



Auto Industry's Top Interior Designers To be Featured at The 2002 Auto Interiors Show

Leading automotive interior design engineers from Ford, GM, DaimlerChrysler, Honda and Toyota as well as top Tier One designers will be sharing their views on the importance of automotive interiors to vehicle branding, competitive positioning and in driving sales of their respective makes at the 2002 Auto Interiors Show, May 14 - 16 at the Cobo Center.

([PRWEB](#)) April 24, 2002 -- DETROIT - April 24, 2002 - Leading automotive interior design engineers from Ford, GM, DaimlerChrysler, Honda and Toyota as well as top Tier One designers will be sharing their views on the importance of automotive interiors to vehicle branding, competitive positioning and in driving sales of their respective makes at the 2002 Auto Interiors Show, May 14 - 16 at the Cobo Center.

The featured designers include Terry Duncan, design manager, product strategies, color, trim and product design, Ford Motor Co.; Jim Smithbauer, design manager, truck interiors, Ford; Peter Davis, director, advanced interiors, GM Design; Katherine Sirvio, lead designer, design, color and trim studio, GM; Ralph Gilles, director, Studio 3, DaimlerChrysler Corp.; Jeffrey Godshall, senior design manager, product design office, DaimlerChrysler; Michael Tsay, manager, auto interior design, principal designer, Honda R&D Americas; and Mike Sweers, general manager - engineering design VI, Toyota Technical Center USA, Inc.

"The vehicle interior is a collection of products - a festival of products," said Ralph Gilles. "It's a designer's nirvana."

In addition to the discussions on new materials and processes, the program will emphasize the prominent role played by in-vehicle electronics and telematics, the fastest-growing segment of the interiors marketplace. "Our conference program this year reflects the continually evolving nature of the auto interiors industry as well as key industry drivers and sectors, including design, plastics, technology, interior systems and adhesives," said Marilyn Singleton, National Sales Director.

Auto Interiors magazine, presenters of the 2002 show, has organized the 2002 conference in an all-new format to provide the opportunity to discover and discuss new ideas and network with colleagues who share similar interests. The informative conference program will stimulate thought, provoke discussion and help find solutions to problems faced by interiors professionals. Attendees can choose from four dedicated conference tracks, featuring more than 45 industry experts.

For exhibitor and attendee registration information, go to autointeriorshow.com, or phone 800-933-8735.

The Auto Interiors Show is presented by Auto Interiors magazine and produced by VNU Expositions. VNU Business Publications and VNU Expositions are subsidiaries of VNU USA, a leading publishing and information group. VNU Expositions co-produces 83 annual expositions and conferences.

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