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## **FRED DEANS NAMED SPE® AUTOMOTIVE INNOVATION AWARDS LIFETIME ACHIEVEMENT WINNER FOR 2015**

**TROY, (DETROIT) MICH.** — Frederick (Fred) Deans, P.E., who has more than 45 years' experience at companies like Continental Structural Plastics, AZDEL, Inc., General Electric Co., and Pittsburgh Plate Glass (PPG) working in the automotive, architectural, and industrial market segments, has been named the 2015 *Lifetime Achievement Award* winner by the Automotive Division of the *Society of Plastics Engineers (SPE®)*. Deans is an expert in composite materials and molding processes, product engineering, specification development, global sales and marketing, and new product introductions. He will be honored for his role leading automotive plastics and composites innovations at the 45th-annual *Automotive Innovation Awards Gala* on **November 11, 2015** at Burton Manor ([www.burtonmanor.net](http://www.burtonmanor.net)) in Livonia, Mich.

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*Fred Deans Named SPE® Automotive Lifetime Achievement Award Winner for 2015*  
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First given in the year 2000, the SPE Automotive *Lifetime Achievement Award* recognizes the technical achievements of individuals whose work – in research, design, and/or engineering, etc. – has led to significant integration of polymeric materials on passenger vehicles. Past winners include:

- J.T. Battenberg III, former chairman and chief-executive officer of Delphi Corp.;
- Bernard Robertson, then executive vice-president of DaimlerChrysler;
- Robert Schaad, chairman of Husky Injection Molding Systems, Ltd.;
- Tom Moore, retired vice-president, Liberty and Technical Affairs at then DaimlerChrysler;
- Mr. Shigeki Suzuki, general manager - Materials Division, Toyota Motor Co.;
- Barbara Sanders, retired director-Advanced Development & Engineering Processes, Delphi Corp.;
- Josh Madden, retired executive at General Motors Corp. (GM) & Volkswagen of America;
- Frank Macher, former CEO of Collins & Aikman Corp., Federal Mogul Corp., and ITT Automotive;
- Irv Poston, retired head of the Plastics (Composites) Development-Technical Center, GM.;
- Allan Murray, Ph.D., retired technology director at Ford Motor Co.;
- David (Dave) B. Reed P.E., retired staff engineer, Product Engineering, GM;
- Gary Lownsdale, P.E., chief technology officer, Plasan Carbon Composites;
- Roy Sjöberg, P.E., retired, General Motors Corp. & Chrysler Corp.; and
- Dr. Norm Kakarala, retired, Inteva Products LLC.

Deans is currently chief-marketing officer, and a co-founder and principal of Allied Composites Technologies, LLC (ACT) as well as the owner of F. Deans & Associates, a Michigan-based enterprise. Previously he has held a variety of positions including director-New Business Development at composites molder and tier 1 supplier, Continental Structural Plastics, Inc., market and industry manager at GE Plastics; program manager at the GE Plastics'-PPG Industries' joint venture, AZDEL, Inc.; application development engineer at PPG Fiberglass AZDEL Products; OEM glass sales representative at PPG; and he started his career as a production engineer at PPG Industries' Works 1-Automotive Windshield plant and moved on to the roles of technical service engineer-Architectural Glass and Solar Products, and sales representative-OEM Automotive Products.

Among his accomplishments, Deans led development of the first unidirectional glass-mat thermoplastic (GMT) composites for new-generation automotive bumper systems. The first application of this technology was a single 12-million lb/5.4-million kg application program with a Japanese automaker. Within three years, every Japanese OEM was using GMT composite for bumper beams. He managed the commercialization and use of next-generation direct-long-fiber thermoplastic (D-LFT) composites for passenger car underbody shields and underhood applications, as well as load floors for off-road vehicles and heating/ventilation/air-conditioning (HVAC) bases. He also helped develop and commercialize an automotive glass-forming process and introduced monolithic tempered privacy glass for sport-utility vehicles (SUVs).

