### Thursday, April 15

<table>
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<tr>
<th>Group</th>
<th>Location</th>
<th>Time</th>
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<tr>
<td>Focus Group – Attendee</td>
<td>Cobo Center, Room D2-14</td>
<td>6:45 a.m. – 7:45 a.m.</td>
</tr>
<tr>
<td>Automobile Chassis Activity</td>
<td>Cobo Center, Room D3-19</td>
<td>7:00 a.m. – 7:30 a.m.</td>
</tr>
<tr>
<td>Exhaust Aftertreatment &amp; Emissions Committee</td>
<td>Cobo Center, Room DO-05B</td>
<td>7:00 a.m. – 8:00 a.m.</td>
</tr>
<tr>
<td>SETC Committee Meeting</td>
<td>Cobo Center, Room D0-45</td>
<td>8:00 a.m. – 10:00 a.m.</td>
</tr>
<tr>
<td>Ground Vehicle Reliability Committee</td>
<td>Cobo Center, Room D2-15</td>
<td>8:00 a.m. – 11:30 a.m.</td>
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<tr>
<td>Dynamical Modeling and Simulation</td>
<td>SAE AHQ, Room C2</td>
<td>8:00 a.m. – 12:00 p.m.</td>
</tr>
<tr>
<td>ISO TC22 WG14/Interior Climate Control Committee</td>
<td>Cobo Center, Room D2-13</td>
<td>8:30 a.m. – 12:30 p.m.</td>
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<td>Focus Group – Attendee</td>
<td>Cobo Center, Room D2-14</td>
<td>8:45 a.m. – 9:45 a.m.</td>
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<td>CPDG Meeting</td>
<td>Marriott – DaVinci</td>
<td>9:00 a.m. – 11:30 a.m.</td>
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<tr>
<td>Fuel and Lube Council</td>
<td>Cobo Center, Room D2-10</td>
<td>9:00 p.m. – 12:00 p.m.</td>
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<tr>
<td>Wheel Finishing Lab Testing Task Force</td>
<td>SAE AHQ, Room Networking</td>
<td>9:00 a.m. – 12:00 p.m.</td>
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<tr>
<td>Event Data Recorder Committee</td>
<td>SAE AHQ, Room Education</td>
<td>10:00 a.m. – 12:00 p.m.</td>
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<tr>
<td>Committee on Automotive Rubber Specs (CARS)</td>
<td>SAE AHQ, Room Standards</td>
<td>10:00 a.m. – 12:00 p.m.</td>
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<td>Lubricants &amp; Powertrain Systems Committee</td>
<td>Cobo Center, Room DO-05B</td>
<td>11:30 a.m. – 12:30 p.m.</td>
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<td>Terrain Modeling Task Force</td>
<td>Cobo Center, Room D2-10</td>
<td>1:00 p.m. – 2:00 p.m.</td>
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<td>Wheel Standards Committee</td>
<td>SAE AHQ, Room Standards</td>
<td>1:00 p.m. – 3:00 p.m.</td>
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<tr>
<td>Auto Friction Standards Committee</td>
<td>SAE AHQ, Room Education</td>
<td>1:00 p.m. – 3:00 p.m.</td>
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<td>Education Board</td>
<td>Marriott – DaVinci</td>
<td>1:00 p.m. – 4:00 p.m.</td>
</tr>
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<td>Automotive Trans-Transaxle Committee</td>
<td>Cobo Center, Room D2-15</td>
<td>1:00 p.m. – 5:00 p.m.</td>
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<td>Convergence Technical Council Meeting</td>
<td>Cobo Center, Room M3-31</td>
<td>1:00 p.m. – 5:00 p.m.</td>
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<td>Ferrero/ Chrysler Meeting</td>
<td>Cobo Center, Room 02-40</td>
<td>1:00 p.m. – 5:00 p.m.</td>
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<tr>
<td>Unmanned Ground Vehicle Reliability Task Force</td>
<td>Cobo Center, Room D2-13</td>
<td>2:30 p.m. – 4:00 p.m.</td>
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### Friday, April 16

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<th>Time</th>
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<tr>
<td>Human Biomechanical and Simulation Standards</td>
<td>SAE AHQ, Room Networking</td>
<td>9:00 a.m. – 12:00 p.m.</td>
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<tr>
<td>Safety Test Instrumentation Standards Committee</td>
<td>SAE AHQ, C-3 Classroom</td>
<td>9:00 a.m. – 1:00 p.m.</td>
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<tr>
<td>Materials, Processes &amp; Parts Council</td>
<td>SAE AHQ, Room Education</td>
<td>10:00 a.m. – 12:00 p.m.</td>
</tr>
<tr>
<td>Safety Systems Component Advisory Group</td>
<td>SAE AHQ, Room Executive</td>
<td>1:00 p.m. – 4:00 p.m.</td>
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What is the Innovators Only Challenge? Prospective exhibitors are required to submit a written profile outlining their company’s innovative product or service. Once received, a panel of automotive technology experts review the profiles based on criteria that includes: solution provided; product/service differentiator; significance of product/service to their company, customers, industry, environment, and end consumer; collaborative efforts, if any, impacting the development of the innovative product or service.

