

# AUTOCOMMUNIQUÉ

WINTER/SPRING EDITION

AutoCom Associates – Driving Your Communications

## INDUSTRY

### NEW ENGLAND AUTO SHOW

Boston, MA  
April 25-28, 2024

### THE ASSEMBLY SHOW SOUTH

Nashville, TN  
May 01-02, 2024

### AUTOTECH DETROIT

Detroit, MI  
June 05-06, 2024

### AUTOSAR 2024

Tokyo, JP  
June 11-12, 2024

### MIAMI AUTO SHOW

Miami, FL  
August 30–September 08, 2024

### THE BATTERY SHOW

Detroit, MI  
October 07-10, 2024

### AUTOMOTIVE USA 2024

Detroit, USA  
October 21-23, 2024

### CES

Las Vegas, NV  
January 07-10, 2025

### DETROIT AUTOSHOW

Detroit, MI  
January 10-20, 2025

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## MAHLE SETS THE GLOBAL STANDARD FOR WIRELESS CHARGING

# MAHLE

SAE International has chosen MAHLE's positioning system as the global standard for wireless EV

charging, a move that closes a final gap in standardizing inductive charging for electric vehicles.

MAHLE's cross-manufacturer solution paves the way for a rapid, comprehensive introduction of alternatives to wired, plug-in charging for electric- and hybrid-electric vehicles.

Wireless EV charging systems are much more convenient to use. They eliminate the need for cables and the search for charging stations with compatible plugs. MAHLE's system allows for an electric vehicle to be charged by precisely aligning it over a floor-based charging coil.



*MAHLE's positioning system for wireless charging.*



*Wireless EV charge while you park*

The company's Differential Inductive Positioning System (DIPS) represents a paradigm shift in the field of e-mobility, according to MAHLE Management Board Chairman and CEO Arnd Franz. "MAHLE is setting standards," said Franz. "SAE's decision in favor of our technology confirms the systems expertise of MAHLE in electrification as well. This will be a strong impetus for e-mobility."

DIPS automatically establishes a connection with a controlled charging point on a garage floor or parking lot as the electric vehicle approaches. Once the vehicle is in position, the charging process begins automatically.

The system also works with vehicles that are parked autonomously. Thanks to MAHLE's unique system, the "positioning" process can be easily carried out in one attempt even in unfavorable environmental conditions if, for example, snow or wet leaves happen to cover the charging plate.

## IN MEMORIAM OF JACK HARNED -- A VALUED FRIEND AND COLLEAGUE TO MANY

**BLOOMFIELD HILLS, MICH.** — Public relations professionals, newspaper editors, business columnists, auto writers and broadcast journalists are rarely at a loss for words...except for earlier this year when we all learned that we had lost our dear friend and colleague Jack Harned.



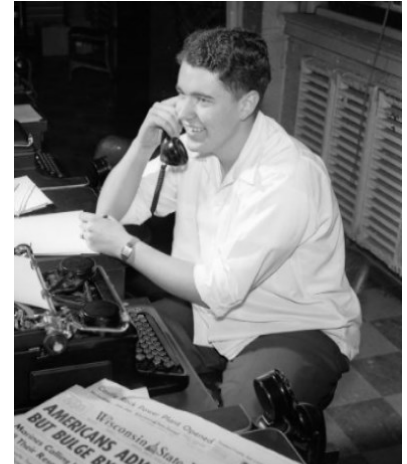
Jack's long and distinguished career included work as a daily newspaper reporter, U.S. Senate press secretary, GM public relations executive and co-founder of AutoCom, an automotive p.r. agency.

He served on the governing boards of the Detroit Chapter of Phi Beta Kappa, the Public Relations Society of Detroit, the Detroit Library's National

Automotive History Collection, the Michigan Society of Professional Journalists and the Cultural Council of Birmingham-Bloomfield.

The recipient of numerous awards, he was a member of the PRSA Detroit Chapter's Hall of Fame and also had received the National Automotive History Collection's Lifetime Achievement Award.

