

AUTOEUROPE 2005



The Inaugural Event
For Senior Executives
In The European
Automotive Industry

China Focus Day: 14 March, 2005
Main Conference: 15-16 March, 2005

Millennium Hotel and Resort (see p7)
Stuttgart, Germany

By The Organisers Of:



35 speakers
with cutting-edge
information & case
studies from Europe's
top automotive
companies, including:

Winning Strategies For The European Automotive Industry: Exploiting New Technologies & Low Cost Regions To Increase Your Margins And Market Share

Keynote Speakers Include:



Jean Francois Simon,
Head of The
Modus Project,
RENAULT

**Exclusive
Project Case
Study!**



Martin Hofmann,
Head of Group Supply Strategy,
VOLKSWAGEN



Walter de'Silva,
Head of Design,
AUDI



Pierre Levi,
Chairman & CEO,
FAURECIA



Filiberto Barbero,
Head of Strategic Marketing,
FIAT AUTO



Dr Heinz Pfannschmidt,
President, Europe & South America,
VISTEON



Klaus Fischinger,
Plant Manager,
SMARTVILLE



Marc Sculewicz,
President,
**PLASTIC OMNIUM AUTO
EXTERIOR**

Learn From Exclusive Case Studies Tackling The Biggest Projects & Challenges In The Auto Industry:

- Renault's Modus Project
- Strategies for competing in all segments of the market
- Using technical innovation to boost profits
- Assessing the future of the diesel engine
- Strategies for success in low cost countries
- Assessing the future of contract manufacturing
- Supplier collaboration & cost cutting strategies
- Modular production
- Platform sharing strategies
- Differentiation through car design strategies

CHINA FOCUS DAY

Capitalise On The Current Opportunities In The Chinese Automotive Sector

March 14, 2005

Don't miss this unique opportunity to hear first hand from your customers, competitors and colleagues as they reveal:

- how to **set up a business and work effectively in the Chinese automotive sector**
- a detailed analysis of the **current opportunities** in China
- the practical realities of working with **Chinese OEMs**
- effective strategies for **purchasing from China**
- how to create successful **partnerships/alliances**
- a unique insight into the **future role of China** in the automotive sector

See p3

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Meet And Learn From An Exclusive Line-Up Of Senior Executives From Europe's Top OEMs And Tier 1s

AUTOEUROPE 2005 is the only event where you will get personal contact with, and first hand information and updates from, all of today's thought leaders in the automotive industry. The quality of AUTOEUROPE's programme is truly unrivalled, with 9 OEMs presenting case studies on their plans and latest achievements, as well as 5 CEOs of top global T1 suppliers and many leading automotive academic figures. Below is just a brief selection of the senior automotive executives who will share their vast experience with you at AUTOEUROPE 2005 in February.

Cutting-Edge Case Studies On The Hottest Issues:



Martin Hofmann, Head of Group Supply Strategy at **Volkswagen**, will share with you his views on VW's cost cutting strategy and how he collaborates with his suppliers to eliminate costs and drive value in VW's supply chain.



Jean-Francois Simon, Head of the legendary Modus Project at **Renault**, will reveal the strategy for developing the model and the practical realities of collaborating with suppliers to produce the Modus car.



John Morgan, Senior Area Director at **Continental South East Asia**, will share with you his views on the challenges and opportunities presented by the Chinese and Asian automotive markets.



Tim Ellis, Global Advertising Director at **Volvo**, will detail the company's success with online viral marketing and how it will affect car sales in the future.



Klaus Fischinger, Plant Manager of the **Smartville Plant** in France, will reveal how he achieves maximum quality and flexibility through close collaboration with his suppliers.



Nevio DiGiusto, Director of **Elasis**, Fiat's engineering arm, will share with you his unique approach to developing a flexible engineering and manufacturing strategy to meet unexpected changes in demand.



Dave Cameron, General Manager of Purchasing at **Nissan**, will give you a rare and unique insight into Nissan's purchasing and supplier management strategies.



Filiberto Barbero, Head of Strategic Marketing at **Fiat Auto**, will reveal the latest news on Fiat's marketing strategy for Europe.

Unique CEO Perspectives:



Pierre Levi, President & CEO of **Faurecia**, will reveal his company's manufacturing and development strategy in Europe and globally.



Dr Heinz Pfannschmidt, President Europe of **Visteon**, will present his views on the future of western automotive manufacturing in light of globalisation and the move to the east.