Review Panelists include representatives from:
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Attendees—Visit the Show Floor to:
• Speak with engineers
• Hear about the latest technologies
• Exchange ideas and solutions with like-minded colleagues

You won’t want to miss the Innovators Only Exhibition this year—where you can discover new companies and innovative technologies from OEM, top-tier suppliers, and other industry-related companies worldwide. This exhibition showcases only those companies that accepted and met the Innovators Only Challenge—so as an attendee, you benefit from an exhibit format that is focused on technology and innovation—what you came to Congress to see!

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Tuesday, April 12: 10:00 a.m. – 6:30 p.m.
Wednesday, April 13: 10:00 a.m. – 6:00 p.m.
Thursday, April 14: 10:00 a.m. – 6:00 p.m.
DON'T FORGET TO VOTE!
Best of the Best Booth Awards

Kiosks located in the front of Oakland Hall

New this year, the Best of the Best Booth Awards recognize exhibitors with the most innovative technology. Please vote for the most innovative exhibitor in each of the following categories:

- Poster Display
- 10x10 Booth
- 10x20 Booth
- 20x20 Booth
- Most Innovative Booth Overall

Voting will close at 12:00 pm on Thursday, April 14th, so be sure to visit the voting kiosks in the front of Oakland Hall before that time.

Best of the Best Award winners will be recognized during the World Congress Annual Banquet.
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SAE 2011 World Congress 207
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ADM 21 Co Ltd
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Warrendale, PA 15086
United States
Booth #701
Pick up a complimentary copy of the Automotive Engineering International (AEI) magazine show issue and take a tour of SAE’s new EVSAE.com – vehicle electrification web portal. Subscribe to AEI or any of our technology focused e-newsletters, or check out SAE’s digital magazines – including the highly acclaimed SAE Vehicle Electrification – and the Congress eDAILY. Industry’s leading publication has many ways for you to stay technologically current. Are you charged with marketing to the mobility engineering decision-maker? Visit with reps who can tell you about SAE/AEI’s various media options that can help you reach your target audience, industry, technology niche, or international geographic segment.

AVL
47519 Halfyard Dr
Plymouth, MI 48170
United States
www.avl.com
Booth #719
AVL is featuring its Open Development Platform, incorporating the processes and technologies that are used to develop and integrate advanced powertrain systems for electric and hybrid vehicles. Representative hardware and software tools and technologies demonstrate how the AVL Open Development Platform supports a seamless, front loading, powertrain development process.

Band-It-Idex Inc
4799 Dahlia St
Denver, CO 80216
United States
Booth #402
Founded in Denver, Colorado in 1937, BAND-IT® is acknowledged as the world’s leader in engineered band clamping systems. BAND-IT® has manufacturing and distribution facilities around the world and an international network of sales engineers that work directly with Tier I and Tier II automotive suppliers to develop joining solutions.

BAUMOT
2118 Wilshire Blvd Ste 255
Santa Monica, CA 90403
United States
www.baumot.us
Booth #1024
Baumot AG is a global specialist in the area of exhaust after-treatment using Swiss Technology. Founded more than 20 years ago and having accumulated extensive experience in the areas of drive technology and diesel engine overhauls, Baumot has developed its core competence in application management of innovative exhaust after-treatment systems. Operating 13 distribution and service centers on three continents, Baumot is your partner when it comes to progressive, reliable and economical solutions to reduce exhaust emissions, for OEM, first installations, and retrofit solutions.

Behr America Inc
2700 Daley Dr
Troy, MI 48083
United States
www.behrgroup.com
Booth #613
Behr GmbH & Co. KG, Stuttgart, Germany, is a systems partner for the international automobile industry. A specialist for automotive air-conditioning and engine-cooling systems, the Behr Group is one of the world’s leading manufacturers and suppliers of original equipment for passenger and commercial vehicles.

Bohler-Uddeholm Corporation
2505 Millennium Drive
Elgin, IL 60124
United States
www.bucorp.com
Booth #309
Bohler-Uddeholm is a global manufacturer and distributor of the highest quality special steel. We offer a wide range of materials for applications such as blanking and forming, die casting, forging, extrusion and plastic injection moulding. Our aim is to increase tooling performance while lowering manufacturing costs.

