



EXECUTIVE MANAGEMENT FORUM PANEL DISCUSSION RETURNS TO ELEVENTH SPE[®] AUTOMOTIVE TPO GLOBAL CONFERENCE

TROY, (DETROIT) MICH. – An Executive Management Forum (panel discussion) on “*Challenges & Opportunities in the New Automotive Industry*,” returns once again on Tuesday, October 6 from 12:30-2:00 p.m. to the eleventh-annual **SPE[®] Automotive TPO Global Conference** organized by the **Detroit Section** of the **Society of Plastics Engineers (SPE[®]) International**. In a year that has seen unprecedented falloff in automotive production and sales, and concurrent drops in demand for all polymers, including polyolefins, this year’s Executive Management Forum will provide an important opportunity for panelists not only to challenge the olefin supply chain, but attempt to predict how the auto industry will respond to critical issues around global sourcing, materials selection, and the approvals process to meet new and more aggressive energy, cost, and quality targets.

“While our Executive Management Forum is always lively,” said Ron Price, president, Global Polymer Solutions and co-moderator of this year’s SPE TPO panel discussion, “we expect our audience will be even more interested than usual to hear what our panelists have to say about the emerging face of the *new* automotive industry. Although the last year has been incredibly challenging for OEMs and the entire supply chain, barriers are coming down and there are tremendous new opportunities for the plastics industry – and in particular for olefin materials – to contribute to the production of cleaner, greener vehicles produced by a far leaner industry.”

“In the midst of this painful paradigm shift,” adds co-moderator, Bob Eller, president, Robert Eller Associates LLC, “we have to remember there are already many positives. First, we believe that we’ve hit bottom and recovery will start within 1-2 quarters. Second, we’ll truly be seeing *global* vehicles now. Third, the domestic automakers finally have a product mix that will allow them to compete in this new paradigm. Their vehicles going forward will be smaller, provide better fuel economy, likely be powered by a range of alternative drivetrains, and will offer world-competitive quality. That is going to require a more efficient supply chain harnessing new technology, and working cooperatively with automakers on efficient materials usage. We also see increased use of plastics on all vehicles and in particular versatile, cost-competitive olefins should continue to dominate volume wise.”

This year’s panelists include: **Matt Carroll**, engineering group manager-Materials for Body Exterior, Electrical and Batteries at General Motors Co.; **Dr. David Cole**, chairman of the Center for Automotive Research (CAR); **Stephen Dwyer**, senior vice-president at LyondellBasell Polyolefins; **Nand Kochhar**, chief engineer-Global Materials Engineering & Standards, and executive technical leader-Global CAE at Ford Motor Co.; and **Jeff Makarewicz**, vice-president-Materials Engineering Division at the Toyota Technical Center (TTC).

For more information about the **SPE Automotive TPO Global Conference**, to view the conference’s schedule of presentations, or to register to attend the event, please visit <http://auto-tpo.com/> or www.speautomotive.com/tpo.htm.

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