



Original Equipment Suppliers Association NEWS RELEASE

For Immediate Release

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OESA Leaders Available for Comment at CAR Management Briefing Seminars

SOUTHFIELD, Mich. (July 30, 2018) – Members of the Original Equipment Suppliers Association (OESA) and Motor & Equipment Manufacturers Association (MEMA) leadership team will be available for media interviews/comments during the CAR Management Briefing Seminars July 30 – August 2, 2018, in Traverse City, Mich., as noted below:

Julie A. Fream, president and CEO, OESA, is a recognized industry expert on issues facing the automotive supplier industry with an emphasis on OEM-supplier relations and U.S. government relations.

Date/time available:

- Monday, July 30 (all day except 12 -1 p.m.)

To arrange an interview, contact Julie via cell phone: 248.631.9449.

Mike Jackson, executive director, strategy and research, leads the association's data compilation and analytics initiatives and serves as a subject matter expert on supplier industry trends and analysis.

On Tuesday, July 31, 2018, Jackson will present "Planning Through Peaks and Valleys" during the session "Forecasting the North American Sales and Production Footprint in Uncertain Times." During his presentation, Jackson will discuss:

- **Market Outlook:** A robust economy has fueled strong U.S. sales through June, up nearly two percent from year ago levels, yet the pace of divergence between falling passenger car sales and rising light truck demand has only accelerated. In the near-term, richer truck sales support higher transaction prices yet automakers and suppliers must contend with tariff and trade policy uncertainties and position for post-peak success.
- **Strategy:** Consumer preferences for SUVs will usher in a flood of new nameplates representing both opportunities and threats. Dramatically higher levels of competition will drive average volume metrics lower, cutting profit potential at the program level and across the SUV category. Similarly, as the industry increasingly embraces electrification, suppliers and stakeholders need to strategically target opportunities that align with their competitive position.
- **Flexibility:** Moreover, suppliers must deploy new processes to accelerate innovation to meet escalating capital and technology requirements while elevating due diligence efforts to assess future opportunities.

Dates/times available:

- Tuesday, July 31 (after 12 p.m.)
- Wednesday, August 1 (9 a.m. -12 p.m.)

To arrange an interview, contact Mike via cell phone: 248.388.8912.



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Brian Daugherty, Chief Technology Officer, MEMA, drives MEMA's strategic vision of advancing the business interests of the industry and its members by serving as senior technical advisor for MEMA's executives and members relative to vehicle technology.

Dates/times available:

- Tuesday, July 31 (3 – 5 p.m.)
- Wednesday, Aug. 1 (10 a.m.)

To arrange an interview, contact Brian via cell phone: 734.756.0442.

Steven Horaney, vice president, membership and sales. He is responsible for OESA member recruitment, retention and sponsorships, as well as leading the OESA Sales Executives, Legal Issues, and Advanced Technology Councils and the OESA Mobility Supplier Forum in Silicon Valley. Steve also coordinates the OESA OEM Town Hall meetings and is active in leading and coordinating a number of the OESA topic driven events.

Dates/times available:

- Monday, July 30 (7 a.m. – 5 p.m.)
- Tuesday, July 31 (7 a.m. – 12 p.m.)
- Wednesday, August 1 (7 a.m. – 12 p.m.)
- Thursday, Aug. 2 (7 a.m. – 12 p.m.)

To arrange an interview, contact Steve via cell phone: 313.410.9881.

About OESA

Launched in August 1998 at MBS, the [Original Equipment Suppliers Association](http://www.oesa.org)'s mission is to champion the business interests of automotive original equipment (OE) suppliers. Since 1998, the Association has been addressing issues of common concern and advocating on behalf of the supplier community throughout the supply chain and in Washington, D.C.

OESA is one of four divisions of the Motor & Equipment Manufacturers Association (MEMA). All divisions are represented by MEMA's advocacy and emerging technology expertise. For additional information, visit <http://www.oesa.org>.

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