

# Automotive Plastics News

Today, Tomorrow - Together

October 2003 Volume 33, Issue 1

## Automotive Plastics Superheroes



The theme of this year's SPE Automotive Division Awards Banquet is Automotive Plastics Superheroes. Attend the 33<sup>rd</sup> Annual SPE Automotive Innovation Awards Program, and see what constitutes the **"Most Innovative Use of Plastics."**

In the Automotive Industry, we have our superheroes, and these are the people that we recognize at the annual SPE Automotive Division Awards Banquet. The applications that are recognized at this event for their innovation in several different categories do not happen by themselves but are the result of superhero efforts by many individuals working as a team.

Even comic book superheroes have found that they cannot always succeed when working alone. The OEM and Tier 1 designer plays an integral part in any new successful application. The tool designer without whom fabrication of the part would not occur is an important part of the overall process. The fabricator enables the part to be produced. Last, but not least, the optimal material is needed for the part to function, and the material supplier is called upon to meet these demands.

These individuals are the Automotive Plastics Superheroes that we will be recognizing on Monday, November 17, 2003 as over 800 OEM engineers, automotive executives and media galore will gather together as we collectively celebrate the accomplishments of the automotive plastics industry at the 33<sup>rd</sup> Annual SPE Automotive Division Innovation Awards Program.

This year's event will again be held Burton Manor in Livonia, Michigan. The festivities begin at 5:00 p.m., during which this year's nominated parts will be on display, followed by dinner at 6:30 p.m.

"This event showcases the creativity and innovation that suppliers bring to the automotive community," said SPE Automotive Division Chairman Michael Connolly of Huntsman Polyurethanes. "It truly is the Academy Awards of the industry," continued Connolly, "a spectacular evening that is unmatched anywhere. The broad based support for this program is evidenced by our impressive list of event sponsors, and by the number of key engineers and executives in attendance."



2003  
AUTOMOTIVE PLASTICS SUPERHEROES  
LEANER FASTER STRONGER

SPE will also present the 3<sup>rd</sup> Annual "Leadership Achievement Award" to **Dr. Robert Schaad of Husky**. Previous recipients of this award were J. T. Battenberg of Delphi and Bernard Robinson of DaimlerChrysler.

The SPE Automotive Division Awards Program is the largest competition of its kind in the world. Dozens of parts, systems, and/or modules will vie for the prestigious "Most Innovative Use of Plastics Award" in the categories of Body Interior, Body Exterior, Chassis/ Hardware, Process/Enabling Technologies, and Materials. The "Grand Award" will be presented for the nomination voted best overall. Qualified parts must be in production by November 1, 2003. In addition, the Hall of Fame Award will be presented for an innovative application that stood the test of time, being in continuous production for over 10 years.

As is customary, any funds raised from this event will be used to fund SPE educational efforts and technical seminars, which will help to secure the role of plastics in the advancement of the automobile.

Plan on attending this informative and entertaining program. For more details on event tickets, see page 8 of this newsletter, or visit [www.speautomotive.com](http://www.speautomotive.com).

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# Treasurer's Report

Stuart C. Cohen

The current assets of the Division are \$102,811.

The 2003 Composites Conference that was held last month is currently showing a net income of \$31,184 and any outstanding invoices will not result in any significant change to this amount. There were 47 non-SPE member attendees and a check for \$4,700 has already been sent to SPE International in order to pay for membership for these attendees. The net income will be split between the Automotive and Composites Divisions and an additional 30% of each Division's net income will be sent to SPE International.

Due to poor participation, this year's golf outing sustained a loss of \$2,123.



Visit the SPE International Website for up-to-date information on training, seminars, and other career enhancing information.

[www.4spe.org](http://www.4spe.org)

## Automotive Division Meeting Schedule and Special Events Calendar

October 20, 2003 American Plastics Council, Troy, MI	BOD Meeting
November 17, 2003 Burton Manor, Livonia, MI	Innovation Awards Program
December 8, 2003 American Plastics Council, Troy, MI	BOD Meeting
February 9, 2004 American Plastics Council, Troy, MI	BOD Meeting
April 12, 2004 American Plastics Council, Troy, MI	BOD Meeting
May 16-20, 2004 Sheraton Hotel and Towers, Chicago	ANTEC - Annual Technical Conference

Automotive Division Board of Directors meetings are open to all SPE members. Call Micheal Connolly at 248-322-7416 for more information.

