

AutoCommuniqué



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PUB CRAWL, MEDIA DINNER AND COOKING CLASS ARE HIGHLIGHTS OF 2009 TRAVERSE CITY PROGRAM

AutoCom's client-sponsored programs at the 2009 Center for Automotive Research (CAR) Management Briefing Seminars attracted a record number of journalists.

Participating companies included Dassault Systemes, From Concept to Car, Gibbs Technologies, GKN Driveline, The Italian American Alliance for Business and Technology, MECAPROM VPS, the Stuttgart Regional Economic Development Corp. and the Wallonia Office for Foreign Investors.



Chef Jean-Pierre Vasaune from the Wallonia Office for Foreign Investors conducts a cooking class for more than 40 guests during the Traverse City Management Briefing Seminars.



From left, Greg MacLean and Paul Dinwiddy of GKN Driveline chat in the Traverse City Resort hospitality suite.



AutoCom's hospitality suite at the Grand Traverse Resort and Spa provided a quiet environment for clients and journalists to work and relax. A Pub Crawl Tuesday night featured visits to some of Traverse City's signature bars. It was the first of several events hosted by AutoCom clients. More than 30 guests enjoyed wine, beer and speciality cocktails at four area nightspots.

This year Chef Jean-Pierre Vasaune's cooking class was part of CAR's Partners Program and attracted more than 40 attendees. Jean-Pierre taught guests how to make Belgium spring rolls as well as "almond baskets" for dessert. Following the class, lunch was prepared and served by staff and students of the Great Lakes Culinary Institute. If you would like a copy of Jean Pierre's recipes please don't hesitate to contact us.

Also, don't forget to visit our Facebook Fan Page - <http://cl.gs/5pdjYt> - where you can find photos from all of the events.

The program concluded with a sunset Media Dinner hosted by AutoCom clients at the Great Lakes Culinary Institute. Guests enjoyed a six-course meal, each featuring Michigan wines provided by two area wineries, Two Lads and Black Star Farms.

From left, David Shepardson, Detroit News Washington Bureau Chief; Jeff Bennett, Dow Jones Newswire; Bryan Laviolette, Michigan Willz.com, and Dr. Kathi McCarroll enjoy a drink at the Mackinaw Brewing Company during the Pub Crawl.

Industry Events

2009 Frankfurt Motor Show

GKN Driveline/Novelis Media Dinner:
September 15, 2009

Press Days: September 15-16, 2009
<http://www.iaa.de/>

IHS Global Insight Global Automotive Conference – Dearborn, MI

September 30
<http://www.globalinsight.com/Events/EventDetail94653.htm>

60th Annual Global Leadership Conference – Dearborn, MI

October 8
<https://www.sae-glc.org/sae/glc.nsf>

OESA Annual Conference –

Detroit, MI - November 9
<http://www.oesa.org/OESA%20Annual%20Conference/index.php>

Editor - Jan Krol

Contributing Writer - Eleanor Widdett
Questions? Comments? 248.647.8621 or
jkrol@usautocom.com

FIRST *TECNOLOGIA ITALIANA* IN TRAVERSE CITY A SUCCESS

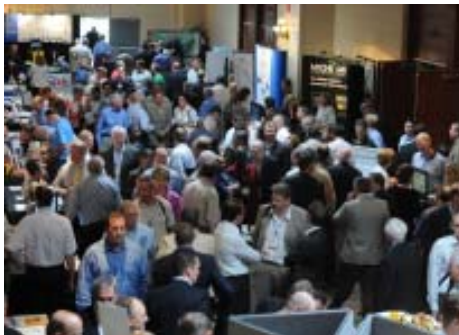
For the first time in the history of the CAR Management Briefing Seminars, there was an exhibit showcasing the technology of an entire country – *TECNOLOGIA ITALIANA*. The exhibit highlighted three automotive suppliers and was created, developed and managed by the AutoCom team.

Participating in the new venture were The Italian American Alliance for Business and Technology (IAABT), From Concept to Car and MECAPROM Vehicles and Powertrain Systems.

The exhibit was strategically located adjacent to the conference's breakfast and lunch rooms and near the refreshment tables during breaks. Many of the almost 700 attendees visited the exhibit to learn more about how Italian firms were gearing up to support the needs of America's automotive industry.



From left: Massimo Denipoti, president of IAABT, Clara DeMatteis Mager, attorney with Butzel Long, Luigi Giachino, business development manager of MECAPROM, and Jim Meloche, AutoCom. IAABT and MECAPROM were exhibitors and Butzel Long was an exhibit sponsor.



Almost 700 auto industry leaders participated in MBS 2009, and many took time to visit the exhibits outside the session rooms. *Tecnologia Italiana* was among the most-visited exhibits at the conference.

Massimo Denipoti, president of IAABT, attended the conference and spent time greeting guests in the Italian exhibit. He noted, "Both exhibitors and attendees were equally excited about this event. The Fiat/Chrysler deal has generated curiosity about Italian supplier companies, and we're here, partially, to deal with any misconceptions that might arise."

Two board members of IAABT also attended the seminars and were pleasantly surprised by the number of supplier executives that commented on the exhibit.

From Concept to Car was created in 2002 by the Torino (Italy) Chamber of Commerce to promote the capabilities of 150 automotive suppliers chosen from a list of 1,400 companies in the Piemonte area. Many of these companies are based in Torino, the hometown of the Italian automotive industry. Representing From Concept to Car was Marzio Bianchi, senior consultant - technical coordinator. In his judgement, the event and the AutoCom programs he experienced were valuable for his organization. Based on assessment of this year's sessions, AutoCom will be working toward featuring Italian technology experts on next year's agenda.

GKN DRIVELINE AND NOVELIS PLAN EVENTS AT THE 2009 IAA FRANKFURT MOTOR SHOW

GKN Driveline and Novelis will be the principal sponsors of a media dinner to be held on September 15 at one of Frankfurt's top restaurants, the Michelin-starred Restaurant Francais at the Steigenberger Frankfurter Hof Hotel as part of the biannual IAA Frankfurt Auto Show.



Steigenberger Frankfurter Hof Hotel

Prior to the dinner, Novelis will host a media briefing for select automotive trade editors. The Novelis briefing will be followed by dinner with after-dinner drinks at the hotel's Cigarrum Bar.

MECAPROM Vehicles & Powertrain Systems, has established an office in Plymouth to examine the automotive supplier landscape in Michigan. Participation in the CAR Management Briefing Seminars was the first formal exposure of this recently arrived company to automotive OE and Tier One buying influencers. According to Business Development Manager (North America Operations) Luigi Giachino, the *TECNOLOGIA ITALIANA* exhibit and other AutoCom activities raised the visibility of his company far higher than he had hoped. One of the show dailies and *Automotive News* ran stories about MECAPROM based on interviews with Giachino in the exhibit.

Plans are underway for a larger *TECNOLOGIA ITALIANA* effort in 2010.