

AutoCommuniqué

AutoCom Associates – Driving Your Communications

Upcoming Industry Events

The Battery Show 2018
Novi, MI
September 11-13, 2018

**Electric & Hybrid Vehicle
Technology Expo 2018**
Novi, MI
September 11-13, 2018

**Automechanika Frankfurt
2018**
Frankfurt, Germany
September 11-15, 2018

**SAE 2018 North American
International Powertrain
Conference**
Chicago, IL
September 13-15, 2018

**International Automotive
Body Congress (IABC) 2018**
Detroit, MI
September 19-20, 2018

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CHASSIS BRAKES DEVELOPING “SMART” BRAKES FOR FUTURE ELECTRIC AND AUTONOMOUS VEHICLES



BIRMINGHAM, Mich. – Chassis Brakes International, one of the world’s largest manufacturers of automotive brakes systems and components, is developing advanced braking systems especially

designed for electric and autonomous vehicles.

Dennis Berry, president of Chassis Brakes in the Americas region, told reporters at a recent press conference in Birmingham that the company expects to introduce a “smart” parking brake with steer-by-brake functionality within the next several years. The new brake also is designed to serve as a back-up system to stop an autonomous vehicle without driver intervention.

Development engineers at Chassis Brakes in Europe are working on “dry,” brake-by-wire systems that will eliminate the need for hydraulic fluid and significantly reduce vehicle weight as well.

The company’s Smart Parking Brake™ was shown for the first time at last year’s Frankfurt International Auto Show (IAA) and is expected to go into mass production within the next five to six years. When equipped with additional sensors the new parking brake also could help detect wheel slip problems and monitor a host of other vehicle features such as vehicle dynamics.

Considered a leading developer of next generation “dry” brake systems, the company recently opened a technology center to focus on brake-by-wire systems in the Eindhoven area of the Netherlands which is regarded as Europe’s Silicon Valley. Berry noted that “dry” brake systems developed by Chassis Brakes engineers in Eindhoven already are running on test vehicles in Europe.

“Our Smart Brake technology is designed especially for vehicles of the future,” Berry said. “These new electro-mechanical systems will eliminate the need for hydraulic fluid and simplify vehicle-system architecture.”

Chassis Brakes has experienced rapid growth in North America. Starting from ground zero in 2015, its annual sales will grow to more than \$100 million in 2019 and are expected to climb at an annual rate of 12 percent or more over the next five years.

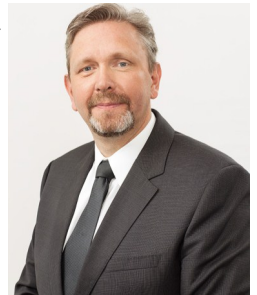
DR. GUIDO HANEL APPOINTED CHAIRMAN OF KIEKERT MANAGEMENT BOARD



HEILIGENHAUS, Germany – Kiekert AG's supervisory board has announced the appointment of Dr. Guido Hanel as chairman of the company's management board.

Hanel succeeds Dr. Karl Krause under whose leadership the company developed into a global automotive supplier. Krause will leave Kiekert at the end of June at which time the membership of the company's management board will be reduced from three to two members.

Kiekert is the world's technology leader in automotive locking systems. Hanel, 50, has held senior positions at Kiekert since 2006. He was appointed to the company's management board in September 2017 as chief operating officer (COO). He previously had served as executive vice president for Program, Planning and Quality.



Dr. Guido Hanel

Hanel began his career at Kiekert in the company's Works, Fabrication and Production Planning group and went on to become general manager of Kiekert's largest plant in the Czech Republic. He also had served as general manager of Stahlwille Group in Wuppertal, Germany.

He studied mechanical engineering at RWTH Aachen University in Germany and holds a doctorate (PhD) from the Laboratory for Machine Tools and Production Engineering (WZL).

Kiekert's supervisory board commended the success of the company's outgoing Chairman of the Management Board Karl Krause and thanked him for his long and successful leadership of Kiekert, particularly in respect to the globalization of the company's far-reaching operations.