[www.speautomotive.com](http://www.speautomotive.com)



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# Chairman's Message

Michael Connolly



*"We trained hard, but it seemed that every time we were beginning to form into teams, we would be reorganized. I was to learn later in life that we tend to meet any new situation by reorganizing and what a wonderful method it can be for creating the illusion of progress while producing confusion, inefficiency and demoralization."*

Petronius Arbitr, 210 B.C.

Judging from this quote, 'business' practices haven't changed much in the past two thousand years. Change simply for the purpose of doing things differently is a waste of time, energy and resources – all of which are in short supply to all of us in the automotive community. However, we must remain flexible and continually refine our methods of operating. As I noted in my last message, change is mandatory for survival in all businesses in the current economic climate.

The Automotive Division Board of Directors believes in this viewpoint. We are seeking new means to bring value to our member constituency. At the June Planning Meeting, the BOD approved the following goals for 2003-4:

- Implement Inter/Intra-Society Outreach to better leverage Division resources
- Update and improve the division website ([www.speautomotive.com](http://www.speautomotive.com))
- Complete and implement Division 'mission statement'
- Broaden member involvement in Division activities
- Ensure program continuity through succession of leadership

The input of all Division members is needed to successfully realize these goals. Over the next few months, some of the results of these efforts to implement the Division goals should become obvious.

Also at the Planning Meeting, the BOD approved numerous changes to the Division leadership. Several BOD members' terms expired earlier this year. On behalf of the Division, I'd like to thank Ermanno Ruccolo (Basell) and Kevin Smith (Decoma) and especially Bing Xu (Ford), Phil Minaudo (GM) and Darryl Sadowski (Washington Penn) who served as Membership, Education and Plastics program chairs, respectively. As noted in the last Newsletter, Monica Prokopyshen of DCX will again serve as Division Chair-Elect in 2003-4. Norm Kakarala of Delphi was appointed as Vice-Chair, thus ensuring strong continuity of leadership into 2005-6. Norm is well known to the automotive community as a former President and long serving member of the Detroit Section BOD. I'd also like to

welcome newly approved BOD members Maria Ciliberti of Composite Technologies Corporation, Brian Hull of Quantum Composites, Peggy Malnati of Malnati & Associates and Mark Lapain of Intier along with returning BOD members Bonnie Bennyhoff of ExxonMobil and Fred Deans of Composite Technologies Corporation.

Along with Membership Chair Bonnie Bennyhoff, Mark Lapain will lead Inter/Intra Society Outreach efforts. Mark is well placed in this role as he has long served on SAE committees from which many of you know him. Initial discussions on joint event sponsorship and cross registration have already taken place with SME and SAMPE. Please help Mark and Bonnie reinvigorate our membership participation. It is the Division's lifeblood.

In another outcome of the Planning Meeting, Kevin Pageau will now be organizing the Plastivan Program in collaboration with the Detroit Section and the National Plastics Center and Museum (in addition to editing this Newsletter). Please contact Kevin if you are interested in learning more about Plastivan. Finally, Nippani Rao of DCX has agreed to become Division Councilor to SPE International for 2004-7 when Dave Arndt steps down next spring after six years serving that role.

The 3<sup>rd</sup> Annual Automotive Composites Conference took place a few weeks ago in Troy at the MSU Education Center. As a joint program with the Composites Division, it was again a successful example of the type of outreach the Division needs to foster. The conference had more than 290 participants, 49 presentations in 8 technical sessions, 4 invited speakers and 20 sponsors/exhibitors. On behalf of the Automotive Division, I'd like to thank Conference Chair Renita Jones of BP and the Composites Division for organizing a financially and technically successful program. Also, thanks go to other team members and session organizers: Tim Simko, Mary Hockmuth, Peggy Malnati, Stu Cohen, Pat Levine, Greg Grotke, Jay Raison, Fred Deans, Maria Ciliberti, Dave Stewart, Al Murray, Dan Houston, Dave Reed, Paolo Feraboli, Doug Denton and Nippani Rao. See the accompanying article for more details on the conference. The 4<sup>th</sup> Annual Automotive Composites Conference is planned tentatively for September 14-16, 2004.

