



## BRIGHT AUTOMOTIVE EXEC TO DISCUSS DEVELOPMENT OF 100-MILE/GAL DELIVERY VAN AT SPE® ACCE CONFERENCE

### *Startup Automaker Developing Hybrid-Electric Delivery Van for 2012 Launch, Prototypes Feature Composite Bodies, Advanced Batteries for High Driving Range*

**TROY (DETROIT), MICH.** – With the current focus on significantly increasing fuel economy and reducing tailpipe emissions for ground transportation, much effort is being expended on reimagining passenger vehicles as both traditional and new automakers rush to fill an emerging market need. This leaves the delivery-vehicle segment wide open and much in need of a makeover – a niche that startup automaker Bright Automotive (Anderson, Ind.) is positioning itself to serve. The company has announced plans a 2012 launch for its *IDEA* hybrid-electric delivery van, capable of 100 miles/gallon / 42.5 kilometers/liter for a 50-mile / 81-kilometer commute. Early working prototypes of the vehicle sport composite body panels. Hadrian Rori, vice-president, Vehicle Engineering at Bright will discuss the company's efforts to create this game-changing delivery vehicle during a keynote talk entitled *Development of the 100 MPG Bright Automotive Plug-in Hybrid Vehicle* at this year's ***SPE Automotive Composites Conference & Exhibition*** (SPE ACCE).

Rori's keynote will kick off the conference's second day with a talk scheduled for Wednesday, Sept. 16, from 7:45-8:15 a.m. and he promises to have a working prototype *IDEA* van on display at the show. Asked what he thinks of the current, tumultuous state of the transportation market, he replied "The future is *bright* for the automotive industry and Bright Automotive will help make that happen."



### **About Hadrian Rori**

Currently Vice President of Vehicle Engineering at Bright Automotive, Inc., Hadrian Rori is a senior automotive executive with over 25 years of design and development experience. His expertise lies in chassis, drivetrain, vehicle development, and dynamics. At Bright, Rori is responsible for overall vehicle development and serves the role of chief engineer for the *IDEA* delivery van – an opportunity that allows him to combine his passions for sustainability, product quality, and customer satisfaction with his proven expertise in launching new products meeting high quality and performance requirements.

Prior to Bright Automotive, Rori spent 24 years with Chrysler Corp. where he held a variety of product engineering executive positions. His last role at Chrysler was director of Chassis Engineering for body-on-frame products. Prior to this position, he was senior manager – Jeep® Vehicle Development where he directed the group responsible for functional and quality objectives, vehicle testing, and development for the *Grand Cherokee*® program. During his time leading that team, the *Grand Cherokee* won several high-profile industry awards including two "4X4 of the Year" honors.

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Earlier in his career at Chrysler, Rori was head of the Vehicle Dynamics department for Premium Vehicles at the automaker. His group established a European test protocol for ride, handling, and braking for the *Chrysler*<sup>®</sup> 300M including development at the Nürburgring racing facility in Germany. The 300M was subsequently selected as the Motor Trend “Car of the Year.”

Rori was also responsible for the early chassis, drivetrain, and frame development for the *Plymouth*<sup>®</sup> Prowler program. The Prowler was a retro-styled vehicle that utilized state-of-the-art aluminum materials to reduce curb weight and provide high levels of style and performance.

Hadrian Rori holds a B.S. degree in Mechanical Engineering from Carnegie-Mellon University and an M.S. in Engineering Management from the University of Detroit. He is chair of the Society of Automotive Engineer’s (SAE’s) Chassis Systems Group and holds two U.S. patents for suspension-system design.

## About the SPE ACCE

The ACCE typically draws over 400 speakers, exhibitors, sponsors, and attendees from 14 countries on 4 continents with fully one-third indicating they work for an OEM involved in ground transportation or aerospace/aviation. Interestingly, over the past few years, the types of transportation OEMs represented at the show have continued to broaden beyond traditional automotive and light truck, to include agriculture, truck & bus, heavy truck, and aviation. This trend may indicate greater interest in technology sharing among transportation OEMs and suppliers.

Held annually in suburban Detroit, the ACCE provides an environment dedicated solely to discussion and networking about advances in the automotive composites industry. Its global appeal is evident in the diversity of exhibitors, speakers, and attendees who come to the conference from Europe, the Middle East, and Asia / Pacific as well as North America and who represent transportation OEMs and tier suppliers; composite materials, processing equipment, additives, and reinforcement suppliers; trade associations, consultants, university and government labs; media; and investment bankers. The show is sponsored jointly by the SPE Automotive and Composites Divisions.

The mission of SPE is to promote scientific and engineering knowledge relating to plastics. SPE’s Automotive and Composites Divisions work to advance plastics and plastic-based composites technologies worldwide and to educate industry, academia, and the public about these advances. Both divisions are dedicated to educating, promoting, recognizing, and communicating technical accomplishments for all phases of plastics and plastic-based composite developments, including materials, processing, equipment, tooling, design and testing, and application development.

For more information about the SPE Automotive Composites Conference, visit the Composites’ Division website at [www.4spe.org/communities/divisions/d39.php](http://www.4spe.org/communities/divisions/d39.php), or the Automotive Division’s website at [www.speautomotive.com/comp.htm](http://www.speautomotive.com/comp.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](http://www.4spe.org), or call +1.203.775.0471.

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