Marc Sculewicz, President of **Plastic Omnium Auto Exterior**, will detail his strategy and experience of developing a competitive advantage through alliances between Tier 1 suppliers.

Design & Technology Leaders:



Walter de Silva, Head of Design at **Audi**, will reveal the company's strategy and vision for automotive design in Europe and globally.



Ryan Chin, a Fellow at the **MIT Lab** working on the design of the car of the future, will detail the strategy behind the car that doesn't hurt pedestrians, changes colour depending on the driver's mood and takes over the driving in traffic.



Bertrand Gatellier, Head of Engine Technologies at the **Institut Francais du Petrole**, will outline the latest findings and key elements of the new diesel engine.

A History Of Providing The Best In Automotive Networking

AUTOEUROPE is set to become the most respected annual European event in the automotive industry. With strong support from its sister event - the sixth annual AUTOCEE conference - AUTOEUROPE will become not only the key source of strategic and up-to-date information for automotive executives in Europe, but also the key networking arena for the industry. Here is just a sample of companies that regular support and use our automotive events to drive their business in Europe and globally.

Fiat Auto • RusAutoProm • Fezko • Saint-Gobain • Johnson Controls • AvtoVAZ • Volkswagen • Adam Opel • Skoda Auto • Michelin • Citroen Polska • Dacia/Renault • Daihatsu Motor Company • Volvo Cars • ASEC • EDS • Connaught Electronics • Hungarian Investment Agency • NABI Hungary • Quaker Chemical • Czech Automotive Industry Association • Zastava • Pal International • Avery Dennison • Bekaert • Corning Inc. • Schnellecke Group • Henkel Polska • Rencol Tolerance Rings • Splintex Czech • Tatra • Gates Polska • R.L Polk • Raba • Avon Automotive • Autozakup • Thyssen Kerex Aluminium • Rubena • BMW • Contitech Vegum • Cegelec • EBRD • Delphi Automotive • Auto Plaza • GE Electronic • ITW Automotive Products • Jato Dynamics • Akzo Nobel Coatings • General Motors Poland • Lucchini • Opel Hungary • Miba Sinter • AB Elektronik • Audi Hungaria Motor • Fiev • PSA • Renault • Magyar Suzuki • IMG Polska • Cooper - Standard Automotive • Allevard Rejva Auto • TI Automotive • Cascade Engineering • Pilkington Automotive Poland • Continental • Kautex Textron Bohemia • Rzeczpospolita • Rieter Automotive Systems • Denso • Hoedlmayr International • SAS Autosystemtechnik • FAURECIA Exhaust Systems • SAI Automotive Bratislava • Agoria • A Raymond Jablonec • Brano Group • D Plast-Eftec • Eagle-Picher Automotive • Kirchoff Polska • Knorr Bremse • Rautenbach Slovakia • Asso Filtry • Tower Automotive • Centra • Peguform • Kiekert • Usinor • Basell France • Benteler • Automobile Group • ABB • Viza Automocion • J.C. Bamford Excavators • Severstal Auto • Ford Motor Company • POL-ORSA • AutoSysteme • Magnesium-Electron • Polynom • American Axle • CzechInvest • Dura Automotive Systems • Recticel • Intralox • Grupo Antolin • ESAB Slovakia • Intier Automotive Interiors • Aisin Europe • Orsa-Moto • Wagon Automotive • Essa Czech • Continental Matador • SAS Automotive • SARIO • Opel Polska • TVP Tadis • Horst Mosolf • Voestalpine Stahl • SAPA Automotive • Aeroquip Wolfsburg • TRW Automotive • Mann & Hummel • GM-Avtovaz • Hutchinson • Plastic Omnium • Grammer • Tenneco • Group Hamann • Automotive Lighting • Biacet El • Paneuro Company • Showa Aluminium • Debica Tyre Co • Nemak Europe • Honda • Revov • Covisint • Eaton • Hayes Lemmerz Alukola • Toyota Motor Corporation • IMMO Industry Group • Renishaw • GM-FIAT • AIG LINCOLN • DaimlerChrysler • IRE-TEX PRAHA • Venture Industries • Heat Transfer Tonder • Kostal • Inergy Automotive Systems • Dow Automotive • Robert Bosch • Ruecher • Textile Bonding • BASF • The Timken Company • US Steel Kosice • Daihatsu Motor Company • Pavlovo Bus Plant • ITOCHU Corporation • TPCA • KATRINING • Arcelor Auto • CMS Group • Avtotor Holding • The Torrington Co • 3M • Apia • Autonika Holding • BOSS • Delco Remy • MATADOR • Mercurio Group • Auto Plaza • SG Bank • Motorpal • Bulgarian Foreign Investment Agency • Autoliv Romania • Marketing Systems • PAIZ • Schenker • MAN Polska • Autofacts • Fabrimetal • Degussa • Centrelnvest • Reuters • QUAD • Raufoss Technology • Saturns • Scania • DHL • Urban Science • Joloda International • Vivendi • GEFCO • SAT • Vibacoustic • BTR Automotive Selling • Linklaters • Euratec • Citibank • ITD Hungary • Stako • Sumitomo • TecCom • Industry Planung Fischer • Daewoo Ukraine • Schaumann Wood • Agoria • Miller, Canfield, Paddock & Stone • Ryder • Samar • Mann Filtr • Parker Poland • Oracle • Mannesmann • Tennex • Calsonic • CDS • AS Norma • Euro Corporate Finance • Isuzu Motors • ABN Amro • AT Kearney • Alcatel • Solvay Automotive • Temic • Magna Automotive • Emery Worldwide • Iveco • Ascometal • Ministry of Economy Poland • SAP • Mitsubishi • Morst Mosolf • PricewaterhouseCoopers • Elf Lubricants • John Stokes & Sons • AAA AutoPrah • NYK Logistics • Mostva • SDC International • ICI • LPA Software • Covisint • Brain • Siebe Automotive • SkoFIN • Business Lease • Business Management & Finance • Calligen • Arthur D Little • Findlay Automotive • Magnetti Marelli • Kdynium • Advanced Elastomer Systems • Bovis Lend Lease • Geodis • GNK • Lucas Aftermarket • Mackie Automotive Systems • Boston Consulting Group • Majosz • Kulczyk Tradex • Wix Filtron • Perceptron • PPG • Nissan Europe • Nizegorod Motors • Sekurit • European Commission Pision Teklogix • Hamburger Hafen • Hydro Aluminium Precision Turbine • Harada Industries • Schuler Pressen • Opel Hungary Powertrain • Frans Maas • Freemarkets • Funder Industrie • Coventry Business School • Sick AG • Atlas Copco • Cracier Vandervell • Deloitte & Touche • Peugeot • Visteon • VSZ Holdings • TOFAS • KIA Motors Poland • Barum Continental • Valeo Auto System • Bosch Układy Hamulcowe • Volvo Truck Corporation • Knott • Lear Corporation Poland • SKF • Arvinmeritor • Faurecia Automotive • Behr • GAZ