The Division continues to maintain a busy schedule throughout the fall (see the Calendar on Page 2). Activities are highlighted by our largest program - the 33<sup>rd</sup> Annual Automotive Innovation Awards Banquet, which will take place at Burton Manor in Livonia on Monday, November 17<sup>th</sup>. This year's theme is "Plastic Superheroes: Lean, Strong, Fast". A great deal of energy and time is expended by many Division members preparing for this program, including solicitation and vetting nominations and organizing activities at the banquet itself. Please contact Stuart Cohen at Ticona (248-377-6882) if you'd like to participate or contact Chris Stinson of AutoPR (248-656-2388) for more information on tickets and sponsorship.

# Automotive Composites Conference



Four keynote speakers, 53 technical presentations, 22 sponsors/exhibitors, 20-plus volunteers, and 300 attendees combined to create a very successful 3rd Annual Automotive Composites Conference on September 9-10, 2003. The event was organized jointly by the SPE's Automotive and Composites Divisions and held at Michigan State University's Management Education Center in Troy, Michigan.



Steve Loud, Composites News International, kicked off the conference by offering real-world examples of successes and challenges in the composites industry. Dale Brosius of Brosius Management Consulting provided the next outstanding keynote speech, specifically focusing his comments on how carbon fiber has recently begun to fulfill its promise of application in automobiles. Both of these presentations set the stage for the first day's technical discussions around new materials and new applications for composites, commercial transport, and "leading-edge" composite vehicles.

Dave Stewart of Stewart Automotive Research opened the conference's second day with timely and practical

information about utilizing economic analysis to improve technology development efforts. One component of this suggest work is intellectual property protection, which Bill Abbatt expertly explained in the fourth keynote presentation. The technical presentations focused on combining reinforcement materials to achieve unique properties, using various bonding methods to join materials, taking advantage of technology to assist in tooling considerations, and several new processes.

Networking opportunities were extensive as well, with participants having the opportunity to talk one-on-one with industry experts, customers, suppliers and other partner companies during refreshment breaks and an evening reception.

Next year's conference is tentatively scheduled for September 14-16, 2004 at MSU. The Divisions are considering a ½-day or full-day educational seminar on a focused topic in conjunction with the conference. For more information closer to the dates, please contact Pat Levine at [spe@plastics.org](mailto:spe@plastics.org) or see the Automotive Division website at [www.speautomotive.com](http://www.speautomotive.com).



Above, the 2003 Dodge Viper uses carbon fiber SMC in its fender support and door inner systems and long carbon fiber/glass fiber SMC hybrid in the windshield surround. Another plastic/composite intensive vehicle on display was the Cadillac SLR from General Motors (below).



Conference Chairperson Renita Jones (L), with Pat Levine of the American Plastics Council and Mary Ann Hockmuth of Polywheels at the Registration Desk.



# SPE Automotive Division Inter-Society Outreach

Mark Lapain

To kick-off the Inter-Society Outreach, we are exploring ways to cooperatively work with numerous organizations that also focus on the plastics or automotive industries. To date, we have contacted SAE, SME, SAMPE, CFA and the SPE Detroit section to determine their interest level and potential activities. Our immediate focus has been on cross advertising, gaining access to membership bases, conference and membership discounts and joint technical activities. We are always looking for new and innovative ways to work with other societies, so please forward any ideas you might have.

Below are some of the upcoming events of interest to Automotive Plastics professionals:

## **SAE - [www.sae.org](http://www.sae.org)**

International Body Engineering Conference & Exhibition (IBEC)  
October 27-29, 2003, Nippon Steel Center, Makuhari, Chiba, Japan

SAE 2004 World Congress  
March 8-11, 2004, Cobo Center, Detroit, Michigan, USA

## **SAMPE - [www.sampe.org](http://www.sampe.org)**

8th Japan International SAMPE Symposium and Exhibition  
November 18-21, 2003, Tokyo Big Sight, Ariake, Tokyo

SAMPE Europe Conference and JEC  
March 30 -April 1, 2004, Paris Expo, France

SAMPE 2004 Symposium and Exhibition  
May 16-20, 2004, Long Beach, CA

## **SME - [www.sme.org](http://www.sme.org)**

Product Development and Management Association  
27th Annual International Conference  
October 4-8, 2003, Boston, Massachusetts

Production and Prototype Tooling Using Rapid Technologies  
October 28-29, 2003, Los Angeles, California

FABTECH® International  
November 16-19, 2003, Chicago, Illinois

## **SPE Detroit Section - [www.4spe.org](http://www.4spe.org)**

Car Launch  
October 13, 2003

Material Auction  
February 5, 2004, Greektown Casino



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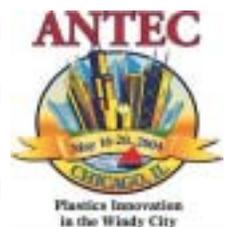
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## **ANTEC 2004 Report**

Jay Raison

ANTEC 2004, the Annual Technical Conference for the Plastics Industry, will be held May 16-20, 2004 at the Sheraton Hotel and Towers in Chicago.



