

180

200

220

240

260

trend.sca**ut**

The **automotive** conference

26 May 2009 / St. Valentin, Austria



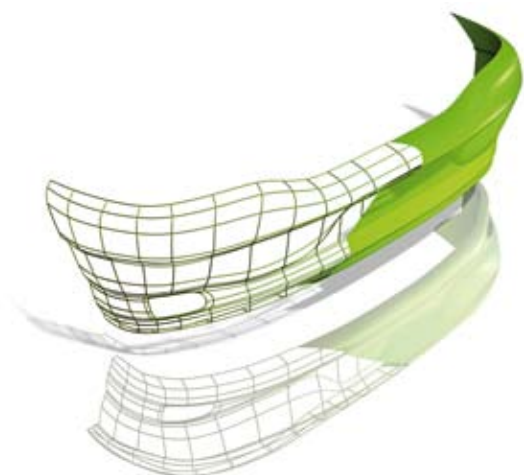
**polymotive**  
polymers in the automotive industry

**ENGEL**

be the first.

# trend.scaut

The **automotive** conference



## Tracing Trends Together

Particularly in times of change, it is useful to switch on your headlamps and look ahead. Because the next boom is just a matter of time. It will be a completely new ball game, and the industry will be in a different position. Which OEMs and suppliers will be on the winning team, and which will be on the losing

team? And where are the next generation technology niches that you should be looking to enter?

Helmut Becker tries to give the answers to these critical questions at our automotive conference trend.scaut. You can look forward to informed analyses and exciting hypotheses by BMW's former chief economist who now heads the Institute for Economic Analysis and Communications.

We will hold this conference exclusively for top ranking decision makers from the automotive industry. Take part in this meeting! And intensify your grasp of current trends. We are proud to present top-class experts from OEMs and suppliers. They will be discussing the role of plastics in tomorrow's cars in round table discussions, and tracking down trends in the fields of structural parts, interiors, optics and light engineering, and alternative drive technology. What opportunities for new, intelligent deployment and what business opportunities does this open up to the plastics industry? We look forward to peering into the future with you.

## Peter Neumann

CEO ENGEL Holding

**Our tip:** Combine your visit to trend.scaut on 26 May with a visit to the ENGEL Symposium 09 which takes place in St. Valentin on 27 and 28 May. This offers you the ideal opportunity for a comprehensive overview of our current injection moulding solutions.

# Welcome!

The automotive conference trend.scaut is the meeting place exclusively for top ranking decision makers to discuss the future role of plastic in the car. How can plastic support efficient lightweight construction? To what extent will new plastic applications influence the interior design of tomorrow? How can alternative drive systems benefit from using intelligent plastic parts? And: which new business opportunities will emerge from these developments? These and additional questions will be discussed in detail. Step by step. And: By top-class teams of experts from OEMs and suppliers.



