

Editorial Excellence Continues throughout 2009

AEI is the indispensable resource for the global vehicle engineering community...
delivering analysis and news how, where and when it is wanted.

Monthly Departments...
coverage design engineers count on in every issue

Global Vehicles • Technology Report • Product Briefs • Insiders & Insights
• Regulations & Standards • Emerging Markets • The Big Picture

2009 Editorial Calendar

ISSUE	Editorial Focus							Advertiser Added Value	Other Print Opportunities	Bonus Distribution ¹	eMedia Advertising Opportunities
	Vehicle Development & Systems Engineering	Electronics	Powertrain & Energy	Body, Chassis, & Interior	Materials	Testing & Simulation	Show Coverage				
JANUARY Ad close: Dec. 11, 2008 Ad material: Dec. 15, 2008 Editorial inquiry: Nov. 01, 2008	Design Meets Engineering		New Engines	Seating	Bio & Nano Materials		LA Auto Show	- Interiors eBlast - Powertrain eBlast - Advertiser Study	- Hybrid Vehicle Package - Tech-lit Files - New Product Ads	- Autosport International - NAIA Show - SIAT 2009 [Symposium on Int'l Automotive Technology] - SAE Government & Industry co-located with 2009 Washington Auto Show	- Vehicle Engineering Tech eNews - Electronics Tech eNews - Testing & Simulation Tech eNews - Diesel Tech eNews - Hybrid & Electric Vehicle Tech eNews - SAE Automotive Industry eNews - Webcasts ²
FEBRUARY Ad close: Jan. 12, 2009 Ad material: Jan. 14, 2009 Editorial inquiry: Dec. 01, 2008	Motorsports	Controllers	Engine Subsystems				North American International Auto Show	- Chassis eBlast - Electronics eBlast	- Tech-lit Files - New Product Ads	- SAE Hybrid Vehicle Symposium	- Powertrain Tech eNews - Truck & Bus Tech eNews - Materials Tech eNews - SAE Automotive Industry eNews - Webcasts ²
MARCH Ad close: Feb. 12, 2009 Ad material: Feb. 16, 2009 Editorial inquiry: Jan. 01, 2009	Mass Reduction Special Report		Advanced Combustion	Human-Machine Interface		Testing Equipment	SAE 2009 World Congress What's New 1	- Materials eBlast - Testing eBlast - Congress Event Guide Bonus - Advertiser Study	- Tech-lit Files - New Product Ads		- Vehicle Engineering Tech eNews - Electronics Tech eNews - Diesel Tech eNews - Hybrid & Electric Vehicle Tech eNews - SAE Automotive Industry eNews - Webcasts ²
APRIL Ad close: Mar. 18, 2009 Ad material: Mar. 20, 2009 Editorial inquiry: Feb. 01, 2009	Best Engineered Vehicle of 2009 Special Report	Sensors	Hybrid & Electric Vehicles	Body & Chassis	Advanced Materials	Computer-Aided Engineering	SAE 2009 World Congress - Technology Trends - What's New 2 - Tech Awards Geneva Motor Show	- Hybrid Engines eBlast - Lighting eBlast - Congress Event Guide Bonus	- Congress 2009 Exhibit - Sponsor Career Fair - Tech-lit Files - New Product Ads	- SAE World Congress - Auto Shanghai - Truck & Bus World Forum - SAE Truck and Off-Road Global Summit	- Testing & Simulation Tech eNews - Powertrain Tech eNews - Truck & Bus Tech eNews - Materials Tech eNews - SAE Automotive Industry eNews - Webcasts ²
MAY Ad close: Apr. 13, 2009 Ad material: Apr. 15, 2009 Editorial inquiry: Mar. 01, 2009	Global Viewpoints: Americas Special Report	Diagnostics & Prognostics		Instrument Panels			Seoul Motor Show	- Interiors eBlast - Powertrain eBlast - Noise & Vibration Event Guide Bonus	- Tech-lit Files - New Product Ads	- SAE Noise & Vibration	- Vehicle Engineering Tech eNews - Electronics Tech eNews - Diesel Tech eNews - Hybrid & Electric Vehicle Tech eNews - SAE Automotive Industry eNews - Webcasts ²
