

News Release

FOR IMMEDIATE RELEASE

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Automotive Expert, Dr. David E. Cole, Chairman Emeritus, Center for Automotive Research, will Keynote at CIMdata's PLM Road Map™ 2012

Well known authority on auto industry trends will speak on the dramatic changes occurring in the industry—from the new evolving business model to the exploding importance of knowledge and innovation.

Ann Arbor, Michigan, June 20, 2012—CIMdata, Inc., the leading global Product Lifecycle Management (PLM) management consulting and research firm announces that Dr. David E. Cole, Chairman Emeritus, Center for Automotive Research (CAR), will make a keynote presentation at PLM Road Map™ 2012, which will take place at The Inn at St. John's, outside of Detroit, on October 2 and 3.

The auto industry has experienced a period of turmoil and challenge—indeed, a perfect storm—during the past decade. Every aspect of the industry was impacted by the “great recession,” which turned out to be a depression for the auto industry. Fortunately, the industry is coming back strong. The auto industry and manufacturing in general are critical to a successful economy, with a high job multiplier and significant value creation.

In his keynote presentation, “The Auto Sun is Rising,” Dr. Cole will address the dramatic changes that are occurring in the industry from the new evolving business model to the exploding importance of knowledge and innovation. The industry of the future and the exciting potential for new powertrains, fuels, connected vehicles, material systems, and engineering and manufacturing methods that will reshape the industry and its products will be discussed. The presentation will also address possible “choke points” that could interrupt progress, such as the lack of talent, critical materials, appropriate policy, and supply disruptions.

PLM Road Map™ 2012 is the must-attend event for industry executives and PLM practitioners globally—providing independent education and a collaborative networking environment where ideas, trends, experiences, and relationships critical to the industry germinate and take root. It is a strategic conference focused on how companies are successfully employing PLM strategies and enabling solutions to meet challenging product development, manufacturing, and deployment issues. PLM Road Map™ 2012 is a two-day event that will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the global transformation of product development and innovation processes.

PLM Road Map™ 2012 is the leading international event that helps companies leverage cross-disciplinary and cross-industry knowledge and feedback to smooth and speed their PLM journeys. For more information on PLM Road Map™ 2012, visit our website at:

http://plmforesight.cimdata.com/index.cfm?content=include_conference12.cfm

About Dr. David E. Cole, Chairman Emeritus, Center for Automotive Research

Dr. David E. Cole is the Chairman Emeritus of the Center for Automotive Research (CAR) in Ann Arbor, Michigan. He was formerly Director of the Office for the Study of Automotive Transportation (OSAT) at the University of Michigan Transportation Research Institute and an engineering professor at the University of Michigan.

Dr. Cole's recent research has focused on strategic issues related to the restructuring of North American industry and trends in globalization, technology, market factors, and human resource requirements. He is chairman of AutoHarvest, a new organization being developed to facilitate the flow of intellectual property in and out of the auto industry.

He is active in SAE, including serving two terms on the Board of Directors. In February 1986, Dr. Cole was named a Fellow of SAE. He is also active in the Engineering Society of Detroit and was elected to Fellow status in 1990. In 2000, he received the Engineering Society's highest award, the Horace H. Rackham medal. Dr. Cole is also a member of the Society of Manufacturing Engineers and was elected to Fellow grade in 2009.

Dr. Cole received his B.S.M.E. and Mathematics, M.S.M.E., and Ph.D. from the University of Michigan and recently received an honorary doctorate from Cleary University.

About CIMdata

CIMdata, a leading independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding in 1983, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM-enabling technologies.

CIMdata works with both industrial organizations and suppliers of technologies and services seeking competitive advantage in the global economy. In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia Pacific. To learn more about CIMdata's services, visit our website at www.CIMdata.com or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 (734) 668-9922. Fax: +1 (734) 668-1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495 533 666.