MILLBROOK EXPANDS WITH ACQUISITION OF REVOLUTIONARY ENGINEERING



MILLBROOK, UK – Millbrook recently announced that it has acquired Revolutionary Engineering, Inc., a test service and equipment provider headquartered in the U.S., with presence in China and Germany.

Revolutionary Engineering specializes in driveline system and component test services and solutions. It deploys the best technical specialists and project managers in the business to offer test services and equipment to customers in the automotive, transport and petrochemical industries. This latest acquisition is an important step in Millbrook's strategy to expand its capacity and capabilities in propulsion testing, including the testing of batteries, inverters and e-motors.

Allen White will continue to lead the company, backed by the wider Millbrook management team. Customers can have confidence that Millbrook Revolutionary Engineering will benefit from access to Millbrook's business processes, technical know-how and experience of investing to upgrade test facilities.

A number of Millbrook Revolutionary Engineering's customers are already customers of Millbrook, and so will be able to procure a broader range of test services and test facilities through a single contract. Millbrook also will be able to support customers when they decide to test in-house, as well as when they outsource testing.

FREUDENBERG GROUP CONTINUES STEADY PROFITABLE GROWTH



WEINHEIM, Germany – The Freudenberg Group continued its steady, profitable growth, ending 2017 with sales of \$10.6 billion (€9.3 billion); an increase of some 22 percent over 2016 in dollars. The sharp increase in sales is attributable both to solid organic growth (4 percent) and effects from acquisitions.

“Both operationally and strategically, 2017 was a successful year for Freudenberg,” said Dr. Mohsen Sohi, Freudenberg Group CEO. “We have made significant progress to becoming one of the most innovative and efficient technology companies. We completed major strategic projects crucial to the Group’s long-term success. All in all, we have become more efficient and innovative. This is a result of our efforts to reduce administrative costs while increasing research and development spending,” added Sohi.

In North America, Freudenberg’s 11 business groups generated sales of \$2.8 billion (€2.5 billion) in 2017, which is a 12.6 percent increase over 2016. The number of employees rose to 10,285. Freudenberg continued to invest in both manufacturing and R&D facilities in North America and spent a total of \$159 million last year.

“Steady year-on-year investments in North America have allowed our businesses to increase capacity, purchase new equipment and make other improvements necessary to meet customer expectations,” said Bob Evans, president of Freudenberg North America. “Further expansion of our North American operations and a variety of new product launches also are planned for 2018.”

SINGAPORE AIRLINES CHOOSES ALCANTARA FOR BOEING DREAMLINER SEATS



MILAN, Italy - Singapore Airlines is equipping regional business class seats on its new Boeing 787-10 aircraft with Italian-made material from Alcantara.

The airline’s business-class cabin was shown for the first time on its new Boeing 787-10 aircraft that recently landed in Singapore. The 787-10 is the latest and longest version of Boeing’s Dreamliner range of aircraft.

The Dreamliner’s new interior features tan-and-orange design accents. The seat-shell interiors are padded with Alcantara® and soft brown leather.

The special Alcantara material used in Singapore Airlines’ regional business class cabin is electro-welded with a diamond pattern. The softness of the material is emphasized with a distinctive 3D effect.

Alcantara is designed for comfort and provides the aircraft industry with the same unique, high-performance characteristics long appreciated in the world of luxury sports cars: exclusive touch, grip and weight optimization.

Alcantara is globally distributed for the aircraft industry by Perrone Aerospace.

Founded in 1972, Alcantara is the choice of leading brands in a number of application fields, including fashion and accessories, automotive, interior design and consumer electronics.



Singapore Airlines’ new regional business class seats

FRANK ERVIN NAMED GOVERNMENT AFFAIRS GROUP VP AT THE PISTON GROUP



PISTON GROUP

REDFORD, Mich. – Frank W. Ervin III has been named to the newly created position of group vice president, Government Affairs at the Piston Group.

Ervin will be responsible for the Piston Group's government relations and economic development activities and report to the group's Chief Operating and Financial Officer Amit Singhi.

