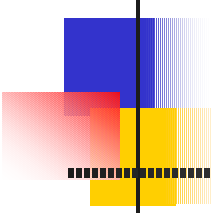


Automotive Insight

2007 Innovation Roundtable

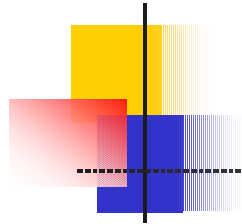
December 6, 2007

- 
-
- Alternative Fuels; Hybrid Powertrains
 - Wireless Communications; Connected Vehicles



Our Sponsors

- Our Colleagues:
 - Rose Hulman Institute of Technology
 - Ricardo
 - Inovo
 - Telcordia
 - Rader, Fishman & Grauer
- Cars are Stars:
 - Cadillac CTS (Jim Karlavage)
 - Ford Fusion w/SYNC (Matt Leaver)
 - Ford Escape Hybrid (Deepa Ramaswamy)



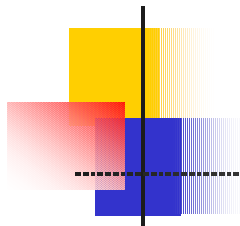
We Would Not Be Here...

- Susan Bennett
- Laurie Budd
- Sam Egeler
- Holly Johnson
- Tom Smart
- Valerie Smart
- Brendan Thomas

The Changing Automotive Landscape



- \$3+ gas; 35 mpg CAFE
- Car Resurgence
- Offensive Marketing
- Alternative Fuels; Hybrid Powertrains
- Wireless Communications; Connected Vehicles
- 2007 UAW Contract
- China; R & D; 25% growth; Part Imports

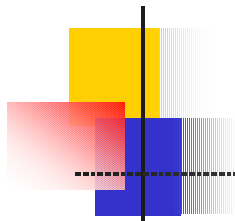


Rose–Hulman Institute of Technology

- Premier Undergraduate Engineering & Science Education
- Centers of Excellence in Automotive and Advanced Transportation
 - Challenge X
 - Model Based Systems Design
 - Advanced Transportation Systems
 - Wireless Engineering

Presenters for RHIT:

- Zac Chambers
- Marc Herniter
- Students



Ricardo

World's premier eco-innovation technology firm

- One of largest automotive engineering service companies in world with ~1800 staff
- Engineering centers in USA, UK, Germany
- Global Services: Advanced Technology, Design & Analysis, NVH, Testing, P&E and Calibration, Controls & Electronics, Software
- Presentation here covers Improving Fuel Economy & Safety Thru Telematics and Advanced Powertrain Technologies

Presenters from Ricardo's Controls & Electronics:

- Deepa Ramaswamy
- John Jahshan
- Qiong Sun



Inovo

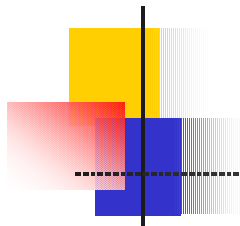
Driving the Innovation Process

- A world leader in tools, methods and processes for the entire 'front-end' of innovation efforts
 - Undertaking structured opportunity discovery to create significant new business options
 - Discovering unmet needs & desires of individuals who will be your customers
 - Building 'Knowledge Communities' of experts and users who have the knowledge and experience you need to know
 - Supporting Front-End Decision Making using market-based mechanisms and modeling results
- Working with both large and small companies, in all industries, with any technology, both B2B and B2C

Presenting for Inovo:

- Larry Schmitt, President





Telcordia

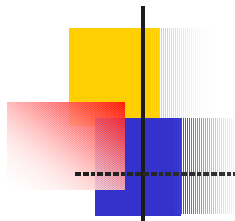
A Premier Communications Systems Provider

- World's largest provider of end-to-end services and software solutions in telecommunications
- Expertise in addressing complex, technical and business issues in:
 - Diagnostics/Prognostics
 - Mobile applications
 - Telematics Services Platforms and Web Portals
 - Network and device security
 - Network design and provisioning
 - New wireless development & testing (V2V and V2I)

Presenting for Telcordia:

- Ralph Robinson





Rader, Fishman & Grauer PLLC

Turning Intellectual Property Into Intellectual Capital®

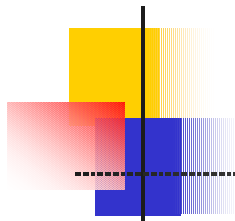
Intellectual Property (IP) Strategies/Management:

- IP asset maximization and valuation
- IP portfolio management and due diligence in mergers and acquisitions
- Protection of patents, trademarks, trade secrets, copyrights and rights of publicity
- Technology and e-commerce law
- IP and high technology Agreement negotiation and preparation
- IP analysis and design around activities
- IP litigation
- Alternative Dispute Resolution

Presenters from Rader, Fishman & Grauer:

- Thomas Bejin
- Michael Stewart
- Stephen Krefman



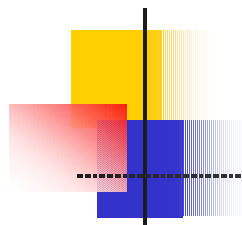


Automotive Insight

Creating Ideas, Marketing Innovations, Brokering Connections

- **Wireless Technology - - Connected Vehicles**
 - In-Vehicle Systems, Multi-Mode Communication Pipelines, Network Infrastructures and Architectures, Telematics Services and Applic's
- **Alternative & Hybrid Powertrains**
 - HEV Design/Development Experience, Next Generation Hybrid Drivetrain Concepts, New Battery Technologies
- **Automotive Strategy**
 - CAFE/CO2 Compliance, Telematics Integration, New Technology Adoption Research, Emerging Market Trends and Action Plans, Marketing Solutions, Societal & Public Policy Issues, Business Valuations, Global Sourcing & Supply Chain Strategy
- **Competitive Analysis & Cost Management**
 - Total Cost Management, VA/VE, Competitive Benchmarking, Transportation Cost Reduction, Commodity Business Plans, Parts Commonality for Reduced Cost, Supplier Rationalization

Your Hosts: Mike Thomas, Tom Smart, Holly Johnson, Sam Egeler



Exciting Times!

- Accelerated Technology = Engineering Opportunities
- Unprecedented New Product:
 - New concepts
 - New powertrains
 - Connected vehicles
- Capturing Consumer Imagination
- Worldwide Growth Opportunities