



FOR IMMEDIATE RELEASE: (06/12/09)

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**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 was previously a member of the Energy Engineering Board of the National Research Council and the U.S.-Canada Free Trade Pact Select Panel. He is also a director of the Original Equipment Suppliers Association, as well as a director of six automotive supplier companies. In addition, he is a member of the Executive Committee of the Michigan Economic Development Corporation (MEDC) and was recently appointed by Michigan's governor to the Strategic Economic Investment and Commercialization Board and the Michigan Renewable Fuels Commission. At the University of Michigan, Cole is a member of the Energy Research Council and Mechanical Engineering External Advisory Board. He is also a member of the Denso Foundation Board and a former director of the Automotive Hall of Fame.

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CAR's David Cole to Give Keynote at 11th-Annual SPE TPO Conference
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Cole is also very active with engineering societies. He has served two terms on the board of the Society of Automotive Engineers (SAE) International and in February 1986 was named a fellow of SAE. He is also active with the Engineering Society of Detroit (ESD) and was elected to fellow status in 1990. In 2000, he received the Engineering Society's highest award, the Horace H. Rackham medal. In 1993, he received the National Automobile Dealers Association Foundation's International Freedom of Mobility Award. In 1994, *Design News* selected Cole as one of eight engineering leaders, and he was also selected to receive Sweden's Order of the Polar Star. Cole has also been named Marketing Educator of the Year by the Society of Marketing Executives in 1998, and that same year received the Rene Dubos Environmental Award for his contributions to the industrial ecology of the automobile. In 1999, Cole was honored as Chevalier of the National Order of Merit from France. In addition, he received the 2008 Mechanical Engineering Distinguished Alumni Award from the University of Michigan.

In addition, Cole also has been actively involved in the start-up of five different Ann Arbor-based companies. His technical and policy-consulting experience includes a variety of assignments for industry, labor, and government, and he has spoken to more than 1,000 different groups on automotive issues.

He 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."

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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 polyolefin supply chain has experienced major changes in recent years, which are providing both challenges and opportunities for OEMs and the entire supply community. A special session has been developed this year on *Advanced Process Control and Troubleshooting for Injection Molding* to help olefin molders better achieve competitive advantages in the global marketplace.

The ***SPE Automotive TPO Global Conference*** is organized each year by a volunteer committee. 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.

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 Detroit Section is active in educating, promoting, recognizing, and communicating technical accomplishments for all phases of plastics and plastic based-composite developments – particularly in the automotive industry. Topic areas include applications, materials, processing, equipment, tooling, design, and development.

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. 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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