



## **PANEL EVALUATES TRENDS RESHAPING GLOBAL AUTO MARKET THROUGH 2016 AT SPE<sup>®</sup> AUTOMOTIVE TPO SHOW**

**TROY, (DETROIT) MICH.** – This year’s executive-management panel discussion at the thirteenth-annual **SPE<sup>®</sup> Automotive TPO Global Conference** on **October 2-5, 2011** will explore trends already reshaping the global automotive industry as it begins to recover from its 2008-2009 crash. The panel, whose topic is *On the Road Again Toward 2016*, will be held from **1:00-2:30 p.m. on Tuesday, October 4, 2011** at the Troy Marriott (Detroit suburbs), Mich., and will be led by moderators, Bob Eller, president of Robert Eller Associates LLC, and Ron Price, president of Global Polymer Solutions. Confirmed panelists include Leon Jacobs, Polypropylene (PP) global business director, SABIC Innovative Plastics and also a keynote speaker at the conference; Alan Gier, director-Global Risk Management & Insurance, General Motors Co.; George Halow, chief engineer-Cockpit/Trim, Ford Motor Co.; Rob Morgan, vice-president, Advanced Composites; and Brian Bradley, executive director-Product Engineering, Magna Exteriors & Interiors, Magna International Inc.

“Over the last decade, engineered polyolefins and thermoplastic polyolefins (TPOs) have been the fastest growth polymers in the automotive industry,” says Ron Price, co-moderator of the panel discussion. “And for 13 years, the SPE Automotive TPO Conference has provided a dynamic forum to communicate leading-edge technology and trends developing at the automotive and polyolefins interface. To help our industry understand the shifting landscape, our panelists will look forward and share their views on how the automotive industry will change, grow, and build cars that must achieve huge strides in fuel economy and sustainability, while also responding to global supply-chain issues and demand shifts. As such, our annual Auto-TPO panel discussion provides an important opportunity for OEMs and leading tier suppliers to express their views, challenge the supply base, and provide leadership.

Adds co-moderator, Robert Eller, “Presentations given by panelists and questions asked by moderators are intended to address the critical issues our industry faces during the next 5-10 years related to meeting significantly tougher fuel-economy standards, sustainability goals, global materials sourcing, shifts in fleet composition, the evolution of truly global platforms, and global OEM approvals. We expect polyolefin polymers will continue to play an important role in addressing many of the critical issues the automotive industry faces, including dynamic energy sourcing, cost reduction, supply-chain management, and increasing quality goals.”

## 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.

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 <http://speautomotive.com/tpo.htm>, 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](http://www.4spe.org), or call +1.203.775.0471.

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