

The industry's  
benchmark for innovation

2009 Automotive News PACE Awards

# Application



**ERNST & YOUNG**  
Quality In Everything We Do

**TMC** Transportation  
Research  
Center Inc.

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***We invite you to join the scores of automotive suppliers who have learned from and been honored by this prestigious awards program.***

**What is the Automotive News PACE Awards program?**

Jointly presented by Ernst & Young, Transportation Research Center Inc. (TRC Inc.) and *Automotive News*, the Automotive News PACE Awards program recognizes Premier Automotive Suppliers' Contribution to Excellence. Any supplier that contributes products, materials, processes, capital equipment or services directly to the manufacture and sale of cars or trucks may apply.

**Why should your company apply?**

Finalists and winners garner national, regional, and local publicity. The Automotive News PACE Award is a significant industry credential. Winners can cite the award and display the distinctive Automotive News PACE logo in business proposals, advertising, letterheads, and business cards. Finalists and Honorable Mentions have also achieved a noteworthy level of distinction and recognition.

As an applicant, you'll be joining a prestigious group of leading companies that are playing to win – today and in the challenging global market ahead. As an applicant, too, the very process of applying can be a rewarding opportunity for thoughtful analysis and reflection on your own business and its processes, as well as how it might be improved.

**Who are the judges?**

The distinguished Automotive News PACE judges are an independent panel composed of leaders from industry, finance, research, and academia. They determine which companies will become finalists and honorable mentions. The judges then conduct site visits at finalist companies to determine which of the finalist companies will become Automotive News PACE Award winners. For a complete listing of the judges, visit [www.autonews.com/PACE](http://www.autonews.com/PACE).

**What are the judges looking for?**

The best statement on the subject of what judges look for is to be found in the judges' white paper, "PACE: What We've Learned So Far." This may be found at [www.autonews.com/PACE](http://www.autonews.com/PACE).

The judges seek concrete evidence that proposed innovations are game-changing ones that give identifiable practical benefits and competitive advantages in commerce. Innovations are most often in two broad areas, product and/or process. Distinctive types of innovations may involve engineering, manufacturing process, products, services, proprietary practices in business processes, or environmental achievements.

**When will the Automotive News PACE Awards ceremony take place?**

*Automotive News*, Ernst & Young and TRC Inc. will announce the Automotive News PACE Award winners to the world at an exciting and elegant awards ceremony on Monday, April 20, 2009, during SAE week.

**How can your company enter?**

Complete and submit the application for receipt by September 12, 2008. The application fee is \$995. Please make checks payable to Automotive News PACE Awards. Applications received after September 12, but before September 19, will be accepted, but require a \$1,500 application fee. No applications can be accepted or considered for any reason after September 19, 2008. For more information, or to request additional application materials, call (313) 446-6039, or visit [www.autonews.com/PACE](http://www.autonews.com/PACE).

# **What is the Automotive News PACE Awards Program?**

***Premier Automotive Suppliers' Contribution to Excellence - often referred to as the "Academy Award for Innovation" in the automotive industry.***

***The Automotive News PACE Awards program, established in 1994, honors automotive industry participants - suppliers - who have embraced innovation or adapted and reinvented themselves to keep abreast of the constantly rising performance bar of the OEM/customer and the rising expectations of consumers.***

***This prestigious program sets the standard for innovation and excellence and has become a significant industry credential.***

## **Confidentiality Statement and Truth of Information Release:**

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I understand that all the non-publicly available information contained herein shall be used only in connection with the 2009 Automotive News PACE Awards program and will not be publicly revealed on an individual company basis. In the event that my company is selected as an award recipient, I acknowledge that certain information may be disclosed as part of the awards program and other Automotive News PACE Awards-related publicity efforts such as, but not limited to, press releases, video recordings, photographs, and magazine and newspaper articles. I have marked any sensitive information "confidential" and understand that it will be kept strictly confidential and will be available only to the Automotive News PACE coordinators and the judges.

The information provided and calculations made herein are accurate, true, and complete, and I understand that these will be relied upon in evaluating the application.

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Signature of Applicant's Representative  
(Required for nomination to be considered)

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Title

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Date

Each year the Automotive News PACE Awards program is reviewed and improved to keep abreast of innovation occurring in the automotive supplier industry. For 2008, the Automotive News PACE Awards program, co-sponsored by Ernst & Young and TRC Inc., will focus on product, process, and service innovations, in several categories which are described below.

Applicants are encouraged to indicate the category in which they propose to enter their innovation. (You must file a separate application for *each* innovation, and each innovation may be entered only *once*.) Final assignment of your application and innovation to a category is at the discretion of the judges.