About AUTOCEE:

AUTOCEE is the key annual meeting place for global OEMs, Tier 1 suppliers and Tier 2 suppliers in Central & Eastern Europe. In its 6th year, AUTOCEE is the only truly industry respected automotive conference in the region and attracts all the top level automotive executives, who gather to discuss future production plans, sourcing strategies, as well as current and new market developments. The event also hosts the industry's annual awards ceremony and includes updates on TPCA Kolin, PSA Trnava, Opel Polska and all the other key projects in the region. Every year, all of the region's OEMs gather to reveal and discuss their plans in central and eastern Europe for the next 12 months.

Unlike Any Other Event In The Industry: Researched With Over 120 Senior Auto Executives To Provide You With A Programme That Tackles Your Critical Challenges

We have spent several months interviewing over 120 of your colleagues, customers and competitors to determine the critical questions that you need answered to drive your business in Europe. Thus, our carefully selected speakers are tackling all of the key industry challenges that will shape the future of the automotive world and the future of your business in Europe. There is simply no other place to obtain such quality strategic information first hand from the OEMs. Over just two days at AUTOEUROPE 2005 you will learn the latest on:

- New supplier collaboration strategies for OEMs and T1 suppliers
- The practical realities of modular production collaboration
- Platform sharing and joint system development
- How to increase the flexibility of your manufacturing strategy
- Car design trends and the new design strategies of major OEMs
- The opportunities and pitfalls facing auto companies moving to the east
- How technical innovation is being used to boost profits
- Assessing new technologies set to dominate the automotive industry
- Using online viral marketing strategies
- New cost reduction strategies by global OEMs and T1 suppliers
- Using partner alliances and production in low cost regions
- The benefits and challenges of producing in Portugal and Eastern Europe
- Examining the future of the diesel engine
- New opportunities in contract manufacturing
- The social and cultural challenges of moving to low cost regions
- The role and future of China in the global automotive sector
- Company plans for using China as a key manufacturing base