He most recently served as vice president of Specialized MBE Services at the Michigan Minority Supplier Development Council and previously had been senior director, Government Affairs at Magna International.

"We've followed Frank's career for a number of years and know the value he's brought to other companies," said Piston Group Chairman and CEO Vinnie Johnson. "His background includes work on a worldwide basis with major car makers and automotive suppliers. He's a great addition to the Piston Group of companies."



Frank W. Ervin III

Singhi noted that Ervin has more than 35 years of executive experience in the global automotive supply industry, including positions in governmental affairs, supply-chain management, factory automation and fleet sales.

"Frank Ervin has successfully addressed government relations challenges and business issues at state, national and international levels throughout his career," Singhi said. "He has an extraordinary network of contacts among government officials and business leaders not only in the United States, but also in Mexico, Europe, Latin America and the Asia Pacific region."

MONAHAN AND GOSS JOIN BIRMINGHAM LAW FIRM OF LIPPITT O'KEEFE GORNBEIN

LIPPITT O'KEEFE GORNBEIN, PLLC **BIRMINGHAM, Mich.** – M. Alex Monahan and Maxwell Goss have joined the Birmingham law offices of Lippitt O'Keefe Gornbein, PLLC.

Monahan joins the firm as an associate attorney. His areas of expertise include business and corporate law, real estate law and commercial litigation. He is a graduate of Wayne State University Law School in Detroit, Michigan, and holds a bachelor's degree from Michigan State University in East Lansing.

Monahan is a recipient of Wayne State's Dean's Scholar Award and also earned the University's Bronze Key for academic excellence. He is a member of the American Bar Association, the State Bar of Michigan and the Oakland County Bar Association.

Maxwell Goss joins Lippitt O'Keefe Gornbein as Of-Counsel with extensive experience in business and intellectual property litigation. His practice focuses on trademark, trade secret, non-compete, business defamation and shareholder litigation.

Goss graduated with honors from Notre Dame Law School and is licensed to practice law in both Michigan and Texas. He holds a bachelor's degree from Western Michigan University in Kalamazoo, where he was a Presidential Scholar, and is a member of the Michigan Advisory Committee to the U.S. Commission on Civil Rights and president of the Texas-Exes-Michigan Chapter.

LEAK TESTING LEADER INFICON OFFERS ELECTRIC VEHICLE WHITE PAPER



DETROIT, Mich. – INFICON, one of the world's leading developers of leak-detection equipment for the auto industry, has released a white paper on the importance of leak testing electric-vehicle (EV) battery systems.

“Electric Cars: Requirements and Leak Testing Methods for Assuring Quality” notes that batteries are critical-wear parts on electric vehicles and also are potentially dangerous.

“The market for electric vehicles is booming,” says Thomas Parker, INFICON’s North American automotive sales manager. “But to maintain a positive reputation for EVs, it is critically important for automakers to not only offer extended driving ranges and short charging times, but also safe, high-quality drive technology. Leak testing is key to achieving quality throughout the production process from battery cell manufacture to vehicle assembly.”

Parker points out that in today’s “new age” of electromobility, most consumers are not prepared to spend significant amounts of money to replace a traction battery after a few years of use. And they definitely do not want their vehicle to catch fire.

“Auto manufacturers and suppliers need to incorporate suitable leak-detection processes into their production operations,” the INFICON executive explains. “Battery-cell electrolytes must never be allowed to escape or come into contact with water or humidity. That sort of leak can create a ‘thermal runaway’ and cause an explosion or a fire that can reach up to 1,100 degrees Centigrade.”

INFICON’s white paper (www.inficon.com/en/markets/automotive/e-mobility-white-paper/) summarizes EV leak testing requirements, describes appropriate leak detection methods and shows how to select the correct test methodology for specific applications. It also points out pitfalls to avoid when leak testing of electric-vehicle components.

MAHLE COMPONENTS FEATURED ON NINE OF WARD’S 10 BEST ENGINES FOR 2018



DETROIT, Mich. – MAHLE Group components and systems are featured on nine of the 10 engines named to the Ward’s list of 10 Best Engines for 2018.

