



**FOR IMMEDIATE RELEASE**

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## “The New Industry Emerges” at CAR Management Briefing Seminars

*Early registration rates expire June 30, 2010*

**ANN ARBOR, Mich., June 29, 2010** – Top executives from BMW, Ford, General Motors, Hyundai, and Toyota—as well as from BorgWarner and AK Steel—will headline this year’s agenda at the CAR Management Briefing Seminars, Aug. 2-5. The broader strategic Automotive sessions, moderated by David Cole, chairman of CAR’s Board of Directors, will address “The New Industry Emerges.”

Mark Fields of Ford Motor Company leads off the plenary session on Wednesday morning, Aug. 4. The session also includes John Krafcik of Hyundai, Jim O’Donnell of BMW North America and Tim Manganello of BorgWarner. The annual industry event concludes Thursday morning following presentations and panels with Steve St. Angelo of Toyota, Jim Wainscott of AK Steel and Victor Muller of Spyker and Saab. Ed Whitacre of General Motors will close the event.

“Clearly the automotive industry is exiting one of the most difficult and challenging times in modern history. The restructuring has been massive and the emerging new industry is far more lean, flexible, and efficient—poised to see unprecedented profitability in the years ahead,” said Cole.

The 2010 CAR Management Briefing Seminars—the 45th year of this prestigious industry event—begin Monday, Aug. 2, with a full day focused on world-class manufacturing in

“Next Generation Flexible Manufacturing.” The 10th annual Advanced Powertrain Forum will take place Tuesday, Aug. 3, along with sessions focused on China, purchasing strategies, and full-scale deployment of electric vehicles. The Wednesday, Aug. 4, afternoon session, “Picking Up the Pieces: Restructuring the North American Automotive Industry,” is chaired by Sean McAlinden, CAR’s chief economist and executive vice president of research.

Over the years, a number of the auto industry’s most illustrious leaders have participated as speakers and attendees. The tradition continues in 2010 at the Grand Traverse Resort & Spa, in Traverse City, Mich.

An up-to-date listing of speakers and sessions is available on the event’s website: [mbs.cargroup.org](http://mbs.cargroup.org). For more information regarding MBS, contact the Center for Automotive Research at (734) 662-1287 or visit the website. Media representatives may attend at no charge, subject to approval. For all other attendees, the early registration rate expires June 30, 2010.

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](http://www.cargroup.org)