



J.D. POWER KEYNOTE TO HIGHLIGHT AUTO MARKET TRENDS AT 2011 SPE[®] AUTOMOTIVE TPO GLOBAL CONFERENCE

TROY, (DETROIT) MICH. – This year's ***SPE[®] Automotive TPO Global Conference***, the world's leading automotive polyolefins conference, will feature four keynote speakers who will highlight current trends that are reshaping the global automotive-plastics market. The conference will open on **Monday morning, October 3rd** with a keynote address by *Jeff Schuster*, executive director-Global Forecasting & Product Analysis at *J.D. Power and Associates* (<http://www.jdpower.com>), who will talk about "*Global Automotive Light-Vehicle Market, Where Do We Go From Here?*," with specific emphasis on trends in North America. Schuster will discuss the pace of the automotive recovery in mature markets and growth opportunities in emerging markets. He will then focus his attention on the outlook for the dynamic North American automotive market and will discuss trends in segmentation as well as the OEM competitive landscape.

"As the automotive industry increases in complexity and continually faces a high level of uncertainty, it is clear that the concept of stability is a thing of the past," says Schuster. "While this fluid environment poses inherent risks, the right balance of market intelligence, planning, and flexibility can also lead to greater opportunities and prosperity."



In his current role, Schuster is responsible for the firm's entire global-forecasting operation, as well as taking a leadership role in sales, production, and powertrain forecasting services detailing manufacturer, platform, model, and plant trends. Additionally, Schuster directs the group's global product-analysis function, including future vehicle activity and segmentation shifts. He is widely quoted by the automotive media and is one of

the firm's primary industry experts. Schuster has been tracking developments in the automotive industry for more than 14 years and has been with J.D. Power and Associates since 1996. Prior to joining the company, Schuster was a treasury analyst for Lear Corp. where he was responsible for cash management of the company's Canadian operation and was active in merger and acquisition activity. Schuster holds a bachelor's degree in Finance and an M.S. degree in Corporate Finance from Walsh College. He is an active member of Society of Automotive Analysts and the Automotive Press Association.

About the Automotive TPO Global Conference

Since 1998, the ***SPE Automotive TPO Global Conference*** has highlighted the importance of rigid and flexible polyolefins throughout the automobile – in applications ranging from semi-structural composite underbody shields and front-end modules to soft-touch interior skins and bumper fascia. Throughout that time, polyolefins have been the fastest-growing segment of the global plastics industry owing to their excellent cost / performance ratio. The show typically draws over 400 attendees from 20 countries on four continents who are interested in learning about the latest in rigid and elastomeric thermoplastic polyolefin (TPO) as well as thermoplastic elastomer (TPE) and thermoplastic vulcanizate (TPV) technologies. Fully a third of conference attendees say they work for a transportation OEM, and roughly 20% work for a tier integrator / molder, with the balance representing materials or reinforcement suppliers, equipment OEMs, industry consultants, media, and members of academia. As such, the event offers attendees a rich environment in which to network and explore the latest developments in materials, processing, and applications for these versatile families of thermoplastic resins.

Traditional technical sessions on *Materials Development*, *Polypropylene Compounds*, *Applications Development*, and *Surface Enhancements* are planned for this year's program, as well as new sessions on *TPO / TPE Interfaces* and *Polyolefin Foams & Advances in Olefin Processes*. A venue change to the Detroit-Marriott-Troy hotel (<http://www.marriott.com/hotels/travel/dtttt-detroit-marriott-troy/?clusterCode=MW1>) has been made for the 2011 conference. A variety of sponsorship packages are available for companies interested in showcasing their products and/or services. There is still time for those interested in submitting papers or presentations for the technical program, which should be eMailed to TPOpapers@auto-tpo.com.

For more information about the ***SPE Automotive TPO Global Conference***, to view the conference's evolving technical program, or to register to attend the event, please visit <http://auto-tpo.com>, or contact the group at +1.248.244.8993, or write SPE Detroit Section, 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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