Now in its 24th year, the Ward’s 10 Best Engines competition recognizes outstanding powertrain achievement, world-class technologies and engines or electric propulsion systems “that are so compelling they help sell the vehicle.”

To be eligible, engines must be available on vehicles in the U.S. market with a base price no higher than \$62,000.

Industry-leading MAHLE components and systems featured on the publication’s award-winning engines for 2017 include: piston systems and cylinder components, as well as valve-train, air-management and thermal-management systems.

“The wide variety of MAHLE-equipped engines and powertrain systems among this year’s award winners is a testament to our leading-edge technologies and the strength of our product lineup,” said Scott Ferriman, president of MAHLE Industries.

“We’re extremely proud of the fact that for more than a decade a majority of Ward’s 10-best-award winners have featured MAHLE parts and technology. It clearly demonstrates our commitment to providing our customers with leading powertrain technologies and the highest quality products.”

ALCANTARA SHOWN ON NEW MODELS AT MAJOR INTERNATIONAL AUTO SHOWS

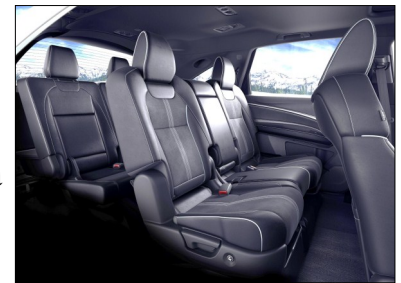


DETROIT, Mich. – Alcantara®, the global luxury lifestyle brand, was featured on a variety of new-model cars, light trucks and crossovers at this spring's Beijing and New York auto shows.

Pininfarina in partnership with Hybrid Kinetic Group unveiled two new concept models at the Beijing show – the K350 SUV and H500 sedan. Both vehicles used black Alcantara for their headliners and door pillars. The partnership also showed its HK GT concept car with gray Alcantara on its seats, door panels and headliner.

Porsche unveiled its GT3RS Chinese Edition in Beijing using gray Alcantara for its steering wheel, door panels, headliner and perforated seat surfaces.

The 100-percent carbon-neutral material also was used by McLaren for the Beijing debut of its 570GT Cabbeen Collection. The 570 GT was equipped with black Alcantara door panels, seats, parcel shelf and headliner. A golden Alcantara dragon was embroidered in the center of the parcel shelf.



2019 Acura MDX—A-Spec

Among notable introductions at the New York Auto Show was the 2019 Acura MDX—A-Spec, which featured black perforated Alcantara seats that were enhanced with crimson-red stitching and matching-leather side panels.

Maserati also chose Alcantara for the gray headliner of its 590-horsepower V-8 powered 2019 Levante Trofeo SUV at the New York show.

Other vehicles having their debut in Beijing included the Alfa Romeo Stelvio Quadrifoglio and Giulia Quadrifoglio. Each vehicle featured black Alcantara seats, and the Stelvio also had a matching black Alcantara-covered steering wheel.

Audi displayed its A8L with bright-white Alcantara for its headliner and parcel shelf along with gray Alcantara door-panels. FAW-Volkswagen showed an exclusive T-ROC Chinese Edition vehicle with black Alcantara-covered seats featuring three electro-welded vertical accent stripes.



Alcantara Drives Dreams exhibition

During Beijing's Car Design Night on the evening of the show's first press day, Alcantara hosted Alcantara Drives Dreams. Curated by artist/designer Rebecca Moses, the event took guests through an imaginary landscape built of outsized objects designed with Alcantara.

"We are proud to be a partner of Car Design Night in Beijing for the third time," said Alcantara Chairman and CEO Andrea Boragno. "This is a special occasion to welcome and inspire designers from the automotive sector by letting them experience the extreme versatility of Alcantara. We are taking the opportunity of this amazing event to highlight the uniqueness of Alcantara in mastering all the realities of luxury lifestyles, from fashion to automotive, from hi-tech to interior design."

