



PRESS RELEASE

Automotive Industry Expert, Glenn Mercer, to Keynote on the Outlook for the North American Automotive Industry at CPDA's PLM Road Map™ 2009

Presentation will focus on how to build a future for the automotive industry that avoids falling back into the past boom and bust cycle.

Stamford, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Glenn Mercer, Automotive Consultant and Senior Director at IMVP will join Dr. Walden Rhines, Chairman and Chief Executive Officer, Mentor Graphics, as a keynote speaker at its annual PLM Road Map™ conference, to be held at The Inn at St. John's, outside of Detroit, Michigan on September 22 and 23.

In his presentation, **Outlook for the North American Automotive Industry**, Glenn Mercer will focus on the thesis that only by understanding the historical roots of our current challenges, can we build a future for the industry that does not fall back into the boom and bust cycle of the past. Drawing on a quarter century of expertise in the automotive industry, Glenn Mercer will provide a unique, in-depth view of the outlook for the automotive industry in these difficult times.

Now in its 16th year, PLM Road Map™ 2009 is a strategic conference focused on the critical tradeoffs that shape product development. PLM Road Map™ 2009 will enable attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2009 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference09.cfm.

About Glenn Mercer

As an independent consultant, board member, and lecturer Glenn Mercer serves a broad range of companies and investors in the automotive sector. Before establishing his own firm, he worked with McKinsey & Company for two decades, culminating his career as a Partner in McKinsey's Automotive Practice. In this role Glenn provided clients focused expertise and knowledge in all functional areas for automotive, from product development, through sourcing, purchasing, manufacturing, logistics, distribution, retailing, and marketing. He covered such diverse topics as globalization, labor issues, modularization of cars, platforming, warranty and quality management, technology management, and channel management. He worked to interpret his insights into implications for firm profits,

and broader industry trends beyond individual companies. He has done work on four continents, for OEMs and suppliers as well as dealer groups, aftermarket firms, insurers, truck fleets, car rental companies, automotive finance arms, and more. He has worked with about two dozen investment firms on roughly fifty M&A situations, ranging in size from \$10 million to \$1+ billion. Glenn has also authored over a hundred articles, speeches, and presentations for various automotive groups and journals. As Past President of the Society of Automotive Analysts, he has also partnered with external research groups including MIT, GERPISA, the University of Michigan, the Center for Automotive Research, and J.D. Power, on a range of research projects.

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration/Product Definition, and Product Value Management.

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