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Contacts: Lisa Hart  
Center for Automotive Research  
(734) 929-0465  
[lhart@cargroup.org](mailto:lhart@cargroup.org)

Jessica Killenberg Muzik /  
Jim Bianchi  
Bianchi PR  
(248)269-1122  
[jkillenberg@bianchipr.com](mailto:jkillenberg@bianchipr.com) /  
[jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com)

## Manufacturing Excellence is the Focus of Kickoff Session at the 2011 CAR Management Briefing Seminars

**ANN ARBOR, Mich., June 23, 2011** – Key executives from Chrysler, General Motors, Toyota and Volkswagen will share insight on manufacturing excellence at the kickoff session of the Center for Automotive Research (CAR) Management Briefing Seminars, August 1-4, 2011. Speakers for Monday's manufacturing excellence session include:

- **Don Jackson**, president, Manufacturing, Volkswagen Chattanooga Operations;
- **Kenneth Knight**, executive director, Global and North America Manufacturing Engineering, General Motors;
- **Kevin Butt**, general manager/chief environmental/safety officer of Environmental/Safety Engineering, Toyota Motor Engineering & Manufacturing North America, Inc.; and
- **Massimo Risi**, head of World Class Manufacturing, Chrysler Group LLC.

Chaired by Jay Baron, CAR's CEO and president, the sessions on Monday, Aug. 1 will focus on achieving world class manufacturing systems.

"Today, mediocre manufacturing performance is not acceptable, and world class vehicle manufacturers have to compete with sustainable efficiency," Baron said. "How are the best companies managing these requirements? These sessions will provide examples of what will lead to success."

Speakers will discuss global supply chains, lean manufacturing methods and integrated product and process development as a means to achieving globally



competitive performance. A special afternoon session will focus on new products, materials and manufacturing methods to support improved fuel economy. The manufacturing sessions are sponsored by Plex Systems.

The CAR Management Briefing Seminars are an industry tradition and provide a focus on the future of the automotive industry through broad strategy sessions, as well as targeted seminars on the 2011 labor contract negotiations, purchasing, powertrain developments, strategies for South America, policy related to technology, connected vehicles and designing for technology.

The Wednesday and Thursday sessions will focus on “Prosperity Amid Uncertainty” and “Rebuilding the New North American Supplier Sector.” **Sergio Marchionne**, CEO of Chrysler and Fiat will lead the plenary morning session on Wednesday, Aug. 3. The session also includes: **Jim Farley**, group vice president, Global Marketing, Sales and Service, Ford Motor Co.; **Ray Tanguay**, senior managing officer, Toyota Motor Corp., senior vice president, Toyota Motor North America and chairman, Toyota Motor Manufacturing Canada Inc.; and **Bob King**, president, UAW. Additional speakers include **Don Walker**, CEO, Magna; **Bill Kozyra**, CEO, TI Automotive; and **Hans-Werner Kaas**, McKinsey & Co., who will discuss “Rebuilding the New North American Supplier Sector.”

The “Prosperity Amid Uncertainty” discussion continues Thursday, Aug. 4 with presentations from: **Mark Reuss**, vice president and president North America, General Motors; **Jonathan Browning**, president and CEO, Volkswagen Group of America, Inc.; and **James K. Kamsickas**, co-CEO and president, IAC Group North America and Asia.

For the latest agenda for 2011 CAR Management Briefing Seminars – which take place at the Grand Traverse Resort & Spa, near Traverse City, Mich. – visit the event’s website: [mbs.cargroup.org](http://mbs.cargroup.org). Follow the Twitter conversation about the event at #mbs2011, also sponsored by Plex Systems.

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)

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Note to media: To register at no charge, visit <http://mbs.cargroup.org/2011/>. All media registrations are subject to approval.