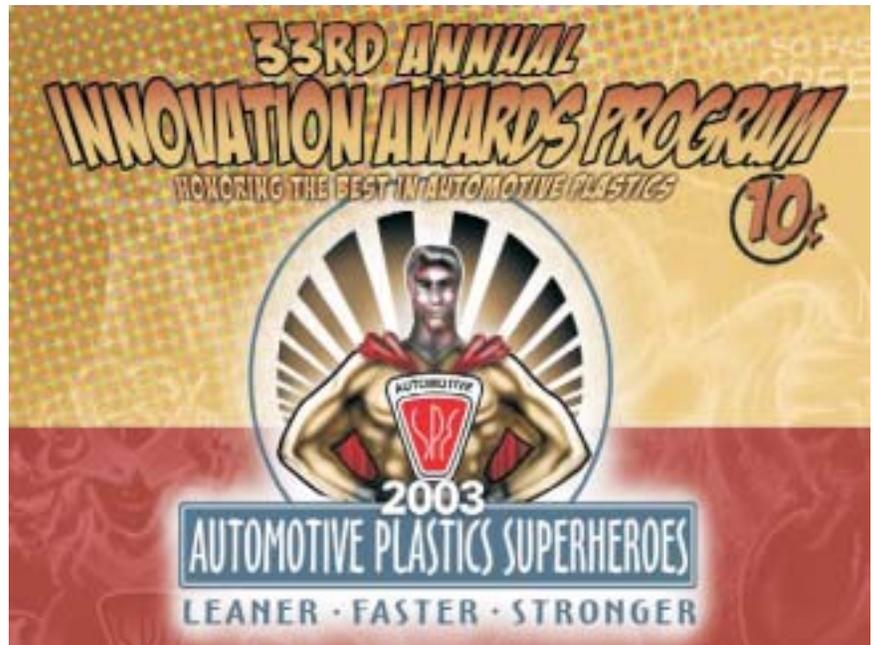
The Automotive Division is planning two sessions during ANTEC.

Dr. Norm Kakarala of Delphi Corporation will be the 2004 ANTEC Automotive Division Chairman. If you are interested in presenting a paper related to automotive plastics, contact Dr. Kakarala at (248) 655-8483.

# Attend the 33<sup>rd</sup> Annual Innovation Awards Program

Don't miss this fantastic evening. See first hand the latest innovations in the award categories of Body Interior, Body Exterior, Materials, Chassis/Hardware, and Process/Enabling Technologies.

All nominated applications will be on display for you to review in detail. It is an evening you do not want to miss!



## Ticket Information

- ◆ Tickets are \$100 each
- ◆ Tables of eight (8) are available for \$800 and include Corporate Signage

**TO RESERVE TICKETS**  
Complete and fax this form to:

Society of Plastics Engineers  
Fax number (248) 601-9964

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*Ticket reservations are not confirmed until payment is received.* Once payment is received, a confirmation fax will be sent to you verifying your order. For further information, contact SPE by phone at (248) 656-2388 or by email at ltownsend@auto-pr.com.

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# Councilor's Corner

R. David Arndt

As your councilor from Automotive Division, I was notified one week before the Council meeting scheduled for Sept 19-20 in Charlotte that it was cancelled due to potential affects of hurricane Isabel. The Council meeting has been rescheduled for Oct. 24/25. The Council is made of plastics industry volunteers forming a 6 officer Executive Committee including Mike Cappelletti, paid Executive Director, 9 Vice Presidents, 21 elected Division Councilors, and 84 elected regional Section Councilors.

The council meets 3 times each year and governs the 20,000 member Society. **“The mission of the Society shall be to provide and promote the knowledge and education of plastics and polymers worldwide.”** The mission of the Automotive Division, one of the 22 worldwide technical divisions of Society, supports the overarching mission of the Society.

