

OCTOBER.  
OCTOBER.  
OCTOBER.  
OCTOBER.  
OCTOBER.  
OCTOBER.  
OCTOBER.  
OCTOBER.

ADVERTISE.

**One issue.**  
**The SAE International Centennial Issue**  
October 2005.  
Issue closes 9/16/05

**One** hundred years.  
**One** rare marketing opportunity, rich with value.  
**One** hundred, thirty-thousand mobility industry decision-makers will be reading...



**PUBLISHER'S OFFICE**  
1-724-772-7114  
advertising@sae.org

**Sales Offices**

<b>Michigan/Ontario</b> 1-248-373-1026 info@wy/kooopassociates.com	<b>Ohio/Kentucky/ Western Pennsylvania/ West Virginia</b> 1-724-772-4074 hineman@sae.org	<b>West Coast/ British Columbia/ Western Canada</b> 1-724-772-4074 michael@mpl-media.com	<b>France/Netherlands/ Portugal/Spain/Sweden/ United Kingdom</b> 44-207-834-7676 media@alain.demon.co.uk
<b>Mid-Atlantic/ New England/Quebec</b> 1-914-591-5053 sales@nelsonmiller.com	<b>Southeast</b> 1-724-772-4074 hineman@sae.org	<b>Austria/Germany/ Switzerland</b> 49-2 02 -27 16 90 mail@InterMediaPartners.de	<b>Japan</b> 81-3-3327-5756 callens@world.odn.ne.jp
<b>Midwest</b> 1-847-498-4520 chris@diderandbroderick.com mike@diderandbroderick.com	<b>Southwest</b> 1-281-376-2368 citadel62@aol.com		

CALL YOUR REPRESENTATIVE TODAY!

050306  
**SAE International™**  
400 Commonwealth Dr  
Warrendale PA 15096-0001 USA  
ADDRESS SERVICE REQUESTED

A rare global branding and marketing opportunity of uncommon value.

The SAE International Centennial Issue  
October 2005.  
Issue closes 9/16/05

ADVERTISE.

**PRESORT**  
First-Class Mail  
U.S. POSTAGE  
**PAID**  
Pittsburgh, PA  
Permit No. 1731

rare.

# Make one big impression around the world to the full mobility industry.

Just once in the lifetime of mobility industry publishing will you have this marketing opportunity—to make one big advertising impression to more than 130,000 industry decision-makers around the world in celebration of the SAE International Centennial anniversary. Flagship magazine, *Automotive Engineering International (AEI)*, teams with sister publications, *SAE Off-Highway Engineering* and *Aerospace Engineering* to bring to market what only SAE International can: one mobility industry magazine issue focused on the technologies of tomorrow.

Already in progress, from October 2004 to October 2005, each magazine is running multiple installments of special guest editorial features—*The Centennial Series*. With each installment focusing on a particular area of engineering and design, the entire *Series* will feature the full future as foreseen from the very top—executive viewpoints from OEMs and suppliers alike. It culminates in October 2005 with one combined **SAE International Centennial Issue**.

This historical keepsake edition will mail to the circulations of all three SAE Magazines, with additional circulation at important SAE International industry events.

Only the magazines of SAE International serve thoroughly the full global mobility industry, keeping us all on the same page—moving technology forward on our highways, off-road, and in the air. And, in a highly competitive global marketplace, these publications are your most essential advertising vehicles. Let *Automotive Engineering International*, *SAE Off-Highway Engineering* and *Aerospace Engineering* place in the hands of industry's decision-makers your corporate and product marketing messages.

## ADVERTISE.

The SAE International Centennial Issue  
October 2005.  
Issue closes 9/16/05.

Rates (gross; includes 4-color)

\$ 8825 full page  
\$ 6470 half page

### The Centennial Issue

offers an incredible, once-in-history platform for showcasing your company's commitment and connectivity to this dynamic global industry. Take this opportunity to be recognized for the important role your firm and its people have played in building the global automotive, aerospace, and commercial vehicle industries with your congratulatory advertising message to SAE International in celebrating this important historic milestone.

### PLATINUM CORPORATE CENTENNIAL SPONSORS

BorgWarner  
Citizens Insurance Company of America  
Cummins Inc.  
Hartland Insurance Group  
Liberty Mutual  
PACCAR Inc.  
Remy Inc.

### THE CENTENNIAL SERIES

Guest editorial features to date include executive viewpoints from:

**Tony Affuso**, Chairman, CEO & President, UGS • **Josè Maria Alapont**, CEO, Iveco • **J.T. Battenberg III**, President, CEO & Chairman, Delphi • **Craig Arnold**, Senior Vice President & Group Executive, Eaton Fluid Power Group • **Daniel Blake**, Global Automotive Leader, IBM Business Consulting Services • **Jim Cashman**, President & CEO, Ansys • **Bernard Charès**, President & CEO, Dassault Systèmes • **David J. Franus**, Senior Analyst for Power Systems/Turbomachinery, Forecast International • **Professor Burkhard Göschel**, Member of the Board of BMW, Development and Purchasing • **Manfred Grundke**, President, Bosch Rexroth AG • **Kells Hall**, Vice President, Sales and Marketing • **Takanobu Ito**, Managing Director of Honda Motor Co., Ltd., and President of Honda R&D Co., Ltd. • **Brian Kessler**, JCI Group Vice President and General Manager, North America • **Frank Perna**, Chairman and CEO, MSC Software • **Dr. Eng e.h. Bernd Pischetsrieder**, Chairman of the Board of Management, Volkswagen AG • **Jim Queen**, Vice President of Global Engineering, GM North America Engineering • **J. E. "Ted" Robertson, PE**, ASC Inc., Chief Engineer Emeritus - General Motors, 2005 SAE President • **Dr. Akihiko Saito**, Executive Vice President, Toyota Motor Corp. • **Brian Shepherd**, Senior Vice President, Product Management, PTC • **Gerhard Schmidt**, Vice President, Research and Advanced Engineering, Ford Motor Co. • **Drew Smedley**, Director of Global Marketing, MTS Systems, Sensors Division • **Thomas G. Stephens**, Group Vice President, GM Powertrain • **Daniel C. Ustian**, Chairman, President & CEO, Navistar International Corp. • **Urbain Vandeurzen**, Chairman and CEO, LMS International • **Ian Walsh**, Vice President and General Manager, Lycoming Engines • **Greg Watkin**, Vice President, Marketing, Epic Data • **Gerhard Wesner**, CEO of Interior & Infotainment, Information Systems, Passenger Car Division, Siemens VDO Automotive • **Andreas Wlasak**, Vice President of Industrial Design, Faurecia Interior Systems • **Dieter Zetsche**, President and CEO, Chrysler Group

Upcoming guest editorial may include executive viewpoints from:

AVL, Bobcat, Bridgestone Firestone North American Tire, Caterpillar, Continental, Cosworth Technology, Cummins, FEV, ITT Industries, John Deere Power Systems, Messier Dowty, Michelin, MIRA, National Instruments, Perkins Engines Inc., Ricardo, Robert Bosch Corp., Southwest Research Institute, and Vought.



Reach **130,000\*** decision-makers throughout the global mobility industry with the SAE International Centennial Issue

Additional reach without the additional cost with these **bonus distributions** of the SAE International Centennial Issue at these key SAE events!

**SAE Powertrain and Fluid Systems Conference and Exhibition**  
October 3-6 • San Antonio, Texas USA

**SAE 2005 AeroTech Congress and Exhibition**  
October 3-6 • Dallas/Fort Worth, Texas USA

**22nd Annual SAE Brake Colloquium and Exhibition**  
October 9-12 • Orlando, Florida USA

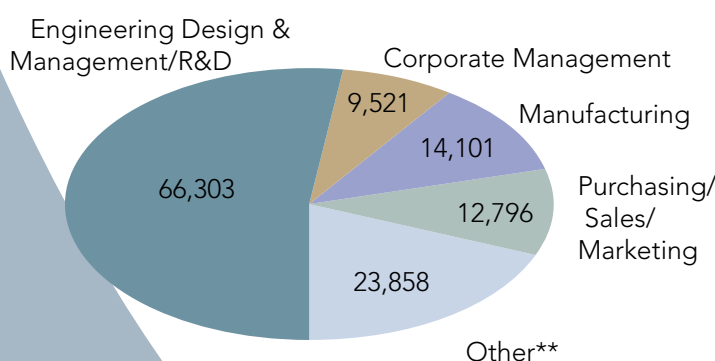
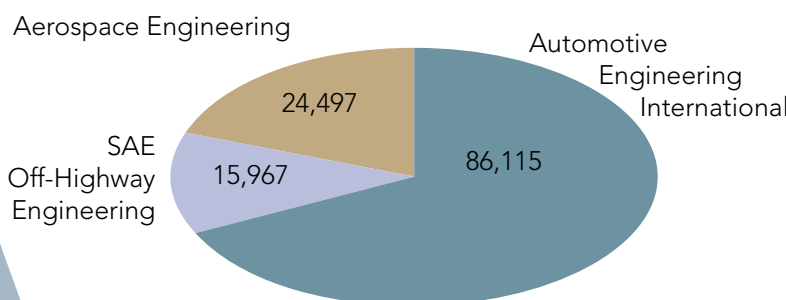
**Department of Defense (DoD) Maintenance Symposium and Exhibition**  
October 23-27 • Birmingham, Alabama USA

**SAE Commercial Vehicle Engineering Congress and Exhibition**  
November 1-3 • Rosemont, Illinois USA

**Specialty Equipment Market Association (SEMA)**  
November 2-5 • Las Vegas, Nevada USA

**Agritechnica 2005**  
November 8-12 • Hanover, Germany

**NBAA 58th Annual Meeting & Convention**  
November 15-17 • New Orleans, Louisiana USA



\* Includes the regular circulations of AEI, SAE Off-Highway Engineering plus bonus distributions at industry events. Source: BPA audited circulation statements, December 2004.

\*\* Includes libraries, educators and other qualified personnel.