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Deans has a strong history of volunteering for engineering societies. He is a long-time member of the board of directors of the SPE Automotive Division (30+ years) and SPE Composites Division (13 years), as well as an intersociety volunteer on the Formula SAE® student design competition organized by SAE International®. Additionally, he is a co-founder of and three-time conference chair or co-chair for the SPE Automotive Composites Conference & Exhibition (ACCE, in years 2001, 2004, and 2015). Deans' efforts were recognized by the SPE *Honored Service Member* award in 2003 and the SPE Composites Division's *Composites Person of the Year* in 2006. He is a licensed professional engineer in the Commonwealth of Pennsylvania and holds a BSME degree from Valparaiso University and an MBA degree in Business Administration from the University of Pittsburgh.

"Fred Deans has been a pillar of the automotive-composites community for decades, and he's long been a cornerstone of the SPE Automotive Division as well," notes David Reed, General Motors Corp.-retired and also SPE *Lifetime Achievement* committee co-chair. "He's someone who truly has dedicated his career to developing innovative automotive composites applications, like the first GMT [glass-mat thermoplastic] composite bumper on the *Chevrolet Corvette* sports car, an application which, coincidentally, has been named our *Hall of Fame* award this year for its enduring industry impact. Fred's ability to combine a straight-forward, factual manner with a jovial disposition, an amazing network of contacts, and consistent dedication to engineering excellence and professionalism made him a great choice for this year's *Lifetime Achievement Award* winner.

"For over 35 years, Fred Deans has been a key resource for me when I had questions about a supplier, needed a contact, or when I wanted information on a material," adds Nippani Rao, RAO Associates and Chrysler LLC-retired, as well as co-chair of the SPE Automotive Division *Lifetime Achievement* committee. "Even if he didn't have an answer right then and there, he followed up and was always helpful. He always had a great network of contacts that he shared freely — which is definitely not something everyone will do. He's a great example for the rest of us to aspire to."

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On **Wednesday, November 11, 2015**, Deans will be honored for his significant contributions to automotive composites at the 45th-annual ***SPE Automotive Innovation Awards Gala*** at Burton Manor ([www.burtonmanor.net](http://www.burtonmanor.net)) in Livonia, Mich., where winning part nominations and the teams that developed them will be honored during an evening that celebrates automotive plastics innovation. The evening begins with the VIP Cocktail Reception at 4:30 p.m that is sponsored by Celanese Corp. At 5:00 p.m. the main exhibit area will open for general admission and guests can review this year's ***Automotive Innovation Awards*** part nominations, as well as enjoy the specialty and antique vehicles that are always a highlight of the show. Dinner will begin at 6:30 p.m. and the awards program itself will last from 7:00-9:00 p.m. For those who wish to extend merrymaking and networking activities, the ever-popular *Afterglow* – also sponsored by Celanese – will run from 9:00-11:00 p.m.

***SPE's Automotive Innovation Awards Program*** is the oldest and largest competition of its kind in the world. Dozens of teams made up of OEMs, tier suppliers, and polymer producers submit nominations describing their part, system, or complete vehicle and why it merits the claim as the *Year's Most Innovative Use of Plastics*. This annual event typically draws over 700 OEM engineers, automotive and plastics industry executives, and media. As is customary, funds raised from this event are used to support SPE educational efforts and technical seminars, which help educate and secure the role of plastics in the advancement of the automobile.

The mission of SPE 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 in 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 Automotive Innovation Awards Competition and Gala*** see <http://speautomotive.com/inno> and <http://speautomotive.com/awa>. For more information on the ***Society of Plastics Engineers***, see [www.4spe.org](http://www.4spe.org).

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*Attn. Editors:* A large collection of SPE Automotive Division digital photography is available for download at <http://www.flickr.com/photos/speautomotive/collections>.