China Focus Day - Monday 14 March, 2005

Capitalising On The Current Opportunities In The Chinese Automotive Sector: Driving Down Cost & Minimising Risk

By the time you are reading this brochure, most of your customers and competitors will be developing their strategies for taking advantage of China as a low cost manufacturing base as well as a highly lucrative and large new market. China is clearly set to become the next major country to dramatically impact the growth of the global automotive industry. If you don't want to miss the boat, then join the China Focus Day to meet, and hear from, the automotive experts who have the experience of setting up and are currently operating in China. We are currently working together with the most experienced professionals from Ernst & Young China to bring you some of their clients - top speakers from both western & Chinese OEMs in the region - and finalise the agenda. The speakers will be tackling all of the key issues that should be on your agenda if you are considering China as a potential source of business, including:

- Evaluating Chinese Infrastructure: Can Future Growth Be Sustained?
- How To Build A Truly Seamless Supply Chain In China
- How To Develop An Effective Strategy To Purchase From Suppliers Based In China
- How To Increase Your Local Market Share As Well As Penetrate New Markets
- Effectively Expanding Your Existing Operations In China
- Targeting The Local Market: How To Customise Your Product To Meet Chinese Demand
- Developing A Product Integration Strategy To Dramatically Grow Your Market Share In China
- Using Chinese Engineering Talent To Serve Customers Worldwide At The Lowest Cost
- Using Global Networking To Establish Your R&D Operations In China
- What Level Of New Business Can You Expect In China & Asia?
- Maximising Collaboration With Suppliers In China
- Joining Forces To Protect Western Brands: Identifying And Fighting The Counterfeiting Threat In China

Confirmed Speakers Include:

John Morgan,
Senior Area Director,
CONTINENTAL
SOUTH EAST ASIA

Sergio Balibrea,
Head of Trade Section,
EU DELEGATION,
BEIJING

Tony Kayyod,
President,
KAYTEK
INTERNATIONAL

Philip Eller,
Senior Logistics
Director,
BMW BRILLIANCE
AUTOMOTIVE

Eric Thun,
Assistant Professor
of Politics and
International Affairs,
PRINCETON
UNIVERSITY

Testimonials From Previous WBR Automotive Events:

“Provides you with the opportunity to meet with all of the key players”

Dr Carl Hahn,
Chairman Emeritus, VOLKSWAGEN

“Top level speakers with the latest key, need-to-know information”

Vratislav Kulhanek,
Chairman, SKODA

“A truly informative and enriching experience bringing together the automotive industry leaders”

Alvin Mingle,
Global Sourcing Development Manager, FORD

“The key event for meeting with the most senior executives of the region”

Alfredo Altavilla,
Corporate Development Manager, FIAT AUTO

“Great speaker panel and great level of delegate participation”

Marko Lekse,
Supplier Relationship Manager, REVOZ SLOVENIA

“Great content of presentations and excellent networking opportunities!”

Kohei Teshima,
Treasurer & Controller, DENSO HUNGARY

“A must attend for anyone who is serious about winning business”

Ervin Applefeld,
Managing Director, TRW

“Excellent variety of case studies”

Manfred Bauder,
Member of the Board, Finance,
VOLKSWAGEN SLOVAKIA

Tuesday 15 March, 2005 – Main Conference Day 1

7:45-8:15 Coffee & Registration

8:15-8:30 Chair's Welcome Address

8:30-9:00

Maximising Supplier Collaboration To Cut Out Costs: What Benefits Can Suppliers Bring To Your Supply Chain Strategy?