- Product** Innovations in new products or services or in new product and service development and introduction processes that have significant market impact and act as 'game changers' in the automotive industry.
- Product-Europe** As above, but innovations developed/first commercialized in Europe.
- Information Technology and Services** Applications in the IT category highlight game-changing innovations in the design and implementation of information systems solutions that enable companies to improve operational performance or delivery of services. Examples of IT innovations include applying information technology to improve product design and product development processes, linking supplier and customer supply chains, developing innovative approaches to connecting employees to company and industry information and the use of information technologies within the vehicle. Also included are innovations in service offerings. Applicants can be parts suppliers, service providers or IT companies themselves.
- Manufacturing Process and Capital Equipment** Applications in Manufacturing Process and Capital Equipment may be innovations involving game-changing processes (manufacturing or business) or innovative capital equipment that supports the automotive supply chain or manufacturing processes.
- Open** Innovations in other areas of the automotive supplier industry that cannot be classified into the categories identified above, or at the judges' discretion. H.R., sales & marketing, other examples.

- Contribution of Innovation to Environmental Sustainability** Please check here if you believe your innovation has a particularly strong and significant story to tell in terms of contributing to environmental sustainability or dealing with environmental problems. If so, please be sure to document that as you complete this application.
- Partnership and Collaboration Between OEM and Supplier in Developing the Innovation** Please check here if you believe your innovation has a particularly strong and significant story to tell in terms of partnering and collaboration with you, the supplier, by the OEM that first adopted and commercialized the innovation. If so, please be sure to document that as you complete this application.

**PLEASE fill out a separate application for EACH innovation you wish to be considered.**

**A. IDENTIFYING INFORMATION**

**1. Name of the business applying** – be specific. Give your company’s name exactly as it appears in printed materials and press releases.

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Web Site: \_\_\_\_\_

Is the business applying a:

Subsidiary \_\_\_\_\_ Division \_\_\_\_\_ Joint Venture \_\_\_\_\_ Other \_\_\_\_\_

List the names of the other related entities (such as parent company, joint venture partners, etc.) and define their relationship to the business applying:

\_\_\_\_\_  
\_\_\_\_\_

**2. Application Coordinator for Applicant:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**3. IMPORTANT:** Irrespective of the location of the Application Coordinator, or the location of the company’s corporate headquarters, **where is the originating location of the innovation?**

Where did the innovation originate? \_\_\_\_\_

Where was or is the innovation first commercialized/ in use? \_\_\_\_\_

\_\_\_\_\_

Who (what company/brand) first adopted it, commercialized it? Where and with whom did it (will it) launch *first*?

\_\_\_\_\_

\_\_\_\_\_

Based on the foregoing information, where would be the **best** place for us to go see and understand the innovation? **This information is required when application is submitted.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## B. PREVIOUS AWARDS

List any internal or external awards that have been won or received for this innovation.

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List all external awards and certifications won or received by this applying unit that you would like us to know about. Enter the month and year they were awarded.

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What patents have been issued for your innovation? What patents are pending for your innovation? What aspect(s) of your innovation is/are covered?

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Attach additional sheets as required.

## C. DESCRIPTION / DEFINITION OF THE INNOVATION

On a separate 8 1/2" x 11" sheets of paper, type:

- The name of the innovation--be specific. Give the name of your innovation exactly as it appears in printed and registration materials and press releases.
- A detailed description/definition of the innovation as requested below.

Your written description/definition MUST address EACH of the following questions by number clearly and individually:

1. What is the innovation? Please describe and define the innovation as clearly, specifically, and completely as possible.
2. Please answer (a), (b), (c), (d) and (e) in clear detail:
  - (a) Where and when did the innovation originate, how and why and under what circumstances?
  - (b) Where was it developed, and who developed it?
  - (c) Was your innovation prompted by or in response to current or future required (government) regulations? Please explain, and describe what they are and what they mandate.
  - (d) Do required regulations also involve or require specific tests or testing? Where does your innovation stand with respect to required testing, has testing been completed?
  - (e) Where would we go to see, evaluate, and understand your innovation, i.e. the **best** place to go (not necessarily the closest or corporate headquarters)?
3. What is the first commercial adoption of your innovation? Where, when, and how is it being implemented or adopted in use for the first time?

Who is the first commercial customer (i.e. OEM) for this innovation? (If a PRODUCT, what is the first date - MM/YY - for consumer availability on a production vehicle?) Be sure to provide proof or evidence of all current commercial adoptions of your innovation, and the timing.

## C. DESCRIPTION / DEFINITION OF THE INNOVATION (CONTINUED)

4. What problem did the innovation solve? What opportunity did the innovation seize? What does it allow that couldn't be done before? How is this different from what has been available or is available today? Be sure to give a full accounting of the competition or competitive framework for your innovation, as well as telling us how the innovation can be distinguished from a simple improvement over existing practices or capabilities.
5. Please identify all the competitors there are for your innovation, and explain. (Competition should be understood as both competitive companies and competitive products/processes, in other words, all alternatives. You should avoid having us find out about competitors or competitive solutions that you have not told us about or dealt with and put in perspective).
6. How important is this innovation, really, and how do we know this? What is the significance and importance of this innovation:?
  - (a) To your company?
  - (b) To your customers?
  - (c) To your competitors?
  - (d) To the automotive industry and its future?
  - (e) To consumers?

Please substantiate your answers to items 6a-e above, including the tangible, measurable changes it has brought about. Consider such factors as sales volume, profits, number of units produced, quality, cost, time, space, performance, differentiation, and any other factors relevant to its effect. Describe and substantiate the impact on the vehicle owner, the OEM customer, and the internal impact on your business.

