



For Immediate Release: 1 March 2011

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***IHS AUTOMOTIVE'S MIKE JACKSON TO GIVE KEYNOTE  
ADDRESS AT SIXTH SPE® AUTOEPCON SHOW THIS APRIL***

**TROY, (DETROIT) MICH.** – Mike Jackson, director-North American Vehicle Forecasts at IHS Automotive (formerly CSM Worldwide) is the first confirmed keynote speaker for the sixth-annual ***SPE® Automotive Engineering Plastics Conference & Exhibition (AutoEPCON)***. Jackson's presentation – entitled *Global Market Outlook: Divergent Paths & Pressure Points* – will lead off the conference with a 30-minute presentation starting at 8:30 a.m. on Tuesday, April 26 at the Management Education Center in Troy, Mich. The talk is said to focus on new industry growth factors by product mix and by region as tempered by supply-chain concerns and other factors.

Jackson directs the North American Vehicle Production forecasting practice at IHS Automotive (formerly CSM Worldwide), and as such is considered to be a global product planning and strategy expert in the automotive sector. With deep knowledge of the industry and global markets, he regularly provides extensive executive consultations at all levels of the supply chain, assisting a diverse client base of manufacturers, suppliers, financial firms, and others to anticipate market dynamics in order to optimize planning, mitigate risk, and achieve growth objectives. He also serves as a subject matter expert (SME) within IHS, making crucial contributions to client engagements involving future product assessments and advanced technologies. Jackson is a highly respected public speaker who regularly presents to executive leadership teams and industry conferences in North America, Japan, Korea and Western Europe and is frequently quoted by leading print, broadcast, and electronic media on the state of the automotive industry and the light vehicle production environment.

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*IHS Automotive's Mike Jackson to Give Keynote at SPE® AutoEPCON*  
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Previously, Jackson was lead marketing strategist for the North American operations of electrical system supplier, Alcoa Fujikura, Ltd. and served as marketing strategist for automotive interiors supplier, Faurecia. Jackson gained vital international experience during a 2-year assignment in Germany. He holds a degree in Management Strategy from Eastern Michigan University and an M.B.A. in International Marketing from Wayne State University.

“Mike’s talk is a not-to-miss topic for anyone who needs to follow the automotive marketplace and be ready with new technology,” notes Terrence Cressy, **SPE AutoEPCON** communications chair and OEM account manager at DuPont Automotive. “In addition, our one-day conference this year will feature three other management keynotes, plus 14 technical presentations on the latest advances in materials, processing, and part design using engineering plastics. Our speakers will discuss how to use these materials for lowering vehicle weight and improving the efficiency of a variety of advanced powertrain systems.”

The conference planning committee has issued its annual call for presentations. Interested speakers should submit abstracts as soon as possible and final presentations by **April 10, 2011** to [AutoEPCONpapers@speautomotive.com](mailto:AutoEPCONpapers@speautomotive.com).

First held in 2006 and organized by the Detroit Section and Automotive Division of the Society of Plastics Engineers (SPE), **AutoEPCON** features technical presentations in multiple technical tracks, keynote addresses, and a networking reception to highlight the latest advances in materials technology, predictive engineering, process enhancements, and application developments for thermoplastic and thermoset engineering plastics for the automotive industry, plus the challenges and opportunities still on the horizon for this versatile class of polymers. Exhibits are also on display throughout the event.

The conference annually draws 200-250 attendees from North America and Europe, with close to half reporting they work for automakers or tier suppliers. The conference focuses on the most pressing auto industry needs for lighter weight, more cost efficient and higher performing material applications for vehicle electrification, turbocharging and a host of other technologies that will be required to meet fuel economy and vehicle performance standards worldwide.

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*IHS Automotive's Mike Jackson to Give Keynote at SPE® AutoEPCON  
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The mission of SPE is to promote scientific and engineering knowledge relating to plastics worldwide and to educate industry, academia, and the public about these advances. SPE's Detroit Section and Automotive Divisions, which co-organize the **AutoEPCON** show each year, are active in educating, promoting, recognizing, and communicating technical accomplishments for all phases of plastics and plastic based-composite developments – particularly in the automotive industry.

For more information about the **SPE Automotive Engineering Plastics Conference**, to view the conference's evolving program, or to register for the event, please visit <http://speautomotive.com/emc>, or contact the group at +1.248.244.8993, or write SPE, 1800 Crooks Road, Suite A, Troy, MI 48084, USA. For more information on the Society of Plastics Engineers 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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ATTN. EDITORS: Medium-Resolution Digital Photography Available Upon Request.