SPE continues to focus on the trend of decreasing membership and profits from member services. The budget for 2004 is \$6.35 M with a net revenue of \$155,000. The SPE has run operating deficits more often than not since 1996. An SPE

Future Planning committee has proposed a number of actions to improve global and local technical communications and activities and create “technical” communities with the goal of increased value to a greater membership. Student chapters continue to be established with new chapters at North Carolina University and Queens University, Belfast. Section and Division membership has been decreasing the last 4 years for a number of reasons.

As chairman of the Topical Conference committee, I will be presenting to the Council the work of our committee. A technology “gap” analysis provides the basis for opportunity for Divisions and Sections to unite to put on conferences for its membership. Conferences provide an opportunity for members and potential new members to meet face to face at a technical presentation or at a display table and discuss technical aspects of the conference focus.

The Automotive Division is working hard to support our mission by putting on our 3<sup>rd</sup> annual Composites Conference in September. In November we will be presenting the Most Innovative Automotive Plastics awards, at our 33<sup>rd</sup> annual Automotive Awards Night, the largest plastics awards program in the world.

We are always looking for volunteers on our committees. Feel free to contact me via email at [darndt@visteon.com](mailto:darndt@visteon.com), or call (248) 755-8146 or if you want to be a part of one of the dynamic Automotive Division.



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# Automotive Division Board of Directors Meeting Minutes

**September 22, 2003**

Meeting was held at Ticona in Auburn Hills.  
Minutes of the meeting were recorded by Rahul Mukerjee as Greg Korchnak, the Division Secretary, was unable to attend the meeting.

## CHAIRMAN'S REPORT - Michael Connolly

Upcoming events announced were:

- TPO Conference, Hyatt Regency, Dearborn September 29 – October 1
- SPE Detroit Dinner, Northfield Hilton, 5:30 PM, October 6  
Guest Speaker David Stockman, CEO Collins & Aikman
- Innovation Awards Program, Burton Manor, Livonia, November 17
- ANTEC, Sheraton Hotel and Towers, Chicago, May 16-20, 2004

BOD Meeting schedule was announced

- October 20, APC, Troy, 5:30–8:30 PM
- December 8, APC, Troy, 5:30-8:30 PM
- February 9, 2004, APC, Troy, 5:30-8:30 PM
- April 12, 2004, APC, Troy, 5:30-8:30 PM

Divisional goals for 2003/2004 were stated:

- Broaden member involvement
- Update and improve website
- Ensure program continuity through succession of leadership
- Implement Inter/Intra Society Outreach and leverage resources better

SPE Automotive Division BOD Member roles were outlined:

### **Chair - Michael Connolly**

- Set annual division goals/plans and budget
- Assess committee activities against goals/plans & budget
- Ensure officers complete tasks in a timely manner
- Appoint new BOD members to fill any vacancies

### **Chair elect – Monica Prokopyszen**

- Supervise PRIDE report submission by 2/6/04
- Supervise officer election for coming year
- Liaison with Education, Awards, Technical programs

### **Vice Chair – Norm Kakarala**

- Supervise Fellows Nominations
- Support PRIDE
- Ensure conference/activity finances are closed out with SPE Intl.
- Liaison with Newsletter/Sponsorship/Membership/Golf.
- Communications

### **Secretary – Greg Korchnak**

- Record minutes at all meetings or arrange substitute
- Report minutes to Newsletter and copy to SPE International
- Update Division and SPE Intl website to show current officers and BOD members

### **Treasurer – Stu Cohen**

- Record all division financial activities
- Closeout activity finances and submit SPE Intl contributions in a timely manner
- Submit IRS and SPE Finance reports by 11/15

### **Newsletter – Kevin Pageau**

- Send 25 copies of each Newsletter to SPE Intl

### **Membership – Bonnie Bennyhoff**

- Submit PRIDE compliance by 2/6/04
- Support HSM/Fellow nominations as necessary
- Team with Inter/Intra Society Chair to broaden membership
- Keep active member list and follow up to contact members before membership expiration to encourage rejoining.

