



CENTER FOR AUTOMOTIVE RESEARCH FOUNDER DAVID COLE TO GIVE KEYNOTE AT SPE® AUTOMOTIVE TPO CONFERENCE

TROY, (DETROIT) MICH. – The *Detroit Section of the Society of Plastics Engineers (SPE)® International* today announced that Dr. David Cole, chairman of the Center for Automotive Research (CAR) in Ann Arbor, Mich. will be a keynote speaker at the group's eleventh-annual *Automotive TPO Global Conference*, the world's leading forum for automotive usage of thermoplastic olefins, which will be held October 4-7, 2009 at the Sterling Inn, Sterling Heights, Mich. Cole, an internationally renowned speaker, writer, and expert on the automotive industry, will give a talk entitled "*The Auto Future: A New Beginning?*"

David Cole was formerly director of the Office for the Study of Automotive Transportation (OSAT) at the University of Michigan's Transportation Research Institute. He has worked extensively on internal-combustion engines, vehicle design, and overall automotive industry trends. His recent research has focused on strategic issues related to restructuring of the North American industry and trends in globalization, technology, market factors, and human-resource requirements. Cole received B.S. degrees in Mechanical Engineering and Mathematics, and M.S. and doctorate degrees in Mechanical Engineering – all from the University of Michigan.

Commenting on David Cole's upcoming keynote address, William Windscheif, president, Advanced Innovative Solutions, Ltd. and returning co-chair for the 2009 *SPE Automotive TPO Global Conference* said, "We're extremely pleased to have Dr. Cole as a keynote speaker at this year's conference. At a time when the auto industry is in the midst of unprecedented change, we're sure our conference attendees will be very interested to hear what he has to say."

Paula Fasulo, *retired*, General Motors Corp. and returning conference co-chair added, "Given the breadth of David Cole's knowledge and the respect with which his opinions are accorded in the global automotive industry, we consider ourselves quite fortunate to have him speak at our event this October. His presence underscores the excellent networking opportunities this event always provides."

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. Polyolefins have been the fastest-growing segment of the global plastics industry for a decade owing to their excellent cost / performance ratio. The conference typically draws over 400 attendees from 20 countries on 4 continents. Roughly 35% of conference attendees work for an automotive OEM, with the balance made up of tier integrators and molders, resin suppliers, equipment OEMs, industry consultants, and members of academia. The event is held annually at the Best Western Sterling Inn (www.sterlinginn.com) in Sterling Heights, Mich.

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, or contact the group at +1.248.244.8993, or write SPE Detroit Section, Division, 1800 Crooks Road, Suite A, Troy, MI 48084, USA.