

Management Briefing Seminars

July 31-Aug 3

Traverse City, Michigan

For the past several years, DENSO has been a proud sponsor of the CAR Management Briefing Seminar (MBS) in Traverse City, MI and once again committed our support to the annual event. CAR MBS provides a vision of where the automotive industry is headed. Everyone from executive automaker and supplier's to academic, labor, government and press representatives gather to connect on the issues impacting the industry.

Along with our sponsorship, DENSO leadership also participated with the following sessions:

MBS Panel: The North American Market - Sales and Production Footprint

- Speaker: Denise Carlson, Vice President, NAPIC Planning, NAPIC Material Engineering Groups, DENSO International America, Inc.
- Date & Time: Tuesday, August 1 ; 8am-12pm
- Overview: This panel will discuss about the impact of exogenous factors on North American sales and production trends, when the next market decline may come, and how these changes could impact the footprint of both automaker and supplier production in North America.
- Link: <http://www.cargroup.org/person/denise-carlson/>

MBS Session: Strategies for Success

- Speaker: Doug Patton, 2017 Prersident of SAE, Executive Vice President, Engineering Division, Chief Technical Officer Senior Director, DENSO International America, Inc.
- Date & Time: Thursday, August 3, 8:30am - 12pm
- Overview: This session will identity methods to create effective, strong and successful organizations, discuss if the industry can generate cash and pay dividends to make a positive return on invested capital, and discover effective strategies for the industry in dealing with Wall Street, commercial bankers and its own boards.
- Link: <http://www.cargroup.org/person/douglas-e-patton/>