2003 Automotive Composites Conference was highly successful again!  
Special thanks to Renita Jones – Conference Chair.

Thanks to Tim Simko, Mary Hockmuth, Peggy Malnati, Stu Cohen, Pat Levine, Greg Grotke, Jay Raisoni, Fred Deans, Maria Ciliberti, Dave Stewart, Al Murray, Dan Houston, Dave Reed, Paolo Feraboli, Doug Denton, Nippani Rao

There were 3 simultaneous sessions, 20+ sponsors/exhibitors, 290 attendees, 50+ paid registrations and more than \$58,000 from sponsors.  
4th Annual Composites Conference has been set for September 14-15, '04

On the other hand, the 2003 Golf Outing was disappointing. The program lost money; but thanks to Jim Staargard changing the commitment to the Golf club from 132 to 72, the losses were less. No representation from several notable chemical companies. It was suggested that there be BOD member involvement from these companies next time.

## TREASURER'S REPORT – Stu Cohen

The current assets of the Division are \$125,727. The recent Composites Conference is currently showing a net income of \$53,618 but this will be reduced after the final bill from MSU has been received and paid. Golf outing had a loss of \$2,100.

## COUNCILOR'S REPORT – Dave Arndt

SPE Executive Director, Michael Cappelletti's Report to Council on Leadership for Excellence was presented. There are three main objectives, 16 strategic imperatives and 14 measurements to check progress.

Be the leading technical society for the plastics industry  
Be the preferred supplier of engineering, scientific, and business knowledge required by the SPE's members and other customers  
Have the financial and other resources needed to sustain SPE's goals  
There was considerable discussion and concerns regarding overall financial performance has continued to decline along with declining membership.

The BOD members voted in favor of returning the annual membership rebate of approximately \$6,000 to assist the financial position  
The Councilor to return this rebate and request a month-by-month attention to corrective financial performance

## MEMBERSHIP – Bonnie Bennyhoff

Bonnie will be requesting BOD Members to help through tele-conference meetings. Approximately 50+ new members added through the Automotive Composites Conference. There will be a report issued next meeting on membership and status.

Both Suresh Shah and Kevin Pageau will be recommended for Honor Service Members and Fellow.

The India Section of SPE is hosting the next International Conference on the theme "Plastics in Automobiles" on Nov 19-21, 2003 in Mumbai, India.

The BOD passed a motion in favor of sponsoring the overseas conference for \$1,500.

## INTERSOCIETY OUTREACH– Mark Lapain

Information presented by Mark and Peggy Malnati. SAMPE, SAE, SME, have all been contacted. SAMPE is unable to do comp-advertising trade since our conference was less than 1 month from theirs and their bylaws prohibited it. SAE has been contacted and we are waiting for a response. SME was very receptive to working together, and we offered members in the other organization to register for the conference at our own membership rate. Exchanged membership information, magazines etc. CFA has done a complimentary membership swap with us for the past two years.

## MARKETING COMMUNICATIONS UPDATE – Peggy Malnati

SPE Automotive Composites Conference was a great success. Pre-show press release sent to several hundred publications, and personal calls to 30+ publications. Editors pre-registered from notable news and magazines. Provided registration packet to include Program Guide and CD, literature and advertising from Exhibitors and Suppliers.

SPE Automotive Division website initial design has been approved. First draft of site will be open November 15.

## EDUCATION, Plastivan – Kevin Pageau

The Plastivan schedule has been set and authorized for the next quarter with a plan to follow last year's schedule. There was discussion to improve availability of Plastivan to Detroit area schools.  
The deadline for information for the Newsletter is next Monday, September 29, 2003.

There was further discussion raised by Dave Reed on the need to improve EDUCATION.

The meeting was adjourned at 8:35 PM.

## SPE Automotive in India

Dr. Suresh Shah, a member of the SPE Automotive Division Board of Directors and "Fellow of the Society" attended the 2003 annual get-together of the SPE India section on Wednesday, June 25th, 2003. SPE India section had invited more than 80 guests. The meeting was held at the ballroom, The Leela Hotel, Bombay. As an invited guest, Dr. Shah presented a talk on " Latest Innovation in Automotive Materials, Processing and Applications " based on last two SPE Automotive Divisions Awards Night finalists and winners.



L to R - Mr. A. Kumar, President, SPE India section (also HSM), Dr. S. Shah and Mr. R.C. Sanghavi, Program co-chair.

The seminar was attended by approximately more than 80 people, followed by cocktails and dinner. This is forth time, Dr. Shah visited India section in last eight years.

SPE India section is holding its first International Conference on "Plastics in Automotive" on Nov. 19, 20 and 21, 2003. The response is great so far and more than 400 people are expected to attend the conference. Several international speakers are invited. Dr. Shah is a member of the committee for soliciting the support from the United States.