Bowles Fluidics Corporation
6625 Dobbin Rd
Columbia, MD 21045
United States
www.bfcorp.com
Booth #837P
Since the late 1970’s Bowles Fluidics Corporation (BFC) has served the automotive industry through its core product the fluidic washer nozzle. The company has grown by providing excellent, responsive support and technical capability. Each year BFC adds to its experience and expertise by producing over 45 million nozzles and 4 million hose assemblies at its factories in the US and Mexico. BFC has also been active in R&D projects to produce an innovative and complementary nozzle to a pending NHSTA rear caramera proposal (NHTSA-2010-0162). We improve the critical rear view visibility by offering an optimized (patent pending) cleaning nozzle integrated into the vehicle washer system and camera.
Brucker Corporation
2650 E Elvira Rd
Tucson, AZ 85756
United States
www.brucker-axs.com
Booth #1036
Brucker’s high-performance metrology solutions encompass a wide range of technologies, including stylus profilers, confocal microscopes, and interferometric optical profilers. At SAE Brucker introduces NFLEX-LA™3D Surface Metrology System for Lead Angle, the only comprehensive, non-contact metrology solution that repeatedly quantifies machine lead and surface texture of dynamic seals.

BUB Automotive
Room 2103 Tower A Jianwai Souhu
Beijing 100022
China
Booth #913
BUB Automotive will be displaying Cooled EGR Technology. BUB innovated EGR technology can effectively reduce NOx exhaust to greatly help customers satisfy strict emission control regulations. BUB innovated EGR technology can lower the fuel consumption and improve the fuel economy. BUB is dedicated to provide customers integrated EGR technology solution from the beginning to the end to help them satisfy various emission control requirement. BUB innovated EGR system has the advantage of efficient NOx control, high heat transfer performance, low pressure loss, compact structure, high durability and low cost. BUB innovated EGR system can satisfy power and emission control requirement at the same time in different engine working condition.

Bulk Molding Compounds Inc
1600 Powis Ct
West Chicago, IL 60554
United States
www.bulkmolding.com
Booth #212
Bulk Molding Compounds, Incorporated (BMCi) is the premier manufacturer of glass reinforced, polyester thermosetting molding compounds. Providing highly engineered, customized materials to the electrical, automotive, appliance and food service industries, BMCi is ready to serve with eight locations on four continents.

Cambustion
Unit J6
The Paddocks 347 Cherry Hinton Rd
Cambridge CB1 8DH
United Kingdom
www cambustion.com
Booth #715P
Cambustion’s fast-response HC, NOx, CO/CO2 and particulate analyzers are in test cells around the world, enabling engineers to understand engine operation and meet emissions targets. Cambustion’s DPF Testing System has been embraced by DPF and vehicle manufacturers as a cost effective and technically superior solution for DPF testing and development. Poster Booth 715P.

Canadian Automotive Innovation Centers
c/o Conseulate General of Canada, Detroit
Department of Foreign Affairs & International Trade
600 Renaissance Ce
Detroit, MI 48243
United States
Booth #1006
Three Canadian organizations will be highlighting innovative technologies and solutions for the automotive industry. The Department of Foreign Affairs and International Trade Canada manages Canada’s diplomatic and consular relations and encourages the country’s international trade. The Natural Resources Canada (NRCan)-CANMET Materials Technology Laboratory (CANMET-MTL), collaborates with industry and deploys technologies to improve all aspects of producing and using value-added products from minerals and metals. The National Research Council Canada (NRC)-NRCan Automotive provides strategic research, scientific and technical services to develop and deploy solutions for the automotive industry. See individual company listings for detailed descriptions.

Canmet-MTL
183 Longwood Rd S Ste 213
Hamilton, Ontario L8P 0A1
Canada
Booth #1006
At CANMET–MTL, NRCan’s scientific and technical staff supports the competitiveness of Canadian industry through research and development activities involving metals and alloys, metal composites, metal powders and the enabling technologies, such as fabrication, coating and welding, that are required for manufacturing processes. New materials and innovative manufacturing processes developed at CANMET–MTL are at work in Canada’s energy, transportation and metal-manufacturing sectors. The lab also studies environmental processes, such as recycling and eco-materials.

CARDONE Industries Intl
5501 Whitaker Ave
Philadelphia, PA 19124
United States
www.cardone.com
Booth #1136
Michael Cardone, Sr. founded CARDONE Industries, Inc. in a small Philadelphia row home in 1970. His business was remanufacturing a single product line, windshield wiper motors. Today, CARDONE offers over 70 product lines and 40,000+ SKUs of automotive hard parts. Headquartered in Pennsylvania, USA, CARDONE employs over 5000 employees with additional facilities in California, Texas, Mexico, Canada, Belgium and the United Kingdom. CARDONE’s three brands include: A1 CARDONE reconditioned parts, CARDONE Select 100% new parts, and CARDONE Service Plus tools and accessories. These brands cover seven product categories: Brakes, Drivetrain, Electronics, Fuel/Air Systems, Motors, Pumps and Steering. CARDONE has grown exponentially in the past 40 years, but hasn’t lost sight of its formula for success: Chairman and CEO, Michael Cardone, Jr., states, “Our aggressive growth plan has taken us a long way from that row house in Philadelphia, but our customer-centered culture still reflects that small business, family mentality that was imprinted on the company since its inception.

