



**LMS International North America**  
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## press release

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Troy, MI – LMS North America, leading partner in test and mechatronic simulation, is pleased to announce the keynote speakers at the **2011 LMS Americas Vehicle Conference to be held at the Dearborn Hyatt Regency Hotel in Dearborn, Michigan on the 14th and 15th of June.**

The conference will host Mr. Charlie Klein, Global Director Energy Management, Mass and Aerodynamics at General Motors, Mr. Bob Lee, Vice President, Electrified Propulsion & Advanced Powertrain Engineering at Chrysler LLC and Mr. Jan Leuridan, CTO of LMS International as Keynote speakers.

“We are greatly pleased that Mr. Charlie Klein and Mr. Bob Lee will present their visionary approach to the eco- and brand value engineering challenges in the automotive sector.” commented Mr. Marc Boonen, President – LMS Americas. “Our aim is to provide a meeting place for the automotive and ground vehicle community to exchange ideas and find ways to respond to the current challenges in the industry.”

LMS is also happy to announce our lunch-time guest speaker for this year’s conference will be Mr. John McElroy. Mr. McElroy is the host of “Autoline Detroit,” an Emmy Award-winning TV program, and is heard daily on “Automotive Insight” segments on WWJ Newsradio 950, the CBS affiliate in Detroit. John is well known in the Automotive Industry and his experience and unique global perspective will make for a valuable presentation at the Keynote lunch on the 14th.

The afternoon will have two management panel sessions with industry leaders:  
Model Based Systems Engineering (MBSE) – A product development enabler for attaining performance and quality targets, and Vehicle Engineering – Delivering best-in-class vehicle performance and driving experiences through superior systems engineering

The Second day of the conference will host leading engineering application cases presented by our customers and other experts on the use of LMS solutions and technology to solve their engineering needs. These presentations will be categorized into three tracks covering physical testing, virtual simulation and model-based systems engineering providing a view on our customer’s engineering and technology successes.

This **FREE** two-day conference is the ideal venue to discover real-life business applications and the latest technological evolutions presented by leading industry experts, and to experience test and mechatronic simulation solutions from LMS and its partners. The conference will bring together engineering executives, senior managers, and technical experts who will share strategies that illustrate how simulation supported by continuous progress in physical testing has helped them optimize their products and product development processes.



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**The following companies have already confirmed their participation:** General Motors, Chrysler LLC, Ford Motor Company, LG-CPI, International Automotive Components (IAC), Maruti Udyog (India), UofM Automotive Research Center (ARC), National Renewable Energy Laboratory (NREL) among others.

**Learn more and register for NO COST at:**

<http://www.lmsintl.com/lmsconferences/americas>

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