



FOR IMMEDIATE RELEASE: (6/6/05)
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SPE® ANNOUNCES THEME, LOCATION, DATES FOR 35TH- ANNIVERSARY INNOVATION AWARDS GALA

Longstanding Awards Event Showcases Best in Class for Automotive Plastics Applications & Technologies, Plus Industry Leaders Making Key Contributions

TROY (DETROIT), MICH. – The organizing committee for the SPE® Automotive Division's *Innovation Awards Gala* today announced the theme, location, and dates for this year's event. Now in its 35th-anniversary year, the *Innovation Awards Gala* is unofficially known as the "Academy Awards® of the Plastics Industry" and is the largest, and one of the oldest and most prestigious recognition events for both the automotive and plastics industries.

The SPE Automotive Division's *Innovation Awards Gala* honors the "Most Innovative Use of Plastics" in automotive applications and recognizes outstanding leadership among automotive industry executives. This annual event typically draws over 700 OEM engineers, automotive and plastics industry executives, and media.

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35th-Annual Innovation Awards Gala Details Announced by SPE
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"The *Innovation Awards Gala* always starts with a theme, around which we build our recognition program," said Suzanne Cole, president of Cole and Associates and the 2005 program chair. "This year our theme is '*License to Thrill*.' We're planning a spectacular gala for this year's event, which is our 35th-anniversary celebration. We'll incorporate thrilling and sophisticated cues from the James Bond® series for our black-tie event. This is a great way to showcase a host of thrilling and innovative plastics applications on some really exciting vehicles. In fact, for the first time ever at the *Innovation Awards Gala*, we'll be featuring motorcycles, along with prototype and production passenger vehicles. We'll even have some cars and motorcycles that have been featured in Bond films."

This year's black-tie event will be held on Wednesday, November 16th. Doors will open at 4:30 p.m. to allow time to view displays of this year's nominated parts and accommodate out-of-town attendees. A VIP cocktail reception for sponsors will be held earlier in the evening at 5:00 p.m. Dinner and the program will begin at 6:30 p.m. The program is scheduled to conclude by 9 p.m.

The event will once again be held at Burton Manor Banquet and Conference Center (www.burtonmanor.net) in Livonia. The site is convenient to most of metropolitan-Detroit, as well as for guests arriving by airport.

"Our event showcases the outstanding creativity and innovation that suppliers and OEMs bring to the automotive community," added Cole. "It truly is the Academy Awards of our industry – an exciting and elegant evening where design and engineering excellence, as well as teamwork are truly honored. In fact, the impact of this event and the level of competition for its coveted prizes is unmatched anywhere else in the automotive or plastics industries. This is a recognition program with a broad base of support as is evidenced by our impressive list of event sponsors, and by the large number of key engineers and executives in attendance."

SPE's *Innovation Awards Gala* is the largest competition of its kind in the world. Dozens of teams made up of OEMs, tier suppliers, and polymer producers work for months to hone submission forms and presentations describing their part, system, or complete vehicle module and why it merits the claim as *Year's Most Innovative Use of Plastics*. This year's competition will feature awards for best innovation in the:

- *Body Exterior*,
- *Body Interior*,
- *Chassis/Hardware*,
- *Environmental*,
- *Materials*,
- *Performance/Customization* (Automotive Aftermarket),
- *Powertrain*,
- *Process/Assembly/Enabling Technologies*,
- Plus a new *Safety* category.

An additional *Hall of Fame* category is awarded to parts that have been in continuous commercial production for 15 or more years.

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35th-Annual Innovation Awards Gala Details Announced by SPE

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As is customary, funds raised from this event will be used to fund SPE educational efforts and technical seminars, which will help to secure the role of plastics in the advancement of the automobile.

The mission of SPE International is to promote scientific and engineering knowledge relating to plastics worldwide and to educate industry, academia, and the public about these advances. SPE's Automotive Division is active in educating, promoting, recognizing, and communicating technical accomplishments for all phases of plastics and plastic based-composite developments in the global transportation industry. Topic areas include applications, materials, processing, equipment, tooling, design, and development.

For more information about the SPE *Innovation Awards Gala*, visit the SPE Automotive Division's website at www.speautomotive.com, 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, or call +1.203.775.0471.

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License To Thrill 2005

35th Anniversary



November 16, 2005

HONORING THE BEST IN AUTOMOTIVE PLASTICS