



FOR IMMEDIATE RELEASE: (11 May 2013)
SPE-TPO-2-2013

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**LEADERSHIP OF SPE® TPO AUTO. ENGINEERED POLYOLEFINS
CONFERENCE ANNOUNCES 2013 KEYNOTE SPEAKERS**

TROY (DETROIT), MICH. – The 15th-annual *SPE® TPO Automotive Engineered Polyolefins Conference*, the world's leading automotive engineered-polyolefins forum, will feature five keynote speakers, interspersed throughout the two-and-a-half-day conference, who will highlight important trends facing the automotive-plastics market, including mass and cost reduction, increased functionality, and consumer appeal. Speakers from LMC Automotive, Chrysler Group LLC, International Automotive Components, Advanced Composites, Inc., and Borealis AG will help audience members better understand how thermoplastic polyolefins (TPOs), thermoplastic elastomers (TPEs) and thermoplastic vulcanizates (TPVs) are *Driving Value, Light Weight, & Innovative Automotive Solutions* — this year's conference theme. Organized by the **Detroit Section** of the **Society of Plastics Engineers** (SPE®), this year's event will be held at Troy Marriott in the Detroit suburbs from **October 6-9, 2013**.

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Organizers Announce 2013 Keynotes for SPE Auto TPO Conference
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On Monday morning, the conference will kick off with a keynote from **Jeff Schuster**, senior vice-president, [LMC Automotive](#) on the topic, ***Global Automotive Outlook — What is in Store Beyond Uncertainty?*** Schuster explains, "The near-term automotive environment is mixed across the globe, as some markets are in full recovery mode and others have faltered. Uncertainty and risk have become permanent fixtures in automotive markets, and competitive pressures have greatly reduced the margin of error. Despite this, optimism and prosperity have returned in some pockets." Schuster adds that his talk will examine global demand and supply trends for both short and long term, as outlooks vary by region or market. He also says he will provide deep analysis of the North American market, including segment shifts, hybrid/electric vehicle (EV) activity, and trends in vehicle sourcing.

A second keynote by Klaus Busse, head of Interior Design at [Chrysler Group LLC](#) will immediately follow on the topic of ***Chrysler Group's Journey to World Class Interiors***. Busse notes that the journey began in 2005 when he and his team took on the task of improving vehicle interior quality at the company. "We took a back-to-basics approach to relearn the craft of designing and producing world-class interior quality at Chrysler Group," says Busse. "Since plastics play a key role in both design and manufacturing of today's auto interiors, one of our main objectives was to learn how to improve the perceived quality of plastic components." Busse promises not only to provide insight into his team's experiences along the way, but also some "surprising twists."

On Day 2 of the conference, long-time conference committee member and session organizer, **Dr. Rose Ryntz**, senior director - Advanced Engineering / Material Development, [International Automotive Components Group](#) (IAC) will lead off with a talk entitled ***Olefinic Material Opportunities in Interior Automotive Applications***. According to Ryntz, "Due to their low specific gravity and balance of impact and strength, demand for olefinic materials is continuing to increase for automotive-interior applications. Using these materials, designers can balance aesthetics, processability, craftsmanship, and weight for a broad range of applications — ranging from door panels to instrument panels and now specifically for acoustic mats." The author notes that her talk will cover use of novel materials, such as in-mold, grained coverstocks and fillers that boost stiffness without increasing the overall carbon footprint, plus will highlight the ways that olefin polymers can aid designers in reaching the best value / performance proposition for their application.

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Organizers Announce 2013 Keynotes for SPE Auto TPO Conference
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A second keynote will immediately follow by Mr. Seiji Oshima, president and CEO, **Advanced Composites, Inc.**, whose topic is ***Global Challenges: Supporting OEM PP and TPO Strategies.*** Oshima will discuss the challenges facing a compounder of polypropylene (PP) and TPO materials when trying to grow globally and supply production locally, manage raw material supplies around the world, provide a sustainable global value proposition to meet demanding automotive requirements, and maintain global quality standards to meet OEM specifications. He also will discuss leveraging Advanced Composites' parent company, Mitsui Petrochemical Industries Ltd.'s strength in catalysts and new polymer developments to build world-class global compounding operations.