CD-adapco
60 Bradhollow Rd
Malville, NY 11747
United States
www.cd-adapco.com
Booth #601
CD-adapco is the world’s largest independent CFD-focused provider of engineering simulation software, support and services. We have over 30 years of experience in delivering industrial strength engineering simulation to a wide range of industries and application areas.

CDA
900 2nd St NE Ste 201
Washington, DC 20002
United States
www.copperinnovationcenter.org
Booth #944
CDA is a not-for-profit organization that provides market development, engineering and information services for the U.S. copper industry.

Centro Estero Internazionalizzazione
Corso Regio Parco 27/29
Torino 10152
Italy
www.centrostero.org
Booth #813
Based in Torino, Piemonte Agency is the key reference point for foreign enterprises wishing to come to know about the local economic system, looking for information on business opportunities in the area and searching for a quality business destination for direct investment. The Agency focuses chiefly on attracting foreign direct investment, increasing the presence of local companies and their competitiveness on international markets, promoting the region’s tourist offer and products worldwide, training in foreign trade.

Chineastrain Auto-Electron (kunshan) Co
1328 north of Changjiang Rd
Kunshan Jiangsu 215312
China
Booth #303
Chrysler Group LLC
800 Chrysler Dr
Auburn Hills, MI 48326
United States
www.chryslerllc.com
Booth #231
Chrysler Group LLC, headquartered in Auburn Hills, Michigan, produces Chrysler, Jeep®, Dodge, Ram Truck, Mopar® and Global Electric Motorcars (GEM) brand vehicles and products, including some of the world’s most recognizable vehicles such as the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram Truck.

CINOS Corp
610-1 Cheon-ri Idong-myeon Cheoin-gu Yongin-si Gyeonggido 449833
South Korea
www.cinos21.com
Booth #1126
Interior lighting systems supplier with new product development. Address: An-Sung City, Korea. Products: Automotive Interior lighting systems * Engine lighting * Ambient lighting * Task lighting. For more information visit our website.

cmcl innovations
Sheraton House Castle Park
Cambridge UK CB30AX
ENGLAND
www.cmclinnovations.com
Booth #324P
cmcl innovations are the leading provider of predictive in-cylinder engine and after treatment simulation and analysis tools. Their software tools such as SRM SUITE and the SWIFT VIRTUAL CYLINDER (fast response control applications) deliver accurate “physics-based” analysis of any fuel, all engine operation modes and all exhaust gas and particulate emissions in ultra-short timescales (seconds). These tools employ advanced chemical kinetics to account for EGR, multiple direct injection, turbulence, combustion for gasoline, diesel, CNG or bio-fuels. These solutions require minimal training, as they are fully compatible with all leading industry standard 1D-simulation tools enabling “low-cost” optimisation of steady state and transient engine operation.
**Comfort Motion Technologies (CMT)**
2701 Enterprise Dr, Suite 121
Anderson, IN 46013
United States
www.comfortmotion.com
Booth #739
Comfort Motion Technologies (CMT) is a software development company that is focused on safety and comfort in the transportation industry. CMT's patented software automates subtle changes in the power seat position for the driver or passenger to redistribute their body weight using embedded technology and the existing power seat hardware.

**Concepts NREC**
39 Olympia Ave
Woburn, MA 01801
United States
Booth #1112
Concepts NREC is the automotive industry's one-stop shop for all things "Turbomachinery." As the world's leading independent, full-service turbomachinery design and development organization, C NREC provides the industry with engineering design, development and testing services; educational/professional development courses and more; the Agile Engineering Design System® Suite of CAE/CAM software tools; and prototype/product manufacturing.

**Consulate General of Canada, Detroit**
Department of Foreign Affairs & International Trade
600 Renaissance Center Ste 1100
Detroit, MI 48243
United States
www.detroitgc.ca
Booth #1006
The mandate of Foreign Affairs and International Trade Canada is to manage Canada’s diplomatic and consular relations and to encourage the country’s international trade. The Consulate General of Canada Detroit is responsible for representing Canada’s interests in a territory that includes: Michigan, Ohio, Indiana and Kentucky.

