

News Release

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For more information contact:

James Watch

Tel: +1 (734) 668-9922

Cheryl Peck

Tel: +1 (251) 433-7049

CIMdata Announces Frank Popielas of Dana Holding Corporation to Keynote at PLM Road Map™ 2012

Presentation will look at how simulation-driven engineering can yield sustained competitive advantage for those who enable it.

Ann Arbor, Michigan, April 12, 2012—CIMdata, Inc., the leading global Product Lifecycle Management (PLM) consulting and research firm announces that Frank Popielas, Dana Holding Corporation's Manager of Advanced Engineering, 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 current challenging and constantly changing state of industry requires the refinement and redefinition of the standard engineering approach in order to be competitive, while at the same time improving quality and performance of the products produced. In particular, the automotive industry is undergoing a significant transformation with new players from emerging markets challenging traditional market leaders. In such an intensely competitive environment, OEMs are increasingly demanding their suppliers provide sophisticated technology solutions, guarantee quality, and provide global support, all while meeting the cost demands imposed by the consumer. This scenario is not unique to automotive suppliers and is repeated in a number of other industry segments. The main question every automotive supplier has to answer for itself is; what part of its work makes a real difference in winning profitable business. Quite often for traditional product lines the product itself becomes a commodity, and the engineering support structure starts to become the competitive differentiator. How to best leverage this engineering expertise, and extend the asset directly to the customer for competitive advantage, becomes the critical question.

In his keynote address, "Simulation-Driven Engineering: The Future of Product Development," Frank Popielas will focus on the future of product development and how simulation-driven engineering provides a sustained competitive advantage for those who enable it. Additionally, insight will be provided into the key role simulation governance is expected to play in the future of product development and systems engineering, and which best practices need to be defined to get the most out of this emerging area of PLM.

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 journey. For information on PLM Road Map™ 2012 visit our website at

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

About Frank Popielas, Manager of Advanced Engineering in the Power Technologies Group of Dana Holding Corporation

Frank Popielas is Manager of Advanced Engineering in the Power Technologies Group of Dana Holding Corporation (Dana). In this role, Frank is responsible for the global CAE activities of the group and the development of new advanced materials and generations of their products and engineering approaches. Frank also leads Dana's CAE Council which is responsible for setting Dana's CAE strategy including basic activities and infrastructure.

Frank started his career with Dana as a member of the Sealing Products Group in Germany. While in Germany he worked as a project engineer in the R&D center and was responsible for the MLS team in the development of the FEA capabilities in the Victor Reinz Group. He relocated to the United States in 1999.

Frequently published in periodicals in Germany, India, Russia, and the United States, Frank is the holder of around 30 patents. He is also a member of the NAFEMS North America steering committee.

Frank holds a Master of Science degree in engineering from the Technological University in Moscow, Russia. His major was in theoretical physics for metals and his thesis was on high temperature super conductors.

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.