## Take a look into the future!

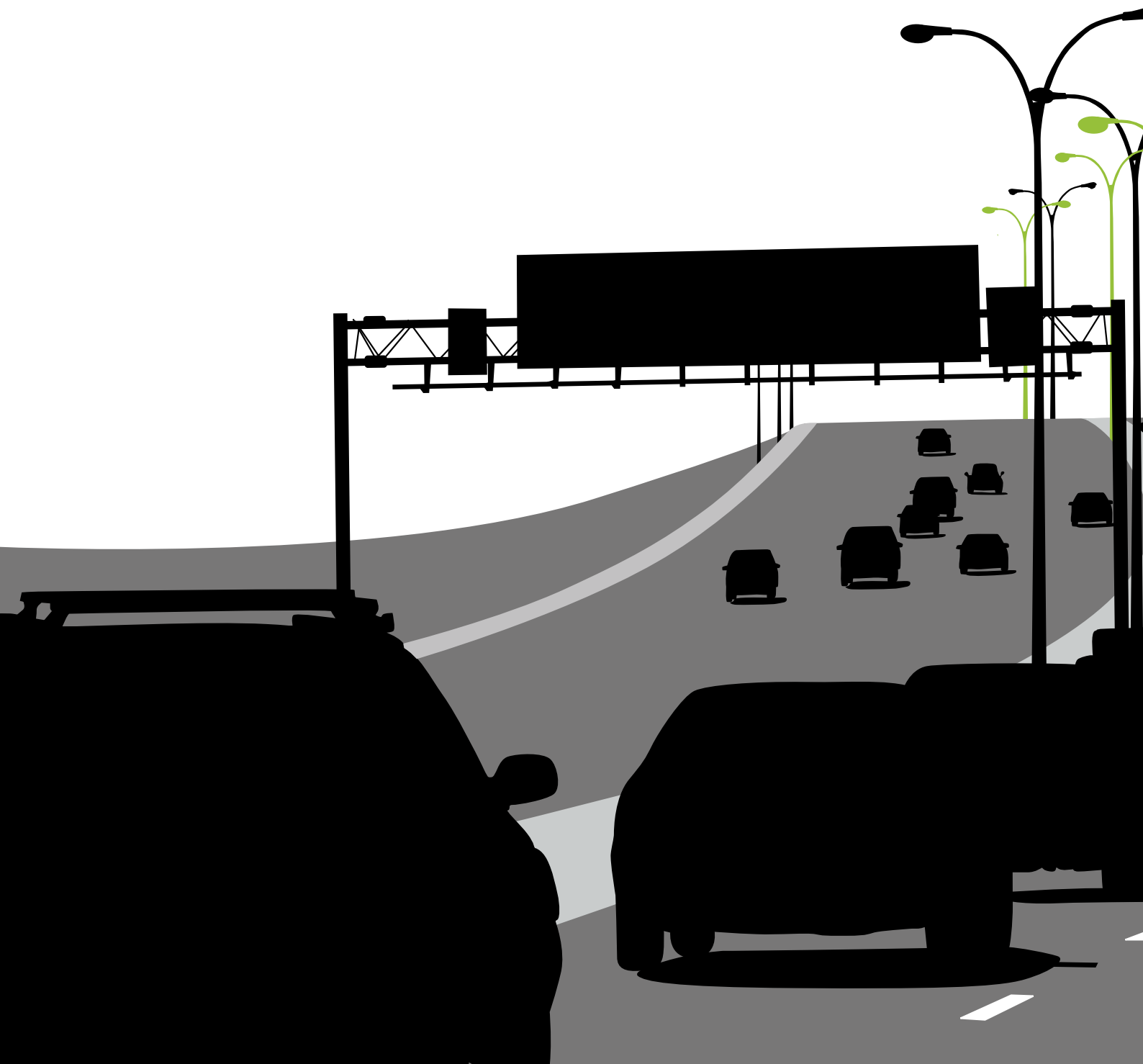
In order to be able to look into the future and speed up innovation, one has to know the current state of the art. At trend.scaut we will show you the state of the art by displaying disassembled plastic car components. Take a look into the future. **Take a seat at trend.scaut** – the automotive conference. We kindly invite you!

*Your ENGEL automotive team*

trend.scaut – the **automotive** conference takes place on 26 May 2009. It is a pre-event of the ENGEL Symposium on 27 – 28 May 2009 to which we also kindly invite you!

**ENGEL Symposium 09**  
close to the customer. open to innovation.

New Boom in Automobile Industry just around the Corner. But for whom?





