



SPE[®] AUTO TPO CONFERENCE TO FEATURE STYRON KEYNOTE ON LIGHTWEIGHTING FOR IMPROVED ENERGY EFFICIENCY

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 help attendees better understand the impact of changing conditions in the automotive-plastics market.



The third day of the show, **Wednesday October 5th** will open with a keynote address by *Dagmar van Heur*, vice-president-Automotive at *Styron LLC* (<http://www.styron.com/>) who will speak about **“CAFE Requirements: Lightweighting for Improved Energy Efficiency.”** Automakers selling into Europe are aggressively pursuing weight-reduction opportunities to help them achieve European Union (EU) carbon dioxide (CO₂)-emissions legislation. Van Heur says he will discuss this trend and will detail lightweighting solutions now being sought in Europe as well as to discuss the likelihood that U.S. carmakers will move in similar directions to meet current CAFE requirements and even tougher targets being discussed by the U.S. government.

“European automakers are working hard to pull hundreds of pounds out of the curb weight of passenger vehicles,” says Van Heur. “To meet those aggressive goals, they are successfully pushing plastics into more structurally demanding applications. That, in turn, is opening up exciting design as well as cost- and mass-reduction opportunities for automakers, plus new market opportunities for resin suppliers and molders.”

Styron LLC was previously owned by Dow Chemical and was acquired by Bain Capital in June of 2010. Before joining Styron last June, Van Heur spent 18 years at The Dow Chemical Co. in a variety of positions. He began his career in 1992 working in the Polycarbonates unit on medical and lighting applications, and in 1996 transitioned to polycarbonate/acrylonitrile butadiene styrene (PC/ABS) technology. In 2002, van Heur was named global marketing manager-Instrument Panel Solutions at Dow, and in 2002 he became responsible for Polypropylene product management globally for Dow Automotive. In 2004, he became European sales director, and in 2006 van Heur established a new division at Dow Automotive called the Commercial Transportation Group.

Originally from the Netherlands, Van Heur holds an M.S. degree in Aerospace Engineering from the Technical University of Delft and an MBA from the Northwood University.

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 changed 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.

#

® SPE is a registered trademark of the Society of Plastics Engineers. All other trademarks are the property of their respective owners.

No longer interested in receiving eMail updates from the SPE Detroit Section? Please hit REPLY and type UNSUBSCRIBE in the subject line. Thank you.