7. For IT applicants, please answer the following questions:

1. How does the software go beyond the automation (mimicking) of current best practices?
2. How do you distinguish between the claimed benefits of the innovation itself, versus benefits that are really attributable to discipline or automation in implementation of process?
3. How broadly deployed is the software in referenced client sites? (e.g. pilot project, a single location, 100% of all desktops, etc.) What is the booked value of the referenced client transaction(s) related to this application?
4. Describe the competitive response to your innovation by other IT suppliers?

To all applicants: Provide any other information you feel we should consider in order for us to understand the innovation and its significance fully and clearly.

Sometimes a sample of the innovation, if it can be supplied, may help the judges see what you are describing in your application. If you wish to include materials such as samples, photographs, brochures, videotapes, or other representations of the innovation that are not reproducible in a normal copying machine, please provide five copies of each item.

## D. SELF-EVALUATION OF THE INNOVATION

**On separate 8 1/2" x 11" sheets of paper, type your evaluation of the nominated innovation. In your self-evaluation, please address in some detail each of the following five questions that the judges routinely consider:**

1. Is the innovation truly something that hasn't been seen before?
2. Is the innovation being accepted and adopted by customers?
3. How does this innovation change the basis of competition?
4. How does the innovation change your company's business for the better?
5. How big a story does your innovation have to tell the automotive industry, or to industry at large? How important is it, really, in the big picture?

Provide any additional information you feel is important for understanding the value, relevance, and importance of your innovation.

For further information, visit [www.autonews.com/PACE](http://www.autonews.com/PACE), or call (313) 446-6039.

**E. REFERENCES**

Be sure to include references that we can call or check easily. **IMPORTANT: This information is required when application is submitted. Please DO NOT include people from inside your own company as references.**

Provide the names, titles, and contact information for two references (reflecting the users' or customers' point of view) that the judges might call to help them evaluate the innovation. (Generally, references are called in connection with the site visit process. Occasionally, references may be called as part of the finalist selection process.)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Relationship to the business applying and the innovation: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Relationship to the business applying and the innovation: \_\_\_\_\_

\_\_\_\_\_

**If you are selected as a finalist, you will need to set up a meeting with one of your references, either in person or via telephone call, during the judges' site visit.**

## F. SALES, EARNINGS

- F1. For the most recent full year, what are your total sales? What % is automotive?
- F2. For the most recent full year, what are your earnings? What % earnings is automotive?

## SUBMITTING YOUR APPLICATION

- Complete all sections of the application and print all supporting pages.
- Sign the "Confidentiality Statement and Truth of Information Release."
- PLEASE fill out a separate application for EACH innovation you wish to be considered.**
- Please provide five copies of the application, supporting pages and additional supporting materials you would like the judges to consider (such as annual reports, brochures, videos, etc.).

**PLEASE NOTE: The deadline for receipt of applications is September 12, 2008, however applications are strongly encouraged before the deadline date. The application fee is \$995. Please make checks payable to Automotive News PACE Awards. Applications received after September 12, but before September 19, will be accepted, but require a \$1,500 application fee. No applications can be accepted or considered for any reason after September 19, 2008.**

Mail the application package to:

Jeff Sprague  
Transportation Research Center Inc.  
10820 State Route 347  
East Liberty, OH 43319-0367  
(937) 666-2011, ext. 349  
spraguj@trcpg.com

For more information on the Automotive News PACE Awards program, visit [www.autonews.com/PACE](http://www.autonews.com/PACE).

**Form of Payment** (Please check one):  Check  MasterCard  VISA  American Express

Please make checks payable to **Automotive News PACE Awards**

TOTAL PAYMENT ENCLOSED: \$ \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**The checklist below is for your convenience, but giving it careful consideration can also improve the quality of your application and thus enhance your chances of having the Automotive News PACE Awards judges view your innovation in the best possible light.**

**DID YOU...**

- Read the Judges' white paper, "PACE: What We Have Learned So Far," to understand principles and criteria the Judges routinely use? You may view it at [www.autonews.com/PACE](http://www.autonews.com/PACE).
- Send 5 copies of your application including supporting materials (annual reports, brochures, videos etc.) along with the application fee in time for receipt prior to the application deadline?
- Submit a separate application for EACH innovation that you wish to enter?
- Sign the "Confidentiality Statement and Truth of Information Release"?
- Select a category?
- Address ALL six questions fully in the course of responding to Part C, "Description/Definition of the Innovation," making sure your written description/definition tells the whole story *independent of supporting materials that you send?*
- Address all five questions fully, providing documentation as required to make your case, in the course of completing Part D, Self-Evaluation of the Innovation?
- Provide references we can contact and consult as to the commercial acceptance, importance, and quality of your innovation and your company or unit? Tell us where your innovation is to be presented if you become a finalist?
- Mark your calendar, the 2009 Automotive News PACE Awards ceremony co-sponsored by Ernst & Young and TRC Inc. will be held on **Monday, April 20, 2009.**

# Automotive News



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