JUNE Ad close: May 11, 2009 Ad material: May 13, 2009 Editorial inquiry: Apr. 01, 2009	Global Viewpoints: Europe Special Report		Transmissions & Drivelines		Steel	Safety	Auto Shanghai	- Body & Frame eBlast - Safety eBlast - Advertiser Study	- Tech-lit Files - New Product Ads	- Sensors Expo	- Powertrain Tech eNews - Truck & Bus Tech eNewsletter - Materials Tech eNewsletter - SAE Automotive Industry eNews - Webcasts ²
JULY Ad close: June 12, 2009 Ad material: June 16, 2009 Editorial inquiry: May 01, 2009	Vehicle Efficiency Quality & Durability	Body & Chassis	Batteries	Braking & Steering				- Chassis eBlast - Powertrain eBlast - Supplier Capabilities	- Tech-lit Files - New Product Ads	- CAR Management Briefing Seminars	- Vehicle Engineering Tech eNews - Electronics Tech eNews - Testing & Simulation Tech eNews - Diesel Tech eNews - Hybrid & Electric Vehicle Tech eNews - SAE Automotive Industry eNews - Webcasts ²
AUGUST Ad close: July 13, 2009 Ad material: July 15, 2009 Editorial inquiry: June 01, 2009	Global Viewpoints: Asia Special Report Engineering Services	Powertrain Management		Interior Design	Composites			- Electronics eBlast - Interiors eBlast	- Tech-lit Files - New Product Ads	- SAE North American Int'l Powertrain	- Powertrain Tech eNews - Truck & Bus Tech eNewsletter - Materials Tech eNewsletter - SAE Automotive Industry eNews - Webcasts ²
SEPTEMBER Ad close: Aug. 13, 2009 Ad material: Aug. 17, 2009 Editorial inquiry: July 01, 2009	Cost Reduction	Active Safety	Fuel Cells & Hydrogen	Aerodynamics		Emissions Testing		- Powertrain eBlast - Testing eBlast	- Tech-lit Files - New Product Ads	- IAA International Motor Show [Frankfurt]	- Vehicle Engineering Tech eNews - Electronics Tech eNews - Diesel Tech eNews - Hybrid & Electric Vehicle Tech eNews - SAE Automotive Industry eNews - Webcasts ²
OCTOBER Ad close: Sept. 9, 2009 Ad material: Sept. 11, 2009 Editorial inquiry: Aug. 01, 2009	New Vehicle Special Report	Infotainment		Interior Materials	Aluminum	NVH	SAE Commercial Vehicle Show	- Electronics eBlast - Chassis eBlast - Brake Event Guide Bonus - Commercial Vehicle Event Guide Bonus - DoD Event Guide Bonus	- 2010 Concept Car Calendar - Tech-lit Files - New Product Ads	- SAE Commercial Vehicle - SAE Brake Colloquium - DoD Maintenance Symposium - Automotive Testing Expo N.A. - SAE Brasil Congress	- Testing & Simulation Tech eNews - Powertrain Tech eNews - Truck & Bus Tech eNews - Materials Tech eNews - SAE Automotive Industry eNews - Webcasts ²
NOVEMBER Ad close: Oct. 13, 2009 Ad material: Oct. 15, 2009 Editorial inquiry: Sept. 01, 2009	Global Architectures	Software Engineering	Emissions		Plastics		Frankfurt Motor Show	- Emissions eBlast - Materials eBlast - Advertiser Study	- Tech-lit Files - New Product Ads		- Vehicle Engineering Tech eNews - Electronics Tech eNews - Diesel Tech eNews - Hybrid & Electric Vehicle Tech eNews - SAE Automotive Industry eNews - Webcasts ²
DECEMBER Ad close: Nov. 12, 2009 Ad material: Nov. 16, 2009 Editorial inquiry: Oct. 01, 2009	Top Technologies & Products Performance & Aftermarket		Alternative Energy	Safety			Tokyo Motor Show	- Hybrid Engines eBlast - Safety eBlast	- Tech-lit Files - New Product Ads		- Powertrain Tech eNews - Truck & Bus Tech eNews - Materials Tech eNews - SAE Automotive Industry eNews - Webcasts ²

¹ Bonus distribution subject to change.

² SAE Telephone/Webcasts and AEI Engineering Technology Webcasts available; see page 11 for details.