## Helmut Becker

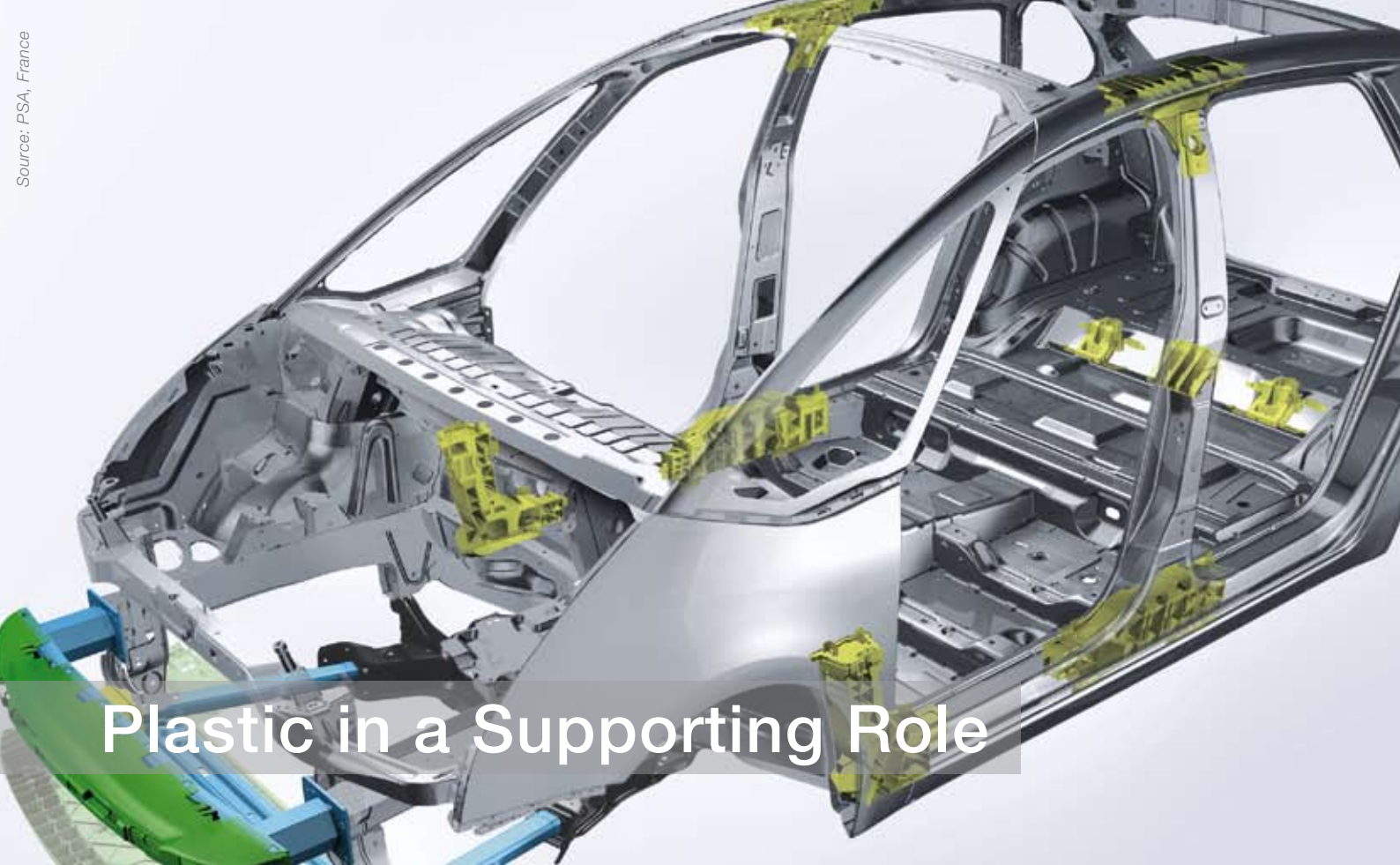
Head of the Institute for Economic Analysis  
and Communications

### New Boom in Automobile Industry just around the Corner. **But for whom?**

After this crisis, people will need 70 million cars per year. Car brands will stay, but the number of manufacturers is likely to drop in the short term. The winners definitely include the OEMs with their auto platforms in the millions. Companies who have managed this include, for example, Volkswagen, Tata or Toyota. The losers are likely to be the premium brands.

The obsessive drive towards individual mobility is not likely to change despite a shortage of oil. Thus, in the mid- to long-term electric vehicles will slowly need to become more widespread. There will be winners and losers here, especially on the supply-chain side. The consequence for suppliers is: to adopt a broader position customer-side and to occupy future-oriented technological markets. Helmut Becker, the former chief economist with BMW, will be referring to his own survival analysis for individual OEMs to tangibly demonstrate why the hypotheses postulated above are very likely to become reality.





# Plastic in a Supporting Role

## Plastic in a Supporting Role: Plastic as a structural component

- To what extent can plastic support efficient lightweight construction in “the car of tomorrow”?
- Which structural components will in the future be best suited for plastic applications?
- What is the role of materials, such as polypropylene?
- What contribution can the hybrid technique make?

Discussion around disassembled car components

*Team of experts:*

- > **Moderator: Rudolf Stauber**  
Director Operating Strength and Materials, BMW
- > **Armin Prinke**  
Test Body Assembly, Exterior Trim, Volkswagen AG
- > **Manfred Paar**  
Head of Technical Department, Röchling Automotive Worms
- > **Ralf Zimnol**  
Head of Application Development Transportation, Lanxess



**Point of Contact - Plastic:** Passengers feeling their way around the car by touching the plastic sections in the passenger compartment

- What is the “look and feel” of the interior of the future?
- Which material combinations will be of highest significance?
- How much “foam” do we need?



Discussion around disassembled car components

*Team of experts:*

- > **Moderator: Michael Whitens**  
Body Interior Chief Engineer Cockpit/Trim/Restraints, Ford USA
- > **Michael Masserant**  
Supervisor, Resin Technical Specialist Material Engineering,  
Testing & Standards, Ford USA
- > **Karl-Heinz Stump**  
Total Vehicle Architecture and Integration - Head of Surface Materials, BMW Group
- > **Franz Zängerl**  
Marketingmanager BU-Mobility, Borealis
- > **Oliver Becker**  
Advanced Manufacturing Engineering Director,  
Johnson Controls GmbH Automotive Group



# The Indian Approach

## The Indian Approach: The Art of Minimalism

Tata Motors has developed into a major player in the automobile building industry. The group is now active in Europe partly due to its taking over of Jaguar and Land Rover. As Head of Learning Center Shrinivas Sharangpani is responsible for the systematic development and implementation of innovations at Tata. He demonstrates Tata's understanding of „Innovation“. „When we develop something new, we start from scratch“ - this is the secret that helps the Tata think tank come up with unusual, competitively priced products. The Tata Nano is the jewel in the crown of this clear-cut strategy of „questioning everything“.