The third day of the conference will again begin with a keynote talk — this from Thomas Wagner, global OEM manager at **Borealis AG**, who will discuss ***Innovations in TPOs for the Automotive Industry.*** "Automotive is one of the most innovative industries in the world," says Wagner, "but, on the other hand, it is also an industry that is very reluctant to change and introduce new ideas." He notes that certain outside influences will be driving the "innovation wheel" even faster in the future. He adds, "Government authorities release new rules for CO₂ emissions, but at the same time, the economy stays sluggish. This forces all parts of the automotive value chain to innovate and bring improvements to their products." Wagner promises to discuss near- and long-term fields of interest as well as innovation trends and triggers, plus which fields of innovation can be opened.

About the SPE TPO Automotive Engineered Polyolefins Conference

Since 1998, the ***SPE TPO Automotive Engineered Polyolefins 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. Engineered polyolefins have been the fastest-growing segment of the global plastics industry for more than a decade owing to their excellent cost / performance ratio. The show typically draws over 500 attendees from 20 countries on four continents who are interested in learning about the latest in rigid and elastomeric TPO as well as TPE and 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 from materials or reinforcement suppliers, equipment OEMs, industry consultants, and members of academia. This year's conference returns to the Troy Marriott in the Detroit suburbs. A variety of sponsorship packages are available for companies interested in showcasing their products and / or services.

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Organizers Announce 2013 Keynotes for SPE Auto TPO Conference
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The mission of the Society of Plastics Engineers 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 TPO Automotive Engineered Polyolefins 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 call 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 or other SPE events, visit the SPE website at www.4spe.org, or call +1.203.775.0471.

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TROY, (DETROIT) MICH. – Jeff Schuster, senior vice-president-Forecasting at **LMC Automotive** will deliver the opening keynote address entitled **Global Automotive Outlook — What is in Store Beyond Uncertainty?** at this year's **SPE® TPO Automotive Engineered Polyolefins Conference**. In his current position, Schuster is one of the firm's primary global automotive experts providing oversight of the global light vehicle sales and production forecasts and process at LMC, while also being responsible for all activities in the Americas region and serving on LMC Automotive's board of directors. He has been tracking developments in the global automotive industry for nearly 20 years and has been with LMC Automotive since its inception in 2011. He is widely quoted by automotive press in print, broadcast, and internet reports and frequently makes conference and seminar presentations on topics like current assessments and outlook for the auto industry. Before joining LMC Automotive, Schuster led the automotive forecast division of J.D. Power and Associates and has experience in financial analysis and cash management in the automotive supply base. He holds a Bachelor's degree in Finance and an M.S. degree in Corporate Finance from Walsh College. He is an active member of Society of Automotive Analysts and the Automotive Press Association.

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TROY, (DETROIT) MICH. – Klaus Busse, head of Interior Design at [Chrysler Group LLC](#) will give a keynote on *Chrysler Group's Journey to World Class Interiors* at this year's **SPE® TPO Automotive Engineered Polyolefins Conference**. In his current position, which he has held since 2009, Busse is responsible for the interior design of Chrysler, Jeep®, Dodge, Ram Truck, and SRT brand vehicles and elevating the company's interior designs to world-class levels. He has overseen the designs of award-winning interiors, including the 2011 Jeep Grand Cherokee, 2013 Dodge Dart, and 2014 Ram Truck. Busse joined Chrysler in 2005 after 10 years at Mercedes-Benz Design in Germany. He first discovered his passion for sketching cars during high school math class. Before locking into automotive design, Busse explored fine arts and industrial design. An internship within the Mercedes-Benz Design Office confirmed his career choice in automotive design. Born in Minden, Germany, Busse holds a B.A. degree in Transportation Design from Coventry University in the U.K.

