

## Agenda

- 7:30 - 8:00 a.m.**      **Check In and Registration**
- 7:45 - 8:45 a.m.**      **Breakfast Buffet**  
Meet the speakers, sponsors and exhibitors.  
View lighting displays and demonstration vehicles.
- 9:00 - 10:30 a.m.**      **Lighting Tutorial and Demonstration -**  
This portion of the program will provide everything you need to know about recent advances in vehicle lighting, as well as their implications for the future - styling opportunities, safety enhancement, and more. This presentation will include demonstrations of a variety of vehicle exterior lighting technology. Attendees will receive a guide to applications of new exterior lighting with their handout material
- Presentations and demonstrations by*  
Members of the **Vehicle Lighting Council**
- Organizers*  
**Jason Bonin**, Vice President, Business Development and Lighting Technology, Hella North America  
**Jeff Erion**, Manager Advanced Lighting, Visteon Corporation
- 10:45 a.m. - 12:15 p.m.**      **Vehicle Lighting - The Regulatory Picture Shaping the Playing Field**  
This session will be based upon a panel discussion of the global regulatory picture with regard to vehicle lighting harmonization activities, standards, and more
- Moderator*  
**Jeff Erion**, Manager Advanced Lighting, Visteon Corporation and the SAE Lighting Committee
- Panel Members*  
**Richard VanInderstine**, Chief, Visibility and Injury Prevention Division, Office of Crash Avoidance Standards, U.S. NHTSA (invited)  
**Marcin Gorzkowski**, Senior Regulatory Development Engineer Motor Vehicle Safety Enforcement Branch, Transport Canada and Chairman United Nations UNECE Working Party on Lighting and Signaling Devices  
**Richard Karbowski**, Ford Motor Company (invited)
- 12:30 - 1:30 p.m.**      **Luncheon and Mid-Day Keynote Address**  
**"Vehicle Lighting from the Designer's Perspective"**
- Speaker*  
**A major OEM designer, TBA**
- 1:45 - 3:30 p.m.**      **Vehicle Lighting for Product Differentiation - Business Case**  
A panel of experts will discuss the cost/benefit opportunities associated with new lighting technology, specifically in terms of product differentiation and driver safety. This session will include a break from 2:30 - 2:45 p.m.
- Panel Members*  
**Carolyn Picard**, Product Line Executive Automotive Components, J. D. Power & Associates  
**Deval Desai**, Business Development Manager, North American Lighting Company  
**Vehicle Designer** (TBA)  
**OEM Application Engineering Manager** (TBA)
- 3:30 - 4:45 p.m.**      **Networking Reception**  
Interact with speakers, sponsors and exhibitors

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SAE Executive  
Management Briefing

# New Opportunities in Vehicle Exterior Lighting

**Thursday, September 30, 2004**

MSU Management Education Center  
Troy, Michigan, USA  
I.D. # 04EXEC01

SAE Executive Management Briefing

## What is an Executive Management Briefing?

The SAE Executive Management Briefing is a one-day management briefing designed to address the “hard issues” facing the industry - issues that can only be resolved through industry cooperation and synergy. The format focuses on bringing together three critical components:

### The Issues

Explore various views and perspectives focused specifically on the topic. Presentations delve deep into the critical issues such as regulations, technology, and marketing concerns that impact the specific topic.

### The Leaders

Distinguished speakers with varied and unique perspectives on these issues are brought together by SAE to provide attendees with a well-rounded look at the topic.

### The Questions

Opportunities for attendees to engage high caliber speakers in significant discussion on difficult questions.

The SAE Executive Management Briefing on “**New Opportunities in Vehicle Exterior Lighting**” will provide the forum, the issues, and the leaders. You bring the questions. Together we will leave with answers.

You are invited to the next  
SAE Executive Management Briefing

# New Opportunities in Vehicle Exterior Lighting

**Thursday, September 30, 2004**  
MSU Management Education Center  
Troy, Michigan, USA  
I.D.# 04EXEC01

If your company is or will be impacted by the development of new vehicle lighting technologies, this briefing is an essential addition to your calendar. This interactive one-day event will allow you to learn, discuss and network with top industry executives and government officials, as we focus on:

- **Technical advances**
- **Design opportunities**
- **Legislative activities**
- **Business case for adopting new technologies**

[www.sae.org/briefings](http://www.sae.org/briefings)

Presented in cooperation with the  
Motor Vehicle Lighting Council (MEMA) and

# New Opportunities in Vehicle Exterior Lighting

## Why Lighting?

## Why Now?

Revolutionary developments in vehicle exterior lighting now present vehicle manufacturers and suppliers with new and exciting possibilities, based on:

- **Design options**
- **Enhanced safety**
- **Increased fuel economy**
- **Improved durability**

New advances, such as improvements in LED lighting, offer engineers and designers exciting new opportunities to delight the consumer, as lighting can be an important component of exciting and eye-catching designs. In addition, it can increase safety by making vehicles more conspicuous, with faster response times and intelligent displays. Choosing the right lighting package can even increase fuel economy by reducing current electricity requirements and component weight. Best of all, new lighting technology offers increased durability and much longer life, reducing warranty claims and post-warranty consumer dissatisfaction.