Martin Hofmann,
Head of Group Supply Strategy,
VOLKSWAGEN



This is a unique opportunity for you to hear first hand from Martin Hofmann as he details VW's cost reduction and supplier management strategy. Martin will provide you with a comprehensive overview of VW's supplier network and how the company uses multi-tier supplier support management, collaboration, communication and supplier monitoring to drive down cost across the supply chain. Specifically, Martin will focus on:

- evaluating the current dynamics of the supplier/customer relationship
- assessing the key benefits of strategic collaboration with suppliers
- setting consistent and achievable requirements for suppliers
- managing the ever increasing pressure on pricing
- assessing suppliers' input and added value

9:00-9:30

Collaborating With Suppliers On Component, Module & Systems Development: The Modus Case Study



Jean-Francois Simon,
Head of the Modus Project,
RENAULT



The Modus Project has shown how supplier collaboration at the design and development stages can bring measurable savings and drive down the time to market for a new model launch. Join Jean-Francois Simon as he explains how Renault invested over €240 million in its suppliers to develop this unique business model and share responsibility for the success of the project with key suppliers. Jean-Francois will focus on the strategic aspects of:

- ensuring full transparency and collaboration during the co-development and production stages
- assessing the benefits of co-development and outsourcing
- maintaining control and flexibility in supplier choice
- assessing the future of Modus production: volumes and timescales

9:30-10:00

Assessing The Future Of Western European Automotive Manufacturing: How Will Globalisation And The Move To The East Reshape The Industry?



Dr Heinz Pfannschmidt,
President,
VISTEON



Visteon has gone a long way from being Ford's in-house component division to becoming an agile, flexible and profitable T1 supplier. The company is winning more than 20% of its new business based on new product technology, and has also been focusing on a new "platform strategy" to maximise the re-use of its technologies. Join Dr Heinz Pfannschmidt, President of Visteon, as he shares his vision of the company's future in today's globalised automotive market. Dr Pfannschmidt will address:

- evaluating the current state of the European automotive sector
- assessing the key factors in making the industry profitable
- identifying the core strengths of western based manufacturers
- assessing the role and future impact of China on the western European automotive sector
- assessing the future of other low cost regions: how can your business benefit?
- developing a strategy for driving profits on a global basis

10:00-10:30 Morning Coffee

10:30-11:00

Developing A Winning Design Strategy To Compete In All Segments Of The Market



Walter De'Silva,
Head of Design,
AUDI



With the current pressure to compete in every segment of the market, car design has become even more important than ever. Customer demand for more personalised and 'built to order' vehicles has driven OEMs to offer models in most niches of the highly fragmented market. Join Walter De'Silva as he reveals his strategy and plans for boosting the company's profitability through new models.

- outlining the strategy behind the company's new model development
- effectively fitting the new models into Audi's portfolio
- what new features will new models have?
- how to appeal to all segments of the market
- assessing the potential of platform sharing and its future role at Audi
- outlining plans for future model development

11:00-11:30

Using New Materials & Technologies In Car Manufacturing To Bring Down Material Costs And Improve Your Performance



Fred Welschen,
CEO,
INALFA



Inalfa Roof Systems Group are widely recognised as experts in sunroofs and open-roof systems delivered directly to, and installed at, car manufacturers' assembly lines. The company has over 200 specialists working continuously to open up new technology horizons at its technical and manufacturing centres throughout the world. Join Fred Welschen as he shares his views and vision of:

- integrated concept development strategies
- assessing new materials design
- the practical realities of flexible modular design
- what are your technical integration options?
- assessing safety and reliability

11:30-12:00

Evaluating The Future Impact Of Diesel Engine Technologies On The European Automotive Market: What Should You Be Investing In And Why?



Bertrand Gatellier,
Head of Engine Technologies,
INSTITUT FRANCAIS DU PETROLE



By the end of 2005, the EU Commission will publish the Euro 5 emission norms and in the meantime, every OEM in Europe is searching for a cleaner and more efficient engine to fulfil these EU requirements. Bertrand Gatellier and his team at the Institut Français du Pétrole in Paris claim that they have the answer to reducing diesel engine emissions. NADI (narrow angle direct injection) technology reduces the NOx emissions during the combustion process rather than trapping them afterward in the exhaust line. Join Bertrand as he discusses the details behind this revolutionary technology and how it will affect your business as well as your relationships with OEMs.

- assessing the potential future market share of diesel technology in Europe
- emission standards & targets
- winning against hybrid competition
- which parts of the diesel engine offer the greatest potential for further development?
- outlining further plans for investing in R&D

12:00-12:30

Changing The Tradition Of Car Design: Is The Adaptable Vehicle Of The Future A Realistic Vision Or A Fantasy?



