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China Opportunities, Money Challenges *Annual automotive conference highlights both*

ANN ARBOR, Mich., July 22, 2010 – Two critical issues for automotive suppliers will be the focus of sessions on Tuesday, Aug. 3, during the CAR Management Briefing Seminars in Traverse City, Michigan.

“China: Prospects for North American Suppliers” and “Money Matters” will address important business strategies for automotive suppliers.

“Suppliers continue to strive to be successful in a difficult economy. The increasing opportunities and challenges in the China market, as well as the ongoing struggle to provide greater value to their customers from a leaner environment are issues that will directly impact success,” said Bernard Swiecki, director of market analysis at CAR, and chair of both sessions.

Speakers during the “China” session include: **Tim Dunne**, Director, Global Automotive Operations, J.D. Power and Associates; **Ramzi Hermiz**, Senior Vice President, Vehicle Safety and Protection Group, Federal-Mogul; **Jason Luo**, President & Chief Executive Officer, Key Safety Systems; and **Ling Wu**, Managing Director, Amherst Partners, LLC. The session is co-chaired by noted automotive journalist, **John McElroy** of Autoline.

The “Money Matters” session features presenters **Dan Knott**, Senior Vice President, Purchasing, Chrysler Group; **Birgit Behrendt**, Executive Director, Global Programs and the Americas Purchasing, Ford Motor Co.; **Lee Manduzzi**, Executive Vice President, Sales, Robert

Bosch; **Thomas Loafman**, Director, Purchasing, Volkswagen Group of America; and **Steven Patton**, Principal, Performance Improvement, Advisory Services, Ernst & Young.

A number of other intriguing sessions are scheduled throughout the week, including seminars focused on flexible manufacturing, connected vehicles, powertrain developments and making the business case for the full-scale deployment of electric and alternative powertrain 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. Follow the event on Twitter as well at twitter.com/cargroup, hash #mbs2010.

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

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