
Canada's automotive research community gathers in London, Ontario for AUTO21 2008 Conference

FOR IMMEDIATE RELEASE

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Windsor, ON: Canada's automotive research community will gather in London, Ontario to discuss new technologies and learn more about upcoming trends in the sector at the AUTO21 2008 Conference. About 450 university researchers, students, automotive executives and government representatives will attend. AUTO21 is a federal Network of Centres of Excellence focusing on applied automotive research and development.

Media are welcome to attend. A full conference program is available at www.auto21.ca.

WHAT: The AUTO21 2008 Conference
WHEN: June 2 - 4, 2008
WHERE: London Convention Centre
300 York Street, London, Ontario

Speakers of interest:

- **The Honourable Jim Prentice, Minister of Industry**
June 2, 2008 – 6:30 p.m.
The Minister will discuss the importance of automotive industry research to Canada plus the federal government's action plan to support the sector's competitiveness.
- **Richard Worzel, one of Canada's leading futurists**
June 3, 2008 – 12:45 p.m.
Mr. Worzel will provide details on the future of the Canadian automotive sector.
- **Stephen Beatty, Managing Director, Toyota Canada Inc.**
June 4, 2008 – 12:45 p.m.
Mr. Beatty will discuss Toyota's activities in Canada

Sessions of interest:

- June 3 – 9:15-10:00 a.m.: **Advances in automotive seating help police departments reduce back injuries and discomfort:** a University of Waterloo researcher and a representative from Schukra North America will share details of their innovative solution to easing discomfort and injury caused by the seating in police vehicles.

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- June 3 – 10:15-11:00 a.m.: **Reducing vehicle theft in Canada's car theft capital:** a University of Manitoba researcher will share details of how his research team helped the city of Winnipeg reduce vehicle thefts by young offenders.
- June 3 – 11:15-12:00 p.m.: **Elderly driver behaviour:** a Université Laval research team is developing objective tools for assessing the quality of driving of older drivers in complex driving situations.
- June 4 – 10:15 -12:00 p.m.: **Automotive Outlook:** Leading automotive analysts will discuss the future of the global automotive industry (speakers: Sean McAlinden, Jayson Myers, William Pochiluk, Michael Robinet)

A full conference program is available at www.auto21.ca . AUTO21 appreciates the support of its premier conference sponsor, the Japan Automotive Manufacturers' Association and its members, Honda Canada Inc. and Toyota Canada Inc.

The AUTO21 Network of Centres of Excellence currently supports more than 300 researchers working on 54 auto-related research and development projects at 43 Canadian universities and institutions. An annual \$11 million budget of public and private sector funding supports research in six key areas: health, safety and injury prevention; societal issues; materials and manufacturing; design processes; powertrains, fuels and emissions; and intelligent systems and sensors. AUTO21 is part of the federal Network of Centres of Excellence program, and its administrative centre is hosted by the University of Windsor.

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