Ryan Chin,
Research Fellow,
MIT



Imagine a car that changes colour depending on your mood and the weather; a car that doesn't hurt pedestrians on impact; a car without a metal exterior; a car that takes over driving when you are tired. What will it look like? How much will it cost to produce? When will the first model come out? And what are the unique design aspects of this new car? Have all these questions answered in this exclusive and highly thought-provoking presentation by Ryan Chin, Head of the new car design project at MIT. Ryan will outline:

- the strategy behind the project
- a detailed look at exterior & interior design plans
- using powertrain design
- what are the timescales for testing and production?
- a market assessment of selling the new car in the US and globally

12:30-13:45 Lunch For Delegates & Speakers

13:45-14:15

Generating Controversy To Sell Cars: Using New Viral Online Marketing Methods To Win European Customers



Tim Ellis,
Global Advertising Director,
VOLVO CARS



32 Swedish people in a small Swedish town bought a Volvo S40 from the same dealer on the same day. How can a local story like that sell your cars on a global basis? More than 1 million people watched this video story/advertisement during its one day appearance on Yahoo. Join Tim Ellis as he details his first hand experience of using online viral marketing to generate sales. Specifically, he will focus on:

- how to use short films in emails
- encouraging customers to forward the message on
- using "mockumentaries" as advertising tools
- how to measure sales achieved from viral marketing

14:15-14:45

Outlining Fiat's Innovative Marketing Strategy And Future Development Plans In Europe



Filiberto Barbero,
Head of Strategic Marketing,
FIAT AUTO



Don't miss this unique opportunity to hear from, and meet, the most senior marketing

executive at Fiat as he details the company's new marketing strategy for Europe. Will global competition and market segmentation change the company's marketing strategy? If so, how? Filiberto will cover:

- defining your strategy in a fuzzy landscape
- outlining a marketing roadmap for innovation to customer satisfaction
- re-positioning new products with a consumer's compass
- upgrading the product portfolio according to consumer tastes

14:45-15:15

Growing Your Presence In Turkey: What Potential Does The Turkish Automotive Sector Have?



Till Becker,
President & CEO,
MERCEDES BENZ TURKEY



If your company or your clients are considering Turkey as a possible new area of expansion, then Till Becker, who has been President & CEO of Mercedes Benz Turkey since early 2000, is an absolutely invaluable source of strategic and practical information as he discusses:

- developing a successful joint venture with a local partner
- localising your suppliers to minimise cost and grow production
- how to best work with local suppliers
- assessing the potential for local market sales
- examining the key benefits of operating in Turkey: why should you be there?

15:15-15:45 Afternoon Coffee

15:45-16:15

Evaluating The Advantages Of Producing In Portugal: A Viable Alternative To Eastern Europe?



Knut Griesemer,
Managing Director,
WEBASTO PORTUGAL



As the conference agenda is going to press, Webasto is planning to spend €34 million on a new 10,000 square meter factory in Portugal which will supply Volkswagen 'Concept C' at the Autoeuropa plant. The factory will be in the supplier park next to the VW facility, and will be close to completion by the time the AUTOEUROPE 2005 conference takes place. Join Knut Griesemer as he shares with you the strategy behind this investment as well as the practical realities of setting up in Portugal. Knut will focus on:

- assessing the country's existing assembly capacity
- evaluating the supplier networks
- addressing the labour challenges: have things become easier to manage?
- how to benefit from collaboration with neighboring manufacturers
- assessing the results: what can you achieve from investing in Portugal?

16:15-16:45

Working Together With OEMs To Minimise Costs And Achieve Maximum JIT Production



Ervin Applefeld,
Plant Manager,
TRW



Having spent many years working for TRW in the Czech Republic, Ervin has returned to Germany to run one of the company's largest production facilities. Find out his thoughts on the key differences between operating in a low cost region vs Germany, and hear his views on cost cutting, customer & supplier management, as well as TRW's future development plans:

- working with OEMs to cut costs in production and the supply chain
- assessing the value and challenges of joint product development and design
- alleviating the increasing pressure on pricing
- ensuring total JIT production: what does it take to succeed?