Alcantara is a unique, Italian-made material that offers designers a variety of benefits, including extreme versatility in terms of grip, breathability, resistance to wear, light weight and cleanability. The 100% carbon-neutral material is a preferred choice for many of the world's luxury and high-performance vehicles. Alcantara is headquartered in Milan, with research and production facilities in Nera Montoro, Umbria.

INTERREGS HITS 50TH ANNIVERSARY AS REGULATORY AUTO INFO PROVIDER



FAREHAM, England – InterRegs, the world’s leading provider of regulatory information for automakers and their suppliers, is celebrating its 50th anniversary in 2018.

Ford Motor Company, General Motors and Lear Corporation were among the company’s first U.S.-based customers. InterRegs recently recognized Ford with its 50th Anniversary Award as the first major automaker to work with the company in the 1960s.

InterRegs Technical Director Charles Wright noted that Ford commissioned the company to translate German Construction and Use regulations into English in 1968, the first car manufacturer to use its services.

“Based on our work with Ford, it became clear to us that there was a common need for regulatory information throughout the auto industry,” Wright said. “Shortly afterwards, we started to translate and publish consolidated regulations on a country-by-country basis.”



InterRegs today distributes up-to-date vehicle safety and emissions regulations to a majority of the world’s car makers and their suppliers. Headquartered in Fareham, on the southern coast of England, the company has offices in the Detroit area and in Tokyo, Japan.

HBPO PLANS FOR DOUBLE-DIGIT GROWTH RATES IN NORTH AMERICA



TROY, Mich. – HBPO, the auto industry’s largest global supplier of front-end modules, plans to expand its North American operations due in part to a growing demand from electric- and autonomous-vehicle manufacturers.

The company expects to add an assembly plant in Michigan and more than double employment in North America within the next four years.

In the last three years alone, HBPO has opened four new N.A. assembly plants and added five new automotive customers, including two electric-vehicle makers, according to Diana Mannino, president of HBPO North America.

The company also has increased production of plastic components by 50 percent with the addition of a third injection-molding press earlier this year at its assembly plant in Puebla, Mexico.

“The number of new-vehicle models equipped with HBPO front-end modules (FEMs) in Canada, the U.S. and Mexico is expected to grow by 60 percent from 12 in 2017 to more than 19 in 2022,” she said. “Our annual sales in North America are expected to increase by 70 percent to more than \$1 billion over the same period.”

Mannino noted that a major portion of the company’s current product-development work in North America is focused on future electric- and autonomous-vehicle programs.

“HBPO helps automakers significantly reduce costs, while simplifying their production systems,” she pointed out. “Weight savings and reductions in warehouse space, assembly-line work stations and inventory investments also can be achieved.”

STEFANIE SPAETH AWARDED INTERNSHIP AT AUTOCOM ASSOCIATES

Former intern Niko Fuchs finishes masters degree in Germany



Stefanie Spaeth

BLOOMFIELD HILLS, Mich. - Stefanie Spaeth has been awarded a six month internship at AutoCom Associates. She will assist, together with Julia Galan, agency clients with editorial services, event planning and media relations.

Spaeth recently received a bachelor's degree in business studies with a major in marketing from the University of Regensburg in Germany. She plans to work in communications in Germany after her AutoCom internship.



Niko Fuchs

Niko Fuchs, who served as an intern at AutoCom Associates in 2015, recently finished his masters degree and has joined the Munich-based consulting firm Muecke Sturm with a focus on digitalization for TV and media in general. The company also has competence centers in customer management, retail, smart home and others.

SAVE THE DATES



Car Management Briefing Seminars

July 30 - August 2, 2018
Center for Automotive Research
3005 Boardwalk, Suite 200
Ann Arbor, Michigan 48108



International Auto Show (IAA) Commercial Vehicles 2018

September 20-27, 2018
Fairgrounds of Deutsche Messe
Hermesallee, 30521 Hannover,
Germany



Paris Auto Show Mondial de l'Automobile Paris, France 2018

October 2-14, 2018
Paris Expo Porte de Versailles
1 Place de la Porte de Versailles
75015 Paris, France

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