**Convergent Science Inc**
CFD Software and Consulting Services
6405 Century Ave Ste 102
Middleton, WI 53562
United States
www.convergencfd.com
Booth #400
Convergent Science Inc. specializes in multi-dimensional modeling of internal combustion engines and has developed the next generation CFD code, CONVERGE. Whether bringing CFD software into your design process or outsourcing simulation work, if you’re thinking engine simulation, think Convergent Science Inc: the experts in engine CFD.

**CT Drives LLC**
1484 Pollard Rd Ste 192
Los Gatos, CA 95032
United States
Booth #307
CT Drives sells an active alternator pulley that replaces (at a fraction of the cost) overrunning clutch & decoupler type pulleys found in modern automobiles. Over 50,000 units of this proprietary product have been sold into the aftermarket as a replacement part for Chrysler mini-vans with zero defects (no field problems). This pulley can be designed and manufactured to meet all OE requirements at a substantial cost savings.

**D&V Electronics Ltd**
130 Zenway Blvd
Woodbridge, Ontario L4H 2Y7
Canada
www.dvelelectronics.com
Booth #336
D&V Electronics is testing the future of hybrid / electric vehicle motors and controllers with a superior combination of performance, accuracy and flexibility. D&V is designing and manufacturing the new EPT series of electric powertrain testers with platforms optimized for endurance, laboratory and end of line production testing.

**Daesung Electric Co Ltd**
8-27 B/L
743-5 Wonsi-dong Danwon-gu
Ansan-si 425-090
South Korea
www.dsec.co.kr
Booth #1025
Global creative partner in automotive electronics

**DG Technologies**
33604 W 8 Mile Rd
Farmington Hills, MI 48355
United States
www.dgtech.com
Booth #1019
For a quarter-century DG Technologies, (DG), a global company, has specialized in Vehicle Network Solutions, providing quality products, education, consulting, and solutions for in-vehicle networks. These standards-based vehicle network solutions include CAN/J1939, J1708/J1587, FlexRay, and Datalogging, used in automotive, hybrid & electric, heavy-duty truck & bus, agricultural, construction, military, industrial control, telemetry and more. DG Technologies...Vehicle Network Solutions!

**Doyle Rotary Engine**
139 Deborde Cir
Red Oak, TX 75154
United States
www.doylerotary.com
Booth #408
The DRE is a split-cycle rotary piston engine that has been designed to be lighter and more efficient than today’s conventional engines. It was designed by removing the wasteful portions of a conventional four-stroke engine while retaining the components that work well.

**DSM Engineering Plastics**
2267 W Mill Rd
Evansville, IN 47720
United States
www.dsm.com
Booth #500
DSM Engineering Plastics is a supplier of quality engineering thermoplastics providing sustainable solutions for the automotive and electrical/electronic industries. These markets are served with high performance materials including Akulon® 6 and 66 polyamides, Stanyl® high heat 46 polyamides, Arnitel® TPC, and EcoPaXX™ (PA4.10), a bio-based, high performance engineering plastic.

**dSPACE Inc**
50131 Pontiac Trl
Wixom, MI 48393
United States
www.dspaceinc.com
Booth #636
dSPACE is the world’s leading producer of engineering solutions for embedded software development and testing. dSPACE systems offer a seamless, integrated development environment for developing ECUs for electrical drive systems. Our solution includes: accelerated function prototyping, hardware-in-the-loop simulation testing, software for modeling electric components; special FPGA-based hardware and more. www.dspaceinc.com.

**DTE Energy**
1 Energy Plz
Detroit, MI 48226
United States
Booth #1137
Plug-in Electric Vehicle (PEV) Program. For over a century, DTE Energy has supported the development and use of electric-powered vehicles. Learn what we’re doing to power to Michigan’s future today. Ask about our $2,500 incentive offer for early adopters of plug-in electric vehicles. PEV owners can save up to 40% on our new rate, and charge a PEV in half the time with a free 240-volt charger. Visit our booth and take the PEV Quiz challenge or test drive the “Electricity: Fuel of the Future” track at our interactive kiosks. For more information visit dtenergy.com/pev

**Dynamic Intelligent Solutions**
22832 Macom Industrial Dr
Clinton Twp, MI 48036
United States
Booth #1038
Dynamic Intelligent Solutions (DIS) is the world’s foremost provider of measurement services when testing under extreme climatic conditions. The DIS system utilizes optical camera-based 3D measurement featuring a high level of accuracy (35 - 45 microns). In the area of integrated Design & Manufacturing we offer an industry first, ChamberCam Dynamic 3D measurement of a system or component, inside of an environmental chamber, before, DURING, and after extreme climatic testing.

