

***MEDIA ADVISORY***

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**Center for Automotive Research Experts Available for Interviews at the  
Management Briefing Seminars – Aug. 1-4, 2011 in Michigan**

**WHO:** Experts from the **Center for Automotive Research (CAR)** – a nonprofit organization with a mission to conduct research on significant issues related to the future direction of the global automotive industry, as well as to organize forums of value to the automotive community.

**WHAT / WHY:** The **46<sup>th</sup> annual Management Briefing Seminars (MBS)** – the largest management conference for the North American automotive industry – offering media attendees unparalleled industry **content, contacts and context**.

The event is a platform for senior management from automakers and suppliers, as well as academia, labor and the financial community, to share their perspective on the most complex manufacturing industry in the world.

CAR experts can provide insight on:

- The MBS conference itself, as well as specific session topics;
- How CAR is evolving with the changing industry under a new management team;
- The 2025 fuel economy study – which estimates the average increase in vehicle cost necessary to achieve the higher CAFE mandates to range from \$3,700 to over \$9,000; and
- Contract negotiations.

**WHERE:** Grand Traverse Resort and Spa  
100 Grand Traverse Village  
Acme, MI 49610

**WHEN:** Aug. 1-4, 2011

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