### **Interact with experts from government, industry, business.**

This one-day event will bring together experts on vehicle exterior lighting and industry executives to discuss the newest products, their advantages and disadvantages, and potential applications. It will provide an overview of the regulatory picture regarding vehicle lighting – Federal regulations, SAE standards, and potential future trends and developments. In addition, vehicle designers will share their views on the importance of lighting as a design element, and a business case format will be used to evaluate the value of lighting enhancements relative to their cost.

**Register by September 24, 2004**

I.D. # 04EXEC01

Online: [www.sae.org/briefings](http://www.sae.org/briefings)

Email: [CustomerService@sae.org](mailto:CustomerService@sae.org)

Phone: 1-877-606-7323 (U.S. & Canada only)  
or 1-724-776-4970

## Networking opportunities

A key characteristic of SAE Executive Management Briefings is the interactive nature of the event. Rather than a series of one-sided lectures, speakers value the opportunity to spend the day with attendees, who also have the opportunity to interact with other corporate leaders in attendance. In addition to interactive sessions, meal functions, breaks and the post event reception offer excellent opportunities for networking with peers and experts in the lighting and vehicle design fields.

## Take home package and resource guide

Each attendee will receive copies of speakers' presentations received prior to the event along with other resources on the subject that will help in making product decisions. These will be contained in a useful and attractive portfolio. Attendees will also receive a new technology lighting device for home, car or camping.

## Who should attend?

Executive Management Briefings are specifically designed for corporate executives and high-level managers, giving them the information and perspectives needed to make intelligent business decisions. This program will be of interest to anyone involved in designing, engineering, or signing off on the design of vehicles and their component systems.

## Special SAE Member rates available

SAE members can attend this event, receive all take-home material, and take part in meal and social functions for just \$395 prior to the registration deadline.

The non-member rate is \$495. However, non-members can join and attend the event at the member rate through the SAE website or by calling SAE Customer Service. As first-year membership is just \$100, your membership will pay for itself when you register for this event!

## Date and location

Thursday, September 30, 2004

MSU Management Education Center

811 West Square Lake Road

Troy, Michigan



From I-75 take the Crooks Road exit. Crooks Road is exit number 72. At the end of the exit ramp turn right and go 1/2 mile north on Crooks road to the intersection of Square Lake Road. Turn right on to Square Lake Road and head east. Driveway is the first one on the right hand side.

[www.sae.org/briefings](http://www.sae.org/briefings)

# Sponsorship Opportunities

## Tabletop Display Information

### TABLETOP DISPLAY.....\$2,000

#### FEE INCLUDES:

- One table top display space  
(Includes one 6 foot x 30 inch table with two chairs)
- One complimentary Registration
- Recognition in the event program

## Networking Sponsorship

An easy, cost-effective way to distinguish your company from the competition at this event! Choose either an exclusive or a package sponsorship to promote your company to top industry professionals.

### AFTERNOON NETWORKING

#### RECEPTION.....\$6,500

Grasp the opportunity to serve as host of this premier networking function after the event and highlight your company name and logo to all attendees.

### CONTINENTAL BREAKFAST .....\$ 3,000

Start the morning right with a continental breakfast for all attendees, compliments of your company.

### MORNING BREAK.....\$ 1,500

Treat attendees with morning refreshments compliments of your company and boost your corporate exposure.

### LUNCHEON.....\$ 4,500

As the luncheon sponsor you will have the opportunity to showcase your corporate brand and identity to a highly technical audience. Distribute your corporate literature and maximize your presence at this event.

### AFTERNOON REFRESHMENT BREAK .....\$ 2,000

As participants take a break for refreshments, your company can be in the spotlight. Take advantage of this networking environment and stand out from the rest.

