

MBS FACT SHEET

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Center for Automotive Research Management Briefing Seminars

Celebrating its 46th year as the largest management conference for the North American automotive industry, the Center for Automotive Research (CAR) Management Briefing Seminars (MBS) event:

- Takes place annually the first week in August at the Grand Traverse Resort and Spa in Acme, Mich. This year's dates are Aug. 1-4, 2011.
- Will feature senior leadership from vehicle manufacturers, suppliers and the UAW, including: Bosch; BMW; Chrysler Group/Fiat; Cooper-Standard; Denso; Eaton; Ford; General Motors; IAC; Johnson Controls; Magna; Nissan; Onstar; Toyota; Volkswagen; and ZF. Also, first time participants include: Bluetooth; Bright Automotive; Covisint; Facebook; ParkingCarma; and Protean.
- Was initiated by the University of Michigan in 1965 and has grown to attract approximately 1,000 attendees annually from more than 35 states and 15 countries.
- Is attended by senior management from automakers and suppliers, along with significant representation from academia, labor, government and the financial community, as well as business and automotive press.
- More information can be found at www.mbs.cargroup.org.

Highlights for MBS 2011:

- Will include sessions on the following topics:
 - Manufacturing Excellence
 - Manufacturing for Fuel Economy
 - Connected Vehicles: Are They Already Here?
 - Advanced Powertrain Forum
 - South America: Prospects for North American Suppliers
 - Money Matters
 - Policy Matters: How Much Faith Can We (Should We) Put in Technology?
 - Automotive: Prosperity Amid Uncertainty
 - Rebuilding the New North American Supplier Sector
 - Bargaining for a Competitive Future: The 2011 Negotiation Between the UAW and the Detroit 3
 - Designing for Technology

- More -

Highlights for MBS 2011, cont.:

- 15 exhibits offering an opportunity for companies to promote their products and services among key decision makers.
- Encourages students who are passionate about careers in the automotive industry to attend the seminars at a greatly reduced rate through its new University-Students@MBS program. More than 20 students will participate this year.
- Is valued for the knowledge shared in the seminars, as well as more than 10 networking and socializing opportunities throughout the week.

CAR:

- Was founded in the late 1970s, as part of the University of Michigan, and has been a stand-alone nonprofit corporation since 2003.
- Is based in Ann Arbor, Mich. and is focused on a variety of trends and issues related to the automotive industry at the international, federal, state and local levels.
- Has a mission 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.
- Conducts academic, non-biased industry research, develops new methodologies, forecasts industry trends, advises on public policy and sponsors communication forums. Recently released research reports and memorandums are available on CAR's website.
- Performs industry research by distinct groups and programs, including: Labor & Industry; Manufacturing, Engineering & Technology; Sustainability & Economic Development Strategies; and Transportation Systems Analysis.
- Has a highly diversified client base, including: federal, state and local government organizations; automotive manufacturers and suppliers; universities; and industry associations.
- Has an Affiliates Program, Automotive Communities Partnership, and Program for Automotive Labor and Education.
- Management includes: Jay Baron, Ph.D., president, chairman & CEO; Sean McAlinden, Ph.D., executive vice president of research and chief economist; and Lisa Hart, vice president of operations.
- More information can be found at www.cargroup.org.