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# Automotive Division sponsors Design Students

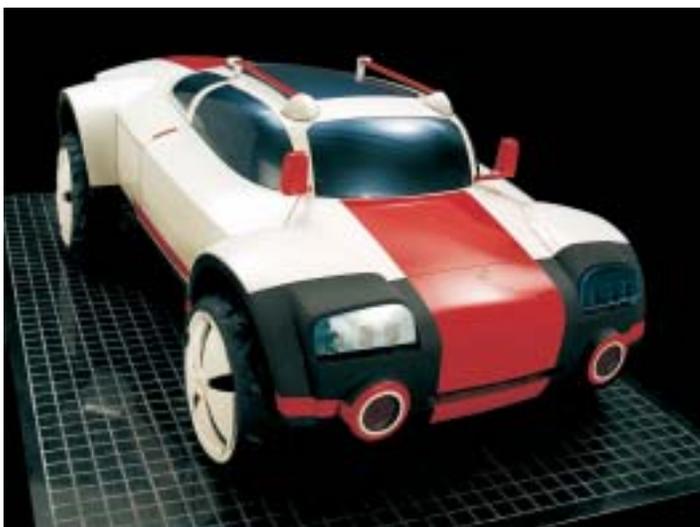
Using state-of-the-art plastics as the driving force for exterior surfaces, automotive design students from the College for Creative Studies (CCS) unveiled their visions for the future of automotive design, utilizing polymers in new and exciting ways.

The semester-long project, sponsored by the American Plastics Council (APC) and the Society of Plastics Engineers Automotive Division (SPE), culminated in late May 2003 with 19 CCS seniors premiering their individual models and presenting their motivations for using plastics in their designs.

“As a future auto designer, the project really opened my eyes to all of the benefits of using plastics as an auto design element,” said CCS Senior Dennis Salnikov. “I feel having worked on this project definitely has given me a competitive advantage in the auto design market.”



Above, CCS senior Michelle Xiong's design, the Toyota TRD Roadster, is a concept vehicle designed for the racer enthusiast which applies advance technology onto plastic body parts..



Above, using polymer composites that allow for large doors and lightweight carapace-like body panels, CCS senior Ryan Paul has designed the Porsche Bergsteiger, an off-road capable car with the utility of an SUV and the driving dynamics of a sports car.

“The innovative ways in which the students at CCS have used plastics in their designs confirms what we know...that future automobiles will feature a variety of plastics in new, exciting ways,” said Bruce Cundiff, director of the APC Automotive Learning Center. “Now that the students understand the benefits of using plastics in auto design, such as plastics being more durable, cost-effective and lightweight, they can use their knowledge to make significant contributions in automotive design.”

Throughout the 16-week project, the CCS students were briefed on the benefits of designing with polymers by members of APC and SPE, and automotive industry suppliers.

“Working with members of the American Plastics Council allows the students to get a realistic feel for what a position in the automotive design industry will be like,” said CCS Transportation Design Chair Bryon Fitzpatrick. “APC does a great job at having its members available to talk with and mentor CCS design students involved in this project.”

The **College for Creative Studies** is one of the nation's leading arts education institutions. A private, fully accredited, four-year college, CCS offers Bachelor of Fine Arts degrees in animation and digital media, communication design, crafts, fine arts, illustration, industrial design, interior design and photography. CCS is credited with having one of the world's most recognized programs in transportation design and for placing more graduates in automotive design than any other school. The college also offers non-credit courses in the visual arts through its Continuing Education programs and opportunities for youth through Community Arts Partnerships. CCS is located in Detroit's Cultural Center, where it provides a dynamic learning environment in which students explore issues of art and design, and the culture in which they exist, while preparing for careers in the professional world.



Above, Dr. Allan Murray and Fred Deans of the Automotive Division review the final design of CCS Senior Steve McCabe.



Above, CCS senior Adrian Goring reviews his final design, the Mercedes Benz inspired Spline Surface Base Design, with SPE Automotive Division Chair-Elect Monica Prokopyshen of DaimlerChrysler.

From top to bottom, the finished models by CCS Seniors Steve McCabe, Rob Hunwick, Scott Anderson, and Dennis Salnikov.

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Automotive Division Hotline - (248) 244-8993



Society of Plastics Engineers  
Automotive Division  
1800 Crooks Road  
Suite A  
Troy, MI 48084