**FEV Inc**
4554 Glenmeade Ln
Auburn Hills, MI 48326
United States
www.fev.com
Booth #431
The FEV Group is an internationally recognized powertrain and vehicle engineering company that supplies the global transportation industry. See our ad on page 30

**Fondalpress SpA**
Via Statale, 27
Castell’ Allera, AT I-14033
Italy
www.fondalpress.it
Booth #813

**Fonderie 2A SPA**
Via Asti #67/bis
Santena 10026
Italy
www.fonderie2a.com
Booth #813
2A is a die-casting foundry located in Turin (Italy), oriented and specialized in the development and production of components for the automotive and domestic industry.

**Ford Motor Co**
2000 Enterprise Dr Rm 1AA21
Allen Park, MI 48101
United States
www.ford.com
Booth #819
Ford will display a cross-section of its electrification technology and latest vehicle launches. The centerpiece is the electrification hub that offers Congress attendees a close look at a plug-in hybrid powerplant, an electric vehicle Charging Point, a lithium-ion battery, a Focus Electric Instrument Panel, and a hybrid vehicle powerplant.
Hamsar Diversco Inc
5320 Downey St
Burlington, ON, L7C 6M2
Canada
www.hamsar.com
Booth #326P
Hamsar is a leader in the design, development and manufacturing of innovative lighting and electronic products. Modern in-house testing facilities and up-to-the-minute design and engineering capabilities allow us to create customized and comprehensive purpose-driven solutions for projects with even the most stringent specifications. To learn more about our comprehensive product line visit us at the 2011 SAE World Congress.

Horiba
5900 Hines Dr
Ann Arbor, MI 48108
United States
Booth #437
HORIBA, your partner for every stage of electrified vehicle testing, offers complete development and integration solutions for E-Motor, Powertrain and full vehicle testing with the tools and expertise you require. Visit our engineering team to discuss ways to increase your fuel economy, and improve vehicle performance.

Hunan Oil Pump Co Ltd
No.5 Changchuengino- ku Room 1702 Bidg 2 Beijing 100089 China
Booth #827
Hunan Oil Pump is the leading manufacturer of oil pump in China with more than 60 years, shares 90% of Diesel engine market and 30% of gasoline engine market in China, more than 5 year export business experience with Cummins Inc. Oil Pump, Water Pump, Fuel lifting pump, Hydraulic pump and iron castings, the flow rate used on the engine covers from 0.8–4L and are applied on Car, Truck, Bus, Construction engine, agriculture engine, Marine and Generating set.

Hybrid Design Services Inc
2479 Elliott Ave
Troy, MI 48083
United States
Booth #443
Hybrid Design Services (HDS) is an engineering and business consulting company specialized in advanced transportation and renewable energy projects. With a core team of engineers, technicians, and business personnel with extensive knowledge and expertise in the development of many alternative vehicle systems, HDS offers complete product development assistance from concept to production.

Hyosung Corp
450 Gongdeok-dong Mapo-Gu Seoul 121720 South Korea
www.hyosung.com
Booth #1031
Hyosung is carpet manufacturing company. Our plant located in Anyang, Daejun(Korea) and Decatur (USA).

Hyundai & Kia Corp
R&D Div
772-1 Jangduk-Dong Hwaseong-Si Gyeonggi-Do 445 706 South Korea
Booth #219
The Hyundai-Kia Automotive Group is South Korea’s largest automobile manufacturer, the second largest automaker in Asia and the world’s fourth largest automaker at the end of 2010. The group was formed through the purchase of South Korea’s second-largest car company, Kia Motors, by Hyundai Motor Company in 1998.

IAV Automotive Engineering Inc.
15620 Technology Dr
Northville, MI 48168
United States
www.iav.com
Booth #407
Employing over 4,000 members of staff across the globe, IAV is one of the leading providers of engineering services to the automotive industry. The Company has been developing innovative concepts and technologies for future vehicle generations for over 25 years. Core competencies include production-ready solutions in all fields of electronics, powertrain and vehicle development. Clients include all of the world’s premier automobile manufacturers and suppliers.

From Concept to Car
Corso Regio Parco 27/29
Tirano 10152
Italy
Booth #813

GCT International Co., Ltd
327-14, Dangjung-Dong Gunpo-City, Kyunggi-Do South Korea
www.gctintl.com
Booth #1021
We are one of the leading manufacturers in Korea, specialized in car rear view systems. With an accumulated R & D of video technology for long time, our reversing video systems are supplying to the major importers and distributors in all over the world.

General Motors Company
895 Jostyn Ave Pontiac, MI 48340
United States
www.gm.com
Booth #517
General Motors is showcasing the technology behind the 2011 CHEVROLET VOLT, including telematics, battery packs and recharging technology. Hybrids, concept vehicles, and advanced propulsion systems are also displayed. Charging Forward Together with GM in the center of the exhibit is SAE World Congress Tier One Strategic partner LG Chem.