## Packaged Sponsorship

### GOLD LEVEL CONTRIBUTOR .....\$ 10,000

- One tabletop display space
- Three complimentary Registrations
- Banner ad on the Event web site
- Opportunity to provide promotional materials on-site to attendees
- Logo recognition on the event sponsors page of the SAE website with hyperlink to sponsor's website
- Prominent display of logo on sponsor signage
- Recognition in the on-site event program

### SILVER LEVEL CONTRIBUTOR .....\$ 5,000

- Two complimentary Registrations
- Opportunity to provide promotional materials on-site to attendees
- Logo recognition on the event sponsors page of the SAE website with hyperlink to sponsor's website
- Prominent display of logo on sponsor signage
- Recognition in the on-site event program

### BRONZE LEVEL CONTRIBUTOR .....\$ 3,000

- One complimentary Registration
- Logo recognition on the event sponsors page of the SAE website with hyperlink to sponsor's website
- Prominent display of logo on sponsor signage
- Recognition in the on-site event program

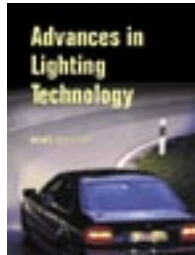
For more information or to take advantage of these opportunities contact:  
SAE Exhibits Team; SAE International; 1-724-772-7116; exhibitions@sae.org  
In cooperation with the Motor Vehicle Lighting Council (MEMA)

# Executive Resources from SAE International

## Advances in Lighting Technology

This book illuminates new possibilities by presenting 40 papers that focus on innovative lighting breakthroughs.

*Advances in Lighting Technology* is an essential resource for anyone involved or interested in vehicle lighting. Daniel J. Holt (former editor-in-chief of *Automotive Engineering International*) has divided this publication into two comprehensive sections. Part I focuses on Adaptive Lighting, while Part II highlights High-Performance Lighting. Each section features an extensive collection of papers, offering important research, details and graphics for maximum comprehension. (PT-98; \$99.95 List / \$79.96 Member)



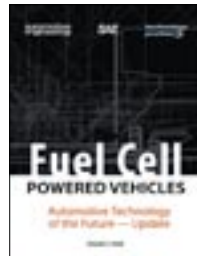
## Fuel Cell Powered Vehicles

Global pressures to reduce exhaust emissions and raise fuel economy have driven automakers to consider alternative fuels and powerplants. As the technology has been refined, fuel cells have emerged as the leading design for the zero-emission vehicle (ZEV). This technology is on the verge of revolutionizing transportation with plans by several OEMs to make a limited number of fuel cell vehicles (FCV) available to the consumer as early as 2003. This informative Technology Profile two-book set is the most complete resource currently available on fuel cells providing a strategic level of understanding about the latest technological developments and vehicle designs impacting the automotive industry. Automotive industry executives involved in strategic planning, forecasting, and business development will find these reports to be essential strategic planning resources.

Fuel Cell Vehicles: Automotive Technology of the Future (RR-013; \$875 List / Member)

Fuel Cell Vehicles: Automotive Technology of the Future - Update (T-114; \$450 List / \$360 Member)

2-Book Set (T-114.SET; \$999 List / Member)



## Hybrid Powered Vehicles

Author John M. German, a recognized expert in hybrid technology from American Honda Motor Co., closely examines the various technological and commercial facets of hybrids. The report explores the basis of hybrid components and system engineering, and then delves into the design constraints, challenges and opportunities. *Hybrid Powered Vehicles* concludes with a look toward the future presenting an expert's outlook on developments in the technology, its applications and potential markets. (T-119; \$195 List / \$156 Member)



## Electronic Control Systems

Written by a leading expert on the topic of electronics, Ross T. Bannatyne, this report describes the evolution of electronic control systems and examines the recent growth experienced in the four main system categories - safety and convenience, powertrain, body controls, and entertainment and communications. The system trends and technologies are covered in detail. The report concludes with a summary of the challenges, the future changes on the horizon, and a discussion of how sustainable competitive advantage can perhaps be achieved. (T-107; \$199 List / \$159 Member)



## Electric Steering: A Revolution in Steering Technology

This report profiles the ongoing development and unlimited potential of electric steering technology - a cutting-edge innovation expected to fundamentally change the way automobiles are designed, produced, and marketed.

Written for engineering and management professionals who need to know how leading-edge technology will impact product design and development, *Electric Steering: A Revolution in Steering Technology* also provides a concise overview of how the electric steering system actually works, as well as the technical hurdles facing its future development. Author Daniel J. Holt, (former editor-in-chief of *Automotive Engineering International*), lends his renowned expertise to deliver one of the most indispensable technology reports on the market. (T-103; \$199 List / \$159 Member)