- > **Shrinivas Sharangpani**  
Assistant General Manager (Dev), Tata Motors



## Light from the Chip: Innovative use of light emitting diodes

- How precise and complex will future optics be in order to focus the light on the street?
- How much plastic will be in the intelligent headlight of the future?
- For which other applications in the interior and exterior lighting of a car can LED technology be used?

Discussion around disassembled car components

*Team of experts:*

- > **Moderator: Zeljko Matijevic**  
CEO, odelo GmbH
- > **Jeff Singer**  
Body Engineering, Advanced Interior Supervisor, Ford USA
- > **Cornelius Neumann**  
Director Advanced Development Styling, Chairman of the L-LAB,  
Hella Leuchten - Systeme GmbH
- > **Olaf Zöllner**  
Senior Manager Injection Molding, Bayer MaterialScience AG
- > **Werner Simon**  
Process and Material Development, Automotive Lighting Reutlingen GmbH

## Light from the Chip



# Alternative drives

## Alternative drives as the driving force for plastics:

How do alternative systems change how plastic is used under the bonnet?

- Which alternative drive systems will prevail in the future?
- Will the engine compartment of tomorrow still be dominated by temperature-resistant thermoplastics?
- What role will plastic play in the domain of energy converters and storage systems?

Discussion around disassembled car components

*Team of experts:*

- > **Moderator: Johann Grabenweger**  
Management Board, Production, Logistics/Purchasing KHS
- > **Klaus-Henning Schaake**  
Managing Director, Rücker AG
- > **Patrick Ferronato**  
Global Director Automotive DuPont Engineering Polymers
- > **Volker Warzelhan**  
Senior Vice President of Global Polymer  
Research Thermoplastics, BASF SE



**Registration**

Please use the attached registration form, which you can return to us by mail, fax or email:

**ENGEL Austria GmbH**

Ludwig-Engel-Straße 1, 4311 Schwertberg, Austria  
Attn. Mrs. Gerlinde Scheider, [gerlinde.scheider@engel.at](mailto:gerlinde.scheider@engel.at)

**The final date for your registration is 31 March 2009**

**Do you need a hotel?**

We would be pleased to book it for you!

**Be our guest!**

Participation in the ENGEL trend.scaut 2009 is free of charge. Participants only need to cover the cost of travel and accommodation.



LINZ 2009  
KULTURHAUPTSTADT  
EUROPAS

**Plastics. Art. Culture**

Linz is the European Capital of Culture 2009. Our tip: combine your visit to the ENGEL trend.scaut with a visit to Linz, and enjoy the city's excellent art and cultural offerings! We would be pleased to suggest suitable accommodation from our hotel list.

## Registration

Latest date for registration: 31 March, 2009

Fax-No.: +43 (50) 620 13831

ENGEL Austria GmbH  
Ludwig-Engel-Straße 1, 4311 Schwertberg, Austria  
Gerlinde Scheider, gerlinde.scheider@engel.at

**Yes!** I will attend the ENGEL automotive conference trend.scaut.

Please register me for the following activities:

- ☐ Tuesday, **26 May, 2009**: Presentations of Exhibits and Lectures 9.00-17.00 hrs
- ☐ Tuesday, **26 May, 2009**: Evening-Event, start 19.30 hrs

In addition I will attend the **ENGEL Symposium 09**:

- ☐ Wednesday, **27 May, 2009**: Presentations of Exhibits and Lectures in **German** 9.00-17.00 hrs
- ☐ Wednesday, **27 May, 2009**: Evening-Event followed by the presentation of the ENGEL HL-AWARDS 2009, start 19.30 hrs
- ☐ Thursday, **28 May, 2009**: Presentations of Exhibits and Lectures in **English**, 9.00-17.00 hrs

I will be arriving by:

- ☐ Car
- ☐ Train
- ☐ Plane / Flight No.: \_\_\_\_\_

Arrival:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Place of arrival: \_\_\_\_\_

Departure:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Place of departure: \_\_\_\_\_

Hotel request:

- ☐ Single-Room
- ☐ Double-Room

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