German Light Weight Emissions Technology
20929 Sunnyvale St Farmington Hills, MI 48336
United States
Booth #543
This group represents several German Light Weight & Emission companies that are currently front runner in this technology segment. Organised by AluMag, this group will show how these companies are working on edge technology, global platforms and looking for a North American project or business opportunity. The companies that will be represented are: HJS Emission Technology GmbH & Co. KG, KSM Kastings GmbH, OTTO-FUCHS KG, Rheinfelden ALLOYS GmbH & Co. KG, ietic GmbH and TESIS DYNAware Technische Simulation dynamischer Systeme GmbH

Gradient Lens Corporation
207 Tremont St Ste 1
Rochester, NY 14608
United States
www.gradientlens.com
Booth #413
Gradient Lens Corporation designs, manufactures and sells HawkEye rigid, flexible and video borescopes, HawkEye deliver world-class image quality, at a fraction of the cost of comparable instruments. Over 70 models of rigid, flexible, and video borescopes are in stock, ready for delivery.

Graill Engine Technologies
1205 Manor Dr
Chapman, KS 67431
United States
www.grailengine.com
Booth #325
Graill Engine Technologies has developed a revolutionary two-stroke internal combustion engine (ICE) that achieves high fuel economy using multiple fuel sources while producing low harmful emissions. Our unique and patent protected design operates with no cross contamination of oil and fuel within the combustion cycle – the first of its kind.

Hart Energy – International Fuel Quality Center
1616 S Voss #1000
Houston, TX 77057
United States
www.hartenergy.com
Booth #215
The International Fuel Quality Center (IFQC) is a service from Hart Energy, a leading information and analysis provider for the energy industry. IFQC provides complete coverage of all conventional, biofuels and marine fuels quality legislation and developments including policy, refining, technology, environment and vehicle related issues, for over 150 countries.

HJS Emission Technology GmbH & Co KG
Dieselweg 12
Menden-Sauerland 58706
Germany
www.hjs.com
Booth #543
HJS Emission Technology GmbH & Co. KG is a medium sized company based in Menden, Germany and has many years of experience and expertise in the field of exhaust gas after treatment.

Hunan Oil Pump Co Ltd
No.5 Changchuengino- ku Room 1702 Bidg 2 Beijing 100089 China
Booth #827

Hyundai & Kia Corp
R&D Div
772-1 Jangduk-Dong Hwaseong-Si Gyeonggi-Do 445 706 South Korea
Booth #219

IAV Automotive Engineering Inc.
15620 Technology Dr
Northville, MI 48168
United States
www.iav.com
Booth #407

Hansar is a leader in the design, development and manufacturing of innovative lighting and electronic products. Modern in-house testing facilities and up-to-the-minute design and engineering capabilities allow us to create customized and comprehensive purpose-driven solutions for projects with even the most stringent specifications. To learn more about our comprehensive product line visit us at the 2011 SAE World Congress.

Hyosung Corp
450 Gongdeok-dong Mapo-Gu Seoul 121720 South Korea
www.hyosung.com
Booth #1031

Hyundai & Kia Corp
R&D Div
772-1 Jangduk-Dong Hwaseong-Si Gyeonggi-Do 445 706 South Korea
Booth #219
The Hyundai-Kia Automotive Group is South Korea’s largest automobile manufacturer, the second largest automaker in Asia and the world’s fourth largest automaker at the end of 2010. The group was formed through the purchase of South Korea’s second-largest car company, Kia Motors, by Hyundai Motor Company in 1998.

IAV Automotive Engineering Inc.
15620 Technology Dr
Northville, MI 48168
United States
www.iav.com
Booth #407
Employing over 4,000 members of staff across the globe, IAV is one of the leading providers of engineering services to the automotive industry. The Company has been developing innovative concepts and technologies for future vehicle generations for over 25 years. Core competencies include production-ready solutions in all fields of electronics, powertrain and vehicle development. Clients include all of the world’s premier automobile manufacturers and suppliers.
Inalfa Roof Systems
1370 Pacific Dr
Auburn Hills, MI 48326
United States
Booth #612
Inalfa Roof Systems is one of the world’s largest providers of vehicle roof systems. Inalfa designs, develops, and manufactures sunroofs and open-roof systems for the automotive, light and heavy truck industries. Inalfa Roof Systems is headquartered in Venray, the Netherlands, with facilities in the USA, Italy, South Korea, China, Brazil, Japan and Mexico. Inalfa provides global R&D support for customers and programs on a worldwide scale. Technical centers are located in Venray (Netherlands), Auburn Hills (USA) and Mado-Myeon (Korea).

