW headquarters in Germany. His responsibilities were expanded when he became chief engineer – Product Engineering. In 1984, VW made a decision to close its U.S. manufacturing operations in order to pursue the goal of becoming Europe's largest automaker. Despite the closure, Madden was retained as an active engineering consultant to VW's vice-president of Engineering, and also acted as VW's technical representative in Detroit.

In recent years, Madden has put his expertise to use as a materials and processing consultant to industry. He has also appeared as a guest lecturer at Wayne State University, Akron University, University of Wisconsin, Yale University, Purdue University, Lawrence Technological University, Oakland University, and the College for Creative Studies.

Throughout his career, Madden has been a member of and often held leadership roles in a broad range of technical committees, engineering societies, and professional organizations at GM, VW, SPE, the Society of Automotive Engineers (SAE), the American Society of Materials (ASM), the Detroit Rubber Group, Engineering Society of Detroit (ESD), Verein Deutscher Ingenieure (VDI, the German Society of Engineers), and the American Iron & Steel Institute (AISI). He also presented papers at numerous technical conferences and was invited to a government-sponsored event in South Africa on automotive components.

Madden received a national award presented by the Society of the Plastics Industry (SPI) for his work on the 1976 MY GM Pontiac all-plastic Phoenix Project car. He also accepted the *Hall of Fame Award* at last year's SPE ***Automotive Innovation Awards Gala*** for an application he personally developed: the thermoplastic front grille on the 1966 MY GM Pontiac® Bonneville®, Catalina®, and Tempest® cars. This was the first thermoplastic part used on a passenger-vehicle exterior and its conversion from steel saved a whopping 6.4-8.2 kg (14-18 lb) depending on model.

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Other innovations that Madden was personally involved with during his career include the first:

- Acetal IP cluster (replacing die-cast zinc) on the 1963 MY Pontiac Tempest;
- EPDM radiator hoses on all models of 1965 Pontiacs;
- Use of ABS parts on 1965 MY Pontiacs;
- Glass-reinforced HDPE structural front fender liner for the 1965 MY Pontiac Bonneville;
- Painted SMC timing-belt cover on the 1966 MY Pontiac Tempest;
- HDPE fuel tanks on passenger cars in the 1968 MY Bonneville station wagon;
- Cast PUR painted bumper on the 1968 MY Pontiac GTO®;
- BMC hood scoops on the 1968 MY Pontiac GTO;
- PC headlamp mounting panels on the 1969 MY Pontiac Firebird®;
- SMC rear spoiler on the 1969 MY Pontiac Trans Am®;
- SMC headlamp mounting panels on the 1969 MY Pontiac Grand Prix®;
- SMC engine mounted air-intake hood scoop on the 1970 MY Pontiac Trans Am;
- ABS painted wheel-opening spoilers on the 1970 MY Pontiac Trans Am;
- Injection-molded painted TPU front end panel on the 1973 MY Pontiac Grand Am®;
- SMC front end panel (a precursor to GOR panels) on the 1973 MY Pontiac Grand Prix;
- Automotive use of GMT composites as dunnage/hangers to hold parts as they moved through the paint line (1973);
- GMT grille-opening reinforcement panels for the 1974 MY Pontiac Tempest;
- Fiberglass-reinforced PUR rigid cast foam painted rear spoiler on the 1975 MY Pontiac GTO Judge;
- Lightweight composites demonstration car, the 1975 MY LeMans® (Phoenix Project), which allowed GM to drop 2 C.A.F.E. levels by reducing vehicle curb weight from 2,650 to 1,950 lb, and whose technology was later used for the Pontiac Fiero®; and the
- Use of GMT composite for the parcel shelf of the 1978 MY VW Rabbit.

Originally from Drifton, Pa., Madden attended the Mining & Mechanical Institute as well as Muhlenberg College. He has taken graduate-level courses at Wayne State University, University of Michigan, GMI Institute (now Kettering University), and Mercy College. He achieved the rank of 1st lieutenant in the Army. He was a Kiwanis member for 25 years. And he was Operations chair at the Meadow Brook *Concours d'Elegance* in Detroit for 23 years. His hobbies are photography and fly fishing. He is also a member of the vestry at All Saints Episcopal Church in Pontiac, Mich.

After Madden and two other 2007 SPE Executive Award Winners, GM's James Queen and Lawrence Burns, are presented to the media during a short press conference, the gala will officially begin at 4:30 p.m. with the VIP Cocktail Reception, generously sponsored by Ticona Engineering Polymers. During the reception, the Executive Award winners will be fêted by their peers, media, and major sponsors. At 5:30 p.m. the main exhibit area will open for general admission and guests can review this year's ***Innovation Awards*** part nominations, as well as enjoy the specialty and antique vehicles that are always a highlight of the show. Dinner will begin at 6:30 p.m. and the program itself will last from 7:00-9:00 p.m. For those who wish to extend merrymaking and networking activities, the ever-popular Afterglow – also sponsored by Ticona Engineering Polymers – will run from 9:00-11:00 p.m.

Josh Madden to Receive Lifetime Achievement Award
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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 600-800 OEM engineers, automotive and plastics industry executives, and media. As is customary, funds raised from the event are used to support SPE educational efforts and technical seminars, which 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/inno.htm**, 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**, or call +1.203.775.0471.

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ATTENTION EDITORS: HIGH-RES IMAGE AVAILABLE UPON REQUEST.