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TROY, (DETROIT) MICH. – Dr. Rose Ann Ryntz, senior director - Advanced Engineering / Material Development, **International Automotive Components Group** (IAC) will give a keynote on ***Olefinic Material Opportunities in Interior Automotive Applications*** at the 2013 ***SPE® TPO Automotive Engineered Polyolefins Conference***. Ryntz holds a Ph.D. in Polymer / Organic Chemistry and an MBA. During her career she has worked at Dow Chemical, DuPont Automotive, Ford Motor Co., Akzo Nobel N.V., and Visteon Corp. before assuming her current role at IAC Group North America. She is a prolific invited speaker, has published extensively (with over 100 publications, 25 patents, and four books), and is a recipient of many prestigious awards, including International Biographical Center *Who's Who in the World*, Best Paper and Best Speaker awards through the Federation of Societies for Coatings Technology (FSCT) as well as SPE, the FSCT Women in Coatings Management Achievement Award, George B. Heckel Award & Matiello Award, the American Chemical Society (ACS) Roy Tess Award, the Women Automotive Association International Professional Achievement Award, the Outstanding Leadership Award sponsored by the Engineering Society of Detroit (ESD), the Elias Singer Best Paper Award sponsored by the University of Southern Mississippi, the Gold Award sponsored by the ESD, a Roon Award sponsored by the FSCT, and the Henry Ford Technology award presented by the Ford Motor Co. for outstanding technical contributions to the company. She also has served as president of FSCT, is a fellow in SPE, serves on the board of directors of the Detroit Section of SPE, and is one of the founding members of the SPE TPO Automotive Engineered Polyolefins conference.

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TROY, (DETROIT) MICH. – At the 2013 ***SPE® TPO Automotive Engineered Polyolefins Conference***, Mr. Seiji Oshima, president and CEO, ***Advanced Composites, Inc.*** will be a keynote speaker on the subject of ***Global Challenges: Supporting OEM PP and TPO Strategies***. Oshima has held his current position at Advanced Composites, an operating unit of Mitsui Chemicals, Inc., Tokyo, Japan, since 2012. Prior to this, he was general manager-Performance Compounds Division of Mitsui Chemicals, Inc. between 2010 and 2012, and before that he was deputy general manager-Nonwovens Division at the company from 2008-2010, and between 2006 and 2008 he was deputy general manager-Electronics & Information Division. Before 2006, Oshima held a variety of commercial positions at the company, including an 8-year rotation in the U.S. He holds a degree in Economics from Keio University in Tokyo.

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TROY, (DETROIT) MICH. – Thomas Wagner, global OEM manager at [Borealis AG](#) will give a keynote on *Innovations in TPOs for the Automotive Industry* at this year's **SPE® TPO Automotive Engineered Polyolefins Conference**. Wagner has held his current position at Borealis since 2007. From 2005-2007, he was senior consultant and office manager at PLEON Publico Public Relations & Lobbying, and from 2000-2005 he was a market development engineer at Borealis. Between 1996 and 2000, he was deputy manager-Quality Assurance for tier 1 Zizala GmbH Lichtsysteme and he was manager-Quality Assurance at Fa. Ankerbrot during the latter part of 1996. Before that he was deputy production manager at General Biscuits Österreich from 1991-1996, and from 1989-1991 he worked in the R&D lab at Fa. Ybbstaler Obstverwertung. Wagner holds a Global Executive MBA from Emory University, a Master's in Key Account Management from the Management Development Institute (MDI, Vienna, Austria), as well as a degree from the Technical College of Chemical Industrial Engineering in Wels. He also has done course work at the Academy for Marketing and Management and the Commercial Excellence Program at the International Institute for Management Development (IMD, Lausanne, Switzerland).

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