



PRESS RELEASE

CPDA ANNOUNCES KEY LEADERS FROM GENERAL MOTORS AND WHIRLPOOL TO JOIN KEYNOTE SPEAKER LINE-UP FOR PLM ROAD MAP™ 2007

Stamford, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Detlef Bielohlawek, Global Director - CAD and Visualization, General Motors and Dr. Thomas Gielda, Director, Global Mechanical Structures and Systems, Whirlpool Corporation will join Dr. Durward K. Sobek and Michael Kennedy with keynote presentations at its annual PLM Road Map conference, to be held at The Inn at St. John's, Plymouth, Michigan on September 19 and 20.

In his presentation, **Globalization Challenges: Supporting the Transformation to Global Engineering with Global Information Technology**, Detlef Bielohlawek will discuss how GM transformed Product Development from a group of regional engineering centers into one global development organization. To facilitate this transformation, IT initiated a world-wide effort structured to enable global virtual engineering. Detlef Bielohlawek will describe the path taken from the communications and technical challenges experienced to the benefits that ensued. Learn more about the tools, synergies, opportunities, risks, and personal impacts that were encountered on the way.

Dr. Gielda's presentation, **Driving Simulation-Based Design in the Home Appliance Industry**, will show how simulation has become integral to the design process for the reduction of physical prototypes, the evaluation of design functional objectives, and the shaping of design decisions up front at Whirlpool Corporation. Dr. Gielda will share lessons learned in driving a major paradigm shift and will update us on progress achieved to-date following Whirlpool's recent implementation of MSC SimEnterprise™.

Now in its 14th year PLM Road Map™ 2007 is a strategic conference focused on the critical tradeoffs that shape product development. PLM Road Map™ 2007 enables attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2007 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference07.cfm.

About Detlef Bielohlawek

Detlef Bielohlawek was appointed Global Director for CAD/Visualization Development and Deployment, Global Product Development in April 2007. In this role he supports virtual engineering in all of GM's engineering centers with world-class math and visualization capabilities.

Detlef works not only with GM's user communities but also with all core system providers in order to drive system functionality and product development processes to new global levels. He reports to Terry Kline, Process Information Officer (PIO), Global Product Development. Before his current assignment, Detlef led the negotiations for the new outsourcing CAD/Visualization global service contract.

In 1977 he joined Adam Opel AG, Russelsheim, Germany as an engineer in the Plant Layout department. In 1979 through 1980 he joined GM's fellowship program and graduated from General Motors Institute, Flint, Michigan. After returning to Germany he introduced CAD/CAM systems in Manufacturing Engineering. He was part of GM CAD/CAM council which prepared the ground for GM's single core CAD/PLM strategy. Before his global assignments, he led various IT projects in GM Europe, in the end as a Chief Engineer Math Based Systems in charge of Virtual Engineering systems and processes.

Detlef holds a bachelor's degree in mechanical engineering from the University of Applied Science in Wiesbaden, Germany.

About Dr. Thomas Giolda

Dr. Thomas Giolda was named the director, Global Mechanical Structures and Systems, shortly after joining Whirlpool Corporation in February 2004. Prior to this assignment, he served as the director, Innovation and Technology, Simulation Based Design.

Giolda joined Whirlpool from Visteon Automotive Systems, a leading full service supplier that delivers consumer-driven technology solutions to automotive manufacturers. His position at Visteon was as a Distinguished Technical Fellow.

Before joining Visteon, Giolda was a senior scientist at the McDonnell Douglas Research Laboratory (MDRL). While at MDRL he developed interdisciplinary Computational Fluid Dynamics analysis codes. These codes were used extensively on the National Aerospace Plane and Single-Stage-to-Orbit (SSTO) Delta Clipper Rocket.

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration/Product Definition, and Product Value Management.

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