Jack's many executive positions at General Motors included director of Corporate Communications and director of GM Hughes Electronics, as



*Jack Harned as a Wisconsin State Journal reporter*



*Jack Harned speaking at PRSA event*

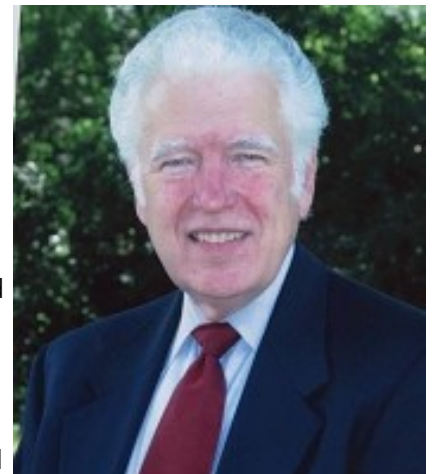
well as director of International Operations and head of European Operations based in London and Brussels. He also served on GM's Environmental Activities Staff, was a media relations and corporate liaison for public affairs in the company's Washington D.C. office and was the p.r. director at AC Electronics during NASA's Apollo launch program.

A mentor to countless public relations professionals, he also helped guide the careers of more than 60 students from Belgium, China, France, Germany and Spain who worked at AutoCom's Detroit offices as

part of the agency's international internship program.

More importantly, he was the beloved partner and husband of Eileen Harned as well as a close and cherished friend to countless others around the world (despite being a cheese-headed Packer and Wisconsin Badger football fan).

Jack Harned personified what it means to be a true gentleman. He always managed to see the very best in everyone who came into his life. He battled cancer for more than 10 years without a word of complaint and will be sorely missed by everyone who was fortunate enough to know him.





## ALCANTARA HAS ACHIEVED CARBON NEUTRALITY FOR 14 YEARS IN A ROW

# ALCANTARA

**MILAN** — Alcantara has achieved carbon neutrality for the fourteenth year in a row according to its recently released annual sustainability report.

Alcantara is the first industrial company in Italy and one of the first automotive suppliers in the world to be certified as Carbon Neutral.

As part of its cradle-to-grave approach to sustainability, the company last year participated in three major offset projects in Indonesia, Vietnam and China to off-set approximately 52,000 tons of CO<sub>2</sub> emissions that could not be eliminated with current state-of-the-art technology.

Alcantara's off-set programs are not only aimed at off-setting CO<sub>2</sub> emissions and expanding the use of renewable energy resources but also at delivering tangible social benefits. The "Made in Italy" brand's 2023-fiscal-year sustainability report emphasizes the company's ongoing commitment to maximum transparency and a fact-based approach to sustainability in the manufacture of luxury material for the fashion, consumer-electronics and automotive industries.

Alcantara's "cradle-to-grave" approach involves the measurement of all CO<sub>2</sub> emissions at every stage of its product lifecycle, from raw material and production to product use and end-of-life.

"Sustainability is the most critical issue of our time," said Alcantara Chairman Andrea Boragno. "It's a core value deeply rooted in our corporate culture and an important growth driver in the development of our business strategy."



## INTELLIAS SHOWCASED HMI, ADAS AND DIGITAL COCKPIT EXPERTISE AT CES 2024

**intellias**  
Global Technology Partner

**CHICAGO** — Intellias, a leading software engineering partner to automotive manufacturers and mobility-solution providers, showcased the company's expertise in HMI, digital cockpit and ADAS-integration technology at CES 2024 on January 9-12 in Las Vegas.

Intellias also introduced the latest version of its IntelliKit, a portable digital cockpit that demonstrates the latest integration of hardware and software from the company's partnerships with market-leading players in the mobility and automotive sectors.

IntelliKit is based on Qualcomm's SA8295P 4th generation Snapdragon Automotive Cockpit Platform integrated with Rightware's Kanzi One HMI kit and the Blackberry IVY Connected Vehicle Data Platform.

Intellias experts, including Vice President of Delivery and Mobility Oleksandr Odukh, Technology Director Adam Konopa and Delivery Director Sergii Shcherbakov, were available to discuss IntelliKit and a variety of other mobility-related topics at the company's exhibit in the West Hall (Booth 7075) of the Las Vegas Congress Center – CES 2024 - Intellias.

"As a software engineering partner for the automotive industry, it is our goal to be ready to orchestrate relevant technologies and components into the products and solutions our clients want to create," said Odukh.



*Intellias Automotive Portable Kit (IntelliKit), a fully functional digital cockpit.*

## EASTERN MICHIGAN UNIVERSITY RECEIVES \$385,000 PROGRAM GRANT FROM COHERIX



**ANN ARBOR** — Michigan-based Coherix is working with Eastern Michigan University (EMU) in Ypsilanti to develop “factory-of-the-future” manufacturing technology.

The three-year program at the university’s GameAbove College of Engineering and Technology will focus on precision-manufacturing applications in the growing field of adhesive-dispensing technology and is supported by a \$385,000 grant from Coherix.

