

For Immediate Release

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**SPE Automotive Division Announces Theme, New Award Category,
and Leadership Awards Recipients for Annual Awards Night**

- *Industry Veterans Padilla and Moore Honored*

Troy (Detroit), Mich. – July 8, 2004 – – “Fast and Furious” is the theme of the 34th Annual Society of Plastics Engineers (SPE) Automotive Division Innovation Awards Gala, to be held on Wednesday, November 10, 2004, at Burton Manor in Livonia, Mich.

“In today’s fast-paced auto industry, there is pressure to innovate, design, launch and produce faster, with furious attention being paid to price and quality,” says Suzanne Cole, awards program chair, and president of Cole and Associates, an automotive government affairs consulting firm. “Our theme recognizes the ability of the plastics industry to set the pace for innovation in these fast and furious times.”

Known as the “Academy Awards” of the Plastics Industry, the SPE Innovation Awards Program is the largest and most prestigious engineering awards event for automotive plastics. More than 600 automotive engineers, executives and their guests are expected to attend.

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Nomination Categories

New for 2004, a performance/customization category has been announced for aftermarket plastics components.

“We want to include aftermarket plastics suppliers in these prestigious awards because this group has consistently brought innovation in plastic design to the marketplace,” says Cole.

Nominations are being accepted through September 10, 2004, for awards in the following categories:

- Body Interior
- Body Exterior
- Materials
- Powertrain
- Process/Assembly and Enabling Technologies
- Chassis/Hardware
- Environmental
- Performance/Customization

A panel of blue-ribbon judges, comprised of industry experts and analysts, selects the winning application in each category. This same panel also selects the “Grand Award” winner from the category winners.

In addition, the prestigious Hall of Fame award will be selected to honor a pioneering use of plastic that has “withstood the test of time” (10 or more years) of continuously expanding application.

Executive Leadership Award

Cole also announced the recipient of the 2004 Executive Leadership Award, which recognizes outstanding leadership in facilitating and supporting automotive plastics innovation.

"I am thrilled to announce that Jim Padilla, Ford Motor Company chief operating officer and chairman, Automotive Operations, is the recipient of the 2004 Executive Leadership Award," says Cole. "Throughout his career at Ford and Jaguar, Mr. Padilla has made outstanding contributions to the automotive and plastics industry which the SPE Automotive Division will recognize at the gala."

Padilla is responsible for Ford's global automotive business, overseeing marketing, manufacturing, engineering and other operations comprising approximately 300,000 employees in more than 200 countries. Ford's global automotive business generates more than \$135 billion in revenue annually. Its core and affiliated brands, which include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo, sell nearly 7 million vehicles annually.

Lifetime Leadership Award

Tom Moore is the recipient of the SPE Automotive Division Lifetime Leadership Award.

"Mr. Moore has been a major force in the use of plastics in automotive applications for many years," continues Cole. "Those of us who have the opportunity to know him have witnessed his consistent positive influence, promotion of plastics and love of cars that have made him an icon in the auto industry."

Throughout his extensive career, Moore held leadership positions at DaimlerChrysler and Ford Motor Company, and most recently was vice president, Liberty and Technical Affairs for DaimlerChrysler until he retired in late 2003.

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About the SPE Automotive Division Innovation Awards

Established in 1970 to recognize innovation in the field of automotive plastics, the Innovation Awards honor the significant contributions of automotive engineers in one of the largest and most demanding industries for plastics. The SPE Automotive Division supports SPE efforts and technical seminars, which help secure the role of plastics in the advancement of the automobile.

Nominations for all categories are due by September 10, 2004. All categories require that the product be in mass production on a vehicle available for consumer purchase prior to November 1, 2004. More information, nomination forms, and sponsorship opportunities are available at the SPE Automotive website at www.speautomotive.com.

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