16:45-17:15

Developing A Flexible Engineering & Manufacturing Strategy To Effectively Meet The Changes In Demand In The European Market



Nevio DiGiusto,
Director,
ELASIS/FIAT AUTO



As the world's OEMs strive to compete in every segment of the market, as well as manage the reduced lifetime of models, it is vital that your engineering and manufacturing strategies be flexible and able to cope with this pressure. Learn from Nevio DiGiusto as he shares his vision of his manufacturing strategy and how he will tackle these challenges:

- focusing on the customer: different market expectations and preferences
- fitting into the current portfolio
- ensuring maximum flexibility of each model
- outlining future plans and volumes for multiple model production

17:15-17:45

How To Reduce Time To Market And Ensure Maximum Quality & Flexibility Through Earlier And Closer Collaboration With Your Suppliers



Klaus Fischinger,
Plant Manager,
SMARTVILLE



Klaus Fischinger is running one of the most innovative and productive car factories in the world. With no stamping plant on site and no conventional paint shop, the factory produces an amazing 140 cars per employee per year. Hear first hand from Klaus:

- how to maximise collaboration with suppliers to increase the speed of production
- how to best manage personnel to drive productivity
- how to develop new strategies to ensure maximum quality
- how to measure performance

18:15-19:15 Unique & Interactive Informal Roundtable Discussion Groups With Key Speakers!



These interactive and informal discussion groups are without a doubt one of the highlights of our automotive conferences. They offer you an excellent opportunity to probe the knowledge and expertise of the speaker faculty, ask them to address issues which were not covered in their presentations, exchange information and ideas, and most importantly meet the key industry players in person. Each group is facilitated by one of our conference speakers and is limited to 12 participants to ensure you have every opportunity to contribute to, and benefit from, this unrivalled experience.

Choose from:



Martin Hofmann,
Head of Group Supply
Strategy, VOLKSWAGEN



Fred Welschen,
CEO,
INALFA



Nevio DiGiusto,
Director,
ELASIS/FIAT AUTO



Karsten Hulsemann,
Director, Corporate
Strategy & Planning,
MAGNA STEYR



Klaus Fischinger,
Plant Manager,
SMARTVILLE



Ryan Chin,
Research Fellow,
MIT



Bertrand Gatellier,
Head of Engine
Technologies,
INSTITUT FRANCIAS DU
PETROLE



Francois Stouvenot,
President, France &
VP Europe,
DURA AUTOMOTIVE
SYSTEMS



19:15 – 20:15

AUTOEUROPE GALA COCKTAIL RECEPTION

Your industry is driven by having the right business contacts to get the deal done. Much of the impact of your participation at AUTOEUROPE 2005 will come from the informal meetings and discussions that take place at the social functions around the conference. In addition to the refreshment breaks and sit-down lunches, AUTOEUROPE 2005 has a special evening event organised to facilitate even more networking in an informal atmosphere. Join the AUTOEUROPE GALA COCKTAIL RECEPTION straight after the conference sessions where you will be meeting and networking with the conference speakers, delegates and sponsors.

Wednesday 16 March, 2005 – Main Conference Day 2

8:45-9:15 Morning Coffee

9:15-9:30 Chair's Welcome Address

9:30-10:00

Managing Risk And Driving Profitability By Focusing On Your Core Strengths And Global Performance



Pierre Levi,
Chairman & CEO,
FAURECIA

faurecia

Pierre Levi has extensive experience in engineering and industrial production leadership, as well as consulting with McKinsey. This is a unique opportunity to hear from Pierre as he shares his views and vision of how Faurecia will drive its profitability in Europe and globally. Pierre will discuss in detail:

- how to evaluate your current core strengths
- how to develop new winning strategies for cutting costs
- how to collaborate with suppliers to minimise risk
- investing in future technologies
- setting long and short term global performance targets and measures

10:00-10:30

Developing A Competitive Advantage Through A Strategy Of Alliances Between Tier Ones



Marc Szulewicz,
President,
PLASTIC OMNIUM AUTO EXTERIOR



With Eastern Europe, Russia, Turkey, China and the Asian markets opening up for investment, European automotive manufacturers are under increasing pressure to stay competitive in Europe. Join Marc Szulewicz as he shares with you his experience of partnering with T1 suppliers in order to ensure the profitability of his company and alleviate the ever increasing pressure on prices. Marc will specifically focus on:

- focusing on core competencies
- choosing the right partners
- opening new markets through alliances
- enhancing innovation with new partners

10:30-11:00

Developing And Implementing A Global Purchasing Strategy: Measuring The Results And Cost Savings



