

**For Immediate Release**  
**June 3, 2015**

**Windsor-Essex on the Road to Becoming a Lightweight Materials Hub**

**Windsor-Essex County, Ontario, Wednesday, June 3, 2015** - The WindsorEssex Economic Development Corporation in partnership with the Automotive Parts Supplier Association (APMA) and the Centre for Automotive Research (CAR) produced and sponsored the Lightweighting Keynote and Discussion Forum held today at the APMA 2015 Annual Conference & Exhibition underway at Caesars Windsor.

**Flavio Volpe, President, Automotive Parts Manufacturers Association (APMA)** said, "Windsor-Essex is a strong centre for emerging technologies and this partnership has demonstrated immediate results. WindsorEssex Economic Development Corporation secured **McLaren Automotive's Chief Technologist Dr. Marcello Grassi** to address our conference on lightweighting advances and we appreciate his globally relevant insight."

**Marcello Grassi, Head of Composite Strategy, Chief Technologist, McLaren Automotive** stated, "I'm excited to be in the Windsor-Essex Detroit Region which has always been the hub for automotive manufacturing. It's impressive how the region is taking a leadership role in the lightweighting sector."

**Sandra Papatello, CEO WindsorEssex Economic Development Corporation** added, "We're delighted for this opportunity to partner with APMA and CAR to present today's Lightweighting Forum and engage delegates from the automotive and industrial manufacturing sectors in discussion with our keynote speaker **Dr. Marcello Grassi** with McLaren Automotive and panelists **Matthew Marks** - American Chemistry Council Plastics Division, **David Anderson**, Steel Market Development Institute and **Jeff Bladlow** with Kaiser Aluminum and the Aluminum Transportation Group. As the region expands into a lightweight materials hub in this rapidly evolving industry we plan to hold a Lightweighting Conference right here in Windsor-Essex on an annual basis."

The 2015 APMA Annual Conference & Exhibition takes place at Caesars Windsor June 3 – 4 and is Canada's premier automotive and networking event, drawing over 400 participants including Canadian and American automotive assemblers, Tier 1 suppliers, international automotive professionals, leading automotive research experts and other automotive companies.

**MEDIA:**

MEDIA INTERVIEWS can be **arranged for 3:30 pm** (Augustus Ballroom II) following the Lightweighting Forum Panel discussion.

**Note: Dr. Marcello Grassi with McLaren Automotive** will be pleased to speak with the media about his personal prospective on industry/market/technology trends however; policy prevents him from speaking about company specific questions.

**Interview arrangements - Contact:**

Lana Drouillard, Director Marketing and Communications  
WindsorEssex Economic Development Corporation  
519 259-9600