Mohamad Qatu, dean of Eastern’s GameAbove college, noted that an important program objective is to help expand the use of computer-vision, virtual-reality and adaptive-process-control systems in the automotive, medical and consumer-electronics industries.

“The program will provide our students with experience in the programming and use of industrial robots to dispense adhesives and sealants in the manufacture of cars, medical devices and consumer electronics – technology that could save billions of dollars in manufacturing costs,” added Qatu.

“We are looking forward to partnering with Eastern Michigan University,” said Dwight Carlson, Coherix chairman and CEO. “Our goal is to provide engineering students at the university with advanced factory-of-the-future training as well as access to the latest adaptive-process-control and dispensing-system inspection technology under development at Coherix.”

Over the next three years more than 70 mechanical-engineering graduate and undergraduate students at Eastern are expected to take part in the program developed and directed by Associate Professor Emad Tanbour.



*Professor Tanbour works with EMU mechanical engineering student in Coherix’s*

## HITACHI ASTEMO PARTNERS WITH TEAM PENSKE ON 2024 INDYCAR PROGRAM



**TOKYO** — Hitachi Astemo will continue its partnership with Team Penske for the upcoming 2024 NTT INDYCAR SERIES season as a sponsor of the No. 2 Hitachi Dallara/Chevrolet driven by two-time series champion Josef Newgarden.

A four-time INDYCAR winner in 2023, Newgarden will be looking for his second Indianapolis 500 win and his third INDYCAR SERIES title. Originally from Hendersonville, Tenn., the 33-year-old Newgarden has the most successes among INDYCAR SERIES drivers today. In addition to winning last year’s Indianapolis 500, he is also the 2017 and 2019 INDYCAR SERIES champion and the 2011 Indy Lights champion. He enters the 2024 season with 29 wins in his INDYCAR career, tying him with Team Penske legend Rick Mears for 13th on the all-time series wins list.

The upcoming 2024 season marks the 13th year of partnership between Hitachi Astemo and Team Penske. In addition to its partnership with Team Penske, Hitachi Astemo also supplies fuel-system components for all 2.2-liter twin-turbocharged Chevrolet race engines in the NTT INDYCAR SERIES to help Chevrolet win last year’s Manufacturer Championship.



*No. 2 Hitachi Dallara/Chevrolet car*

Chevrolet clinched the Manufacturer Championship for the second year in a row in 2023 and earned its eighth championship since returning to INDYCAR competition in 2012. The Hitachi name on the No. 2 Team Penske Chevrolet will appear on the sides and rear wing and Astemo will appear on both front wings.

## COHERIX ADDS FORMER PRESIDENT OF BOSCH CHINA TO ITS BOARD OF DIRECTORS

**Coherix**® **ANN ARBOR** — Dr. Chen Yudong, Edmund “Ed” Allen and Stan Piekos have joined the Coherix board of directors.

Yudong served as the president of Bosch China for the past 12 years. Allen was executive vice president for manufacturing industries at Infor, a leading enterprise software-development company based in New York, while Piekos previously was CFO of NEXX Systems, a global supplier of semiconductor advanced-packaging equipment.

Based in Ann Arbor, Coherix is a global supplier of adhesive- and sealant-dispensing technology for the automotive and consumer-electronics industries with record-setting post-Covid sales and ambitious growth plans in Europe and the Asia Pacific region.

“The extensive executive, financial, technology and manufacturing counsel that Yudong, Allen and Piekos bring to Coherix will be critical to achieving our double-digit growth targets for 2024 and beyond,” said Dwight Carlson, the company’s founder and CEO.

He added that China represents a major growth market for Coherix – a market in which Dr. Yudong’s expertise will be of invaluable assistance.



*Dr. Chen Yudong*

## HITACHI ASTEMO NAMES GONZALEZ AND KUSAGAYA TO KEY AFTERMARKET POSITIONS

**HITACHI** **LOS ANGELES** — Jose Gonzalez and Jason Kusagaya have been named to key positions in the Aftermarket Division of Hitachi Astemo Americas Inc. **Inspire the Next**

Gonzalez has been appointed aftermarket marketing manager and Kusagaya has been named product catalogue manager.

Gonzalez brings considerable automotive marketing, advertising and event-planning experience to the company and will be responsible for supporting further sales growth for Hitachi Astemo’s aftermarket product lines throughout the Americas.

Prior to joining Hitachi Astemo he was director of product management at Fox Factory in California. Gonzalez previously held management positions at Bilstein Shock Absorbers and AudaExplore. He is a native of San Diego, where he currently lives. Fluent in Spanish, he attended the Universal Technical Institute in Rancho Cucamonga, California.



