



FOR IMMEDIATE RELEASE

Contact: Lisa Hart
Center for Automotive Research
(734) 929-0465
lhart@cargroup.org

Bernie DeGroat
University of Michigan News Service
(734) 647-1847
bernied@umich.edu

Bob King joins CAR Management Briefing Seminars manufacturing panel

Advanced Powertrain Forum marks 10th year

ANN ARBOR, Mich., July 7, 2010 – Newly elected UAW President **Bob King** will join the CAR Management Briefing Seminars, Monday, Aug. 2.

He will address the “Strategic Manufacturing: A Merger of Product and Process” session, along with **Scott Garberding**, senior vice president manufacturing, Chrysler Group LLC; **Jim Tetreault**, vice president, North America Manufacturing, Ford Motor Co.; and **Diana Tremblay**, vice president, manufacturing and labor relations, General Motors.

Chaired by Jay Baron, president and CEO of the Center for Automotive Research, the World Class Manufacturing sessions will focus on strategic issues facing automakers and their suppliers, including increased fuel economy regulations, continued emphasis on flexibility, and the challenges of building electric vehicles.

“The work force is a critical factor in manufacturing quality, productivity and flexibility. With Bob King on the panel, we will hear about the UAW’s active role in supporting the greening of the auto industry,” said Baron.

Speakers at the Advanced Powertrain Forum, initially launched 10 years ago, will discuss the technologies and business strategies that are rapidly transforming the way the automobile is

powered. Panel members include: **Troy Batterberry**, managing director, Microsoft Hohm; **Larry Nitz**, executive director, Hybrid and Electric Powertrain Engineering, GM Global Product Operations, General Motors; **Dr. Johannes-Joerg Rueger**, senior vice president, Engineering, Diesel Systems, Robert Bosch LLC; **Barb Smardzich**, vice president, Powertrain Engineering, Ford Motor Co.; **Ravi Shanker**, president and CEO, Dow Kokam; and **Justin Ward**, advanced powertrain program manager, Advanced Technology Vehicles, Fuel Cell and Hybrid Vehicle Group, Toyota Motor Engineering & Manufacturing N.A. Inc.

“The automotive powertrain is undergoing a technology revolution. The Advanced Powertrain Forum will bring together industry leaders to highlight the changes in powertrain technology and strategies to succeed,” said Brett Smith, chair of the session, and co-director, Manufacturing, Engineering and Technology group at CAR.

A number of other sessions are scheduled throughout the week, including sessions focused on connected vehicles, China, the financial environment, and full-scale deployment of electric vehicles. The Aug. 4-5 Wednesday and Thursday sessions will focus on restructuring and the emergence of the new industry.

For an up-to-date listing of speakers and sessions during the **2010 CAR Management Briefing Seminars** visit the event’s website: mbs.cargroup.org. The Seminars take place at the Grand Traverse Resort & Spa, in Traverse City, Mich. For more information regarding MBS, contact the Center for Automotive Research at (734) 662-1287. Media representatives may attend at no charge, subject to approval.

The Center for Automotive Research is a nonprofit organization based in Ann Arbor, Mich. Its mission is to conduct research on significant issues related to the future direction of the global automotive industry, as well as organize and conduct forums of value to the automotive community. For more information: www.cargroup.org

###