Intrepid Control Systems Inc
5700 18 Mile Rd
Sterling Heights, MI 48314
United States
www.intrepidcs.com
Booth #600

Indo-US MIM Tec Pvt Ltd
214 Carnegie Ctr Ste 104
Princeton, NJ 08540
United States
www.indo-mim.com
Booth #1012
Indo-MIM, based in Bangalore, India, is a leading supplier of intricate and complex parts for the global automotive industry. With an industry presence of more than 13 years, Indo-MIM has brought into mass production more than 1300 highly specialized part profiles. The scope of customer support from Indo-MIM includes Product Design & Material Selection, Prototyping & Low Volume Development, High Volume MIM Production, Precision Casting & CNC Machining, Heat-treating, Plating & Surface Coatings, Plastic Insert Molding, Assembly & Integration. ISO/TS 16949:2002 certified.

KabelTrax LLC
7100a W Marcia Rd
Milwaukee, WI 53223
United States
www.kabelschlepp.com
Booth #225P
KabelTrax Harnessed Cable Routing Systems for powered seats, sliding doors, and other motion applications. Increase wire-harness life & reliability and reduce installation and field service time. Bring continuous power to sensors & motors. Protect moving power and control wires. American, European, and Asian manufacturing. TS-16929 Certified. 6 Sigma Supplier.

Kendrion Binder Magnete GmbH
Passenger Car Systems
Moenchweilerstr. 1
Villingen-Schwenningen 78048
Germany
www.kendrion.com
Booth #835
Kendrion Passenger Car Systems develops and manufactures electromagnetic components for applications in the automotive industry. The business unit is globally well known as a competent partner and has production facilities in Germany, Austria, Czech Republic, Romania and China. All products are developed and designed in accordance with the customer’s specific needs, whereby great emphasis is placed on performance and reliability.

KOTRA/ Ain Global
2000 Town Ctr Ste 2850
Southfield, MI 48075
United States
english.kotra.or.kr/
Booth #M1125
KOTRA serves as a vital bridge between Korea and its trading partners to promote mutual prosperity by facilitating international commerce and investment. AIN Global Foundation is a non-profit entity to assist Korean automotive industries in their globalization. AIN Global organizes and supports international automotive exhibitions and business meetings.

MBtech Group
400 E Big Veaver
Troy, MI 48083
United States
www.mbttech-group-na.com
Booth #337
The MBtech Group is an internationally leading engineering and consulting company for the automotive industry. The company has 2600 employees at locations in Europe, North America and Asia. In 2010 the MBtech Group generated a turnover of 300 million Euros. MBtech is distinguished by the tightly meshed capability chain. Worldwide, the MBtech brand combines all of its products and services into four segments: MBtech vehicle engineering, MBtech powertain solutions, MBtech electronics solutions and MBtech consulting. Regardless of whether components, systems or modules, new development, integration or testing are required: MBtech supports automobile manufacturers and suppliers beginning with the detailed specifications, covering the design, calculation and testing onward to series maturity. MBtech combines these engineering competencies with tailored consulting services which enable customers to best utilize their technologies and innovations - and thus achieve clear competitive advantages.
Nissan Motor Company 
Atsugi-Shi
1-1 Morinosatooyama 
Kanagawa 243-0123
Japan 
www.nissan-global.com

Booth #507

Nissan will continue to offer innovative products and services today and in the future. What drives us onward gives birth to new values. The Nissan spirit, embodied in the phrase “The power comes from inside,” builds high-quality cars that are safe and have the bold design and innovative technology to satisfy our customers’ needs. As a responsible corporate citizen, Nissan is committed to contributing to the advancement of society and the preservation of our natural environment. Our corporate vision is “enriching people’s lives.”

Novacel Inc.
21 3rd St.
Palmer, MA 01069
United States
www.novacelinc.com 
Booth #602

Established in over 60 countries, NOVACEL designs, produces and markets self-adhesive films for temporary surface protection in the electronics, home-articles, automotive and building industries. NOVACEL films can be applied on a great variety of surfaces such as stainless steel, pre-coated metals, aluminium, plastics sheets and profiles decorative laminates, carpets, glass, etc. every stage of the transformation process (bending, notching, cropping, drawing and roll forming, etc.), as well as during handling and transportation. NOVACEL is ISO 9001 and 14001 certified.

Oerlikon Graziano Drive Systems
Via Cumiana 14
Rivoli 10090
Italy
www.oerlikon.com/graziano

Booth #813

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www.otto-fuchs.com

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INNOVATIVE EXHIBITOR PROFILES

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www.promexico.gob.mx
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www.proteanelectric.com
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United States
www.reactiondesign.com
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www.remschem.com
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Germany
www.rheinfelden-alloys.eu
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Beijing 100055
China
www.sae-china.org
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