*Jose Gonzalez*



*Jason Kusagaya*

Kusagaya has more than 25 years of automotive sales, marketing and product planning experience and will be responsible for maintaining and expanding Hitachi Astemo’s aftermarket catalogue in more than 25 product categories, including automotive engine-management and chassis-system components as well as motorcycle brake-, suspension- and carburetor-system parts.

Fluent in Japanese, Kusagaya most recently held positions in marketing and product management at Isuzu Commercial Truck and Denso based in California. Earlier in his career he also worked at Nissan North America, Delta Automotive and Japanese Nostalgic Car magazine. He will report to Gonzalez.

A Pasadena native, Kusagaya currently resides in Irvine, California. He holds a bachelor's degree in business administration from California State University - Los Angeles and a master's degree in business administration from California State University - Dominguez Hills.



## ALCANTARA CONTINUES ITS PARTNERSHIP WITH GERMAN CAR OF THE YEAR PROGRAM

# ALCANTARA

**DETROIT** — Alcantara, a leading "Made in Italy" luxury brand and the first Italian industrial company certified as Carbon Neutral, will continue its partnership with the annual German Car of the Year (GCOTY) program in 2024.

Hundreds of automotive industry executives, designers, analysts and journalists will take part in a variety of GCOTY events scheduled throughout this upcoming year.

The GCOTY program opens with a Car Design Event (CDE) attended by more than 100 automotive designers and journalists in April at the Drivers & Business Club at Motorworld in Munich. GCOTY's Summer Testing Event takes place June 24-27 in Alsfeld, Germany and will feature new-model test drives, concept-car displays, technical presentations and product exhibits.



Prior to announcing the 2025 German Car of the Year in November, GCOTY also will host a classic-car event Sept. 16-17 at the Nationales Automuseum in Dietzhoelztal, Germany. The Volkswagen ID.7 was the 2024 GCOTY overall winner while the MG4, Kia EV9, Porsche 911 T and the Hyundai Ioniq 6 were segment winners. Alcantara's interior material was featured on several of the competitors.

"We welcome the opportunity to partner with such a prominent group of automotive experts and enthusiasts in Germany," said Alcantara Chairman Andrea Boragno.

## PETER JAMES COMPANY INTRODUCES LUXURY LINE OF BLACK LABEL CIGAR CASES

# ALCANTARA

**MILAN** — The Peter James Company has introduced a new "Made in Italy" line of luxury cigar cases equipped with a humidor pocket and luxury Alcantara material at the Prestige Cigar Association (PCA) annual show in Las Vegas recently.

The first-of-its kind Alcantara Black Label line of Peter James cases for on-the-move cigar aficionados holds up to seven cigars as well as cigar cutters and lighters. Individually handcrafted in Italy, each case is certified to maintain humidity levels of up to 67 percent for more than 45 days.

The Black Label cases are available in black, olive, blue or brown Italian leather with an inner lining in complementary shades of Alcantara®. The cases were on display with other Peter James cigar cases, lighters and cigars at the company's PCA booth. Attendees representing more than 25 countries and 250 cigar and cigar-accessory producers attended the program.

The new cases are less than 10 inches long and 5 inches wide – easy to carry on long trips or to a local cigar lounge. Tested in a Boveda humidity-control lab, the cases were certified to maintain humidity levels of up to 67 percent with a Boveda humidity pack of 75 percent. Each handcrafted Black Label case takes up to 60 hours to produce.



"Our goal is to provide cigar aficionados with the best, highest-quality products to complement their on-the-go lifestyles," said John Laurendi, founder of the Peter James Company.

## NEWS ABOUT AUTOCOM INTERNSHIP PROGRAM

**BLOOMFIELD HILLS, MICH.** — Manvir Kaur is replacing Theresa Stahl as an intern at AutoCom. Theresa recently returned to Regensburg, Germany to continue pursuing her bachelor's degree in international relations after serving for six months at AutoCom. We wish Theresa all the best !



Theresa Stahl (left) and Elaine Cozzetto (right)

**Manvir Kaur** has been awarded an internship at AutoCom. Kaur will assist agency clients with editorial services, event planning and media relations.



Manvir Kaur

Prior to joining AutoCom, Kaur held internships at the German District Administration Center, Sparkasse Bank and ECOVIS Tax consulting firm. She also has served as a tutor and as an office administrator at Studienkreis GmbH, a German tutoring agency.

She is pursuing a bachelor's degree in business administration from University of Applied Sciences in Munich, Germany and currently resides in Royal Oak, Michigan.

### SAVE THE DATES



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