Dave Cameron,
General Manager, Purchasing,
NISSAN



Based on months of research with T1 & T2 suppliers in Europe, it is clear that global supplier management is on the agenda of every OEM. Join Dave Cameron as he exclusively reveals:

- how to evaluate and choose suppliers
- how to manage suppliers on a collaborative basis
- using different criteria for continuous supplier appraisal
- how to choose preferred suppliers

11:00-11:30 Morning Coffee

11:30-12:00

Using Information Technology As A Core Competency And Assessing The Future Role Of The Automotive CIO



John Wargin,
Director, Automotive Industry,
HP



Dr John Wargin's presentation will focus on the strategic importance of Information Technology (IT) for automotive OEMs and key suppliers. Information technology can be applied in three arenas: the improvement of operational excellence, the enabling of innovative business processes, and in the definition and execution of competitive advantage and innovation. As the cost performance of IT is frequently emphasised, Dr Wargin will make the case and provide examples of how IT must serve strategic objectives. In the last part of the presentation, Dr Wargin will develop a new 'model' of responsibilities for the automotive OEM CIOs of the future.

12:00-12:30

Achieving Competitive Advantage Through Strategic Partnerships: Assessing Magna Steyr's Role As A Flexible Partner For Engineering And Manufacturing



Karsten Hülsemann, Director,
Corporate Strategy & Planning,
MAGNA STEYR

MAGNA STEYR

As the conference agenda goes to press, Chrysler Group and MAGNA STEYR have announced plans to grow their production relationship by forming a manufacturing agreement for the Chrysler 300C vehicle. This announcement is another example of 'Business Model Flexibility', which enables Chrysler to start production of the 300C outside North America without tying up additional capital for tooling and equipment. Find out all the details of this innovative partnership as Karsten Hülsemann describes how your company can increase its manufacturing and engineering flexibility:

- assessing the impact of volatile market demand and increasing competition on your manufacturing strategy
- taking out engineering complexity from your manufacturing to focus on your core strengths
- maximising the flexibility of your manufacturing strategy to compete in all segments of the market
- measuring results: the Graz assembly case study

12:30-13:45 Lunch For Delegates & Speakers

13:45-14:15

Outlining Skoda's Current And Future Strategies For Gaining Market Share In Europe

Senior Executive,
SKODA AUTO



In April 1991, Skoda Automobilová (later Skoda Auto a.s.) started operations and became the fourth brand of the Volkswagen Group. Learn how Skoda managed to transform itself into a major local and European brand and get a detailed analysis of its future plans for conquering the western European market. Specifically, get an assessment of:

- current market share & production volumes
- Skoda's future plans for Europe
- new strategies for supplier development & collaboration
- outlook for using low cost regions for manufacturing

14:15-14:45

Assessing Eastern Europe As A Potential Operational And Manufacturing Base



Vladimir Vesely,
General Manager,
TRW AUTOMOTIVE



Central & Eastern Europe has been the automotive hot spot for the last 5 years. With PSA, Toyota, General Motors, Fiat, Ford, Renault and recently KIA Motors investing in production facilities in the region, most global T1 suppliers have already made a move into this region to service their customers. Learn from Vladimir Vesely as he shares with you his experience of working in the region and his view on the future of central & eastern European automotive manufacturing. Vladimir will focus on:

- the key areas of growth in central & eastern Europe
- key challenges of operating in the region
- the practical realities of using central & eastern Europe as a low cost region
- how to take advantage of the local engineering talent

14:45-15:15

The Practical Realities Of Motivating And Developing Your Local Workforce In Central & Eastern Europe: Tackling The Cultural And Social Challenges



Jan Vlasak,
Managing Director,
ARVIN EXHAUST CZECH REPUBLIC



Staff motivation and development is one of the key issues on the agenda of every OEM and T1 supplier in Europe, especially when it comes to starting new operations in low cost regions. Benefit from Jan Vlasak's vast experience of managing, motivating and developing staff at Arvin Exhaust in the Czech Republic as he reveals:

- how to develop a consistent employment strategy
- taking full advantage of the local skill base
- how to use training to motivate and retain high quality staff
- working within the local culture while maintaining the global company's standards

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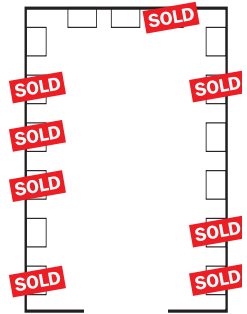
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