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**FIRST KEYNOTE SPEAKER ANNOUNCED FOR SPE® ACCE 2018 – AUTOMOTIVE
COMPOSITES CONFERENCE & EXPO**

**John Viera – Global Director,
Sustainability and Vehicle Environmental Matters for Ford Motor Co.**

Troy, (DETROIT) MICH. – The SPE Automotive Composites Conference (ACCE) team is announcing the first keynote speaker for their 18th annual event September 5 - 7, 2018 at the Suburban Collection Showplace in Novi, Mich. in the Detroit suburbs. John Viera, global director, Sustainability and Vehicle Environmental Matters at Ford Motor Co. will present a keynote entitled “Sustainable Manufacturing at Ford and How Composites Can Help to Address Industry Challenges.” The presentation will outline the future of sustainable manufacturing at Ford, including powertrain, water and energy strategies. John will also highlight how composites will play an important role in Ford’s commitment to advancing sustainable technologies, including the development of hybrid cellulose composites with International Paper and Celanese. The presentation will include excerpts from Ford Motor Company’s 2016-17 Sustainability Report. “Composites are playing an important role helping us to reduce vehicle weight and increase fuel efficiency,” notes Viera. “As our industry moves toward greater sustainability in manufacturing, composites technologies will continue to support this effort and by addressing challenges – including recyclability of materials - will result in even greater opportunities,” added Viera.

In addition to keynote presentations, The ACCE features approximately 80 technical presentations, three roundtable discussions, and over 100 sponsors with close to 80 exhibits highlighting advances in materials, processes, and equipment for both thermoset and thermoplastic composites in a wide variety of transportation applications. Networking breakfasts, lunches and receptions enhance the value of the event that attracts over 900 attendees worldwide. The Automotive and Composites Division of the Society of Plastics Engineers (SPE®) jointly produce the ACCE to educate the automotive industry about the benefits of composites in automotive applications.

“Composites – Driving Innovation,” is the theme for this year’s event reflecting the growing interest automotive OEMs have in the latest composites technologies. The 2018 ACCE is co-chaired by Dr. Alper Kiziltas, Lead Research Scientist, Ford Motor Company and SPE Automotive Div. Vice-Chair & Education Committee Chair and Matthew E. Carroll, Materials Engineering, General Motors Company and SPE Automotive Div. Chair. “I am looking forward to continuing the growth of ACCE and growing applications for composites as a sustainable technology,” noted Dr. Kiziltas. “Composites are an ideal material for lightweighting, which helps us to meet challenging emissions and fuel-economy standards by eliminating mass,” noted Carroll.

The technical program includes approximately 80 paper presentations (30 min. ea.) organized into the following categories: Advances in Thermoplastics Composites; Virtual Prototyping & Testing; Bonding, Joining & Finishing; Sustainable Composites; Opportunities & Challenges with Carbon Composites; Advances in Reinforcement Technologies; Nanocomposites; Enabling Technologies; Additive Manufacturing & 3D Printing and Advances In Thermoset Composites. The mission of SPE is to promote scientific and engineering knowledge relating to plastics worldwide and to educate industry, academia, and the public about these advances. SPE’s Automotive Division is active in educating, promoting, recognizing, and communicating technical accomplishments in all phases of plastics and plastic-based composite developments in the global transportation industry. Topic areas include applications, materials, processing, equipment, tooling, design, and development. For more information see www.speautomotive.com. For more information on the **Society of Plastics Engineers**, see www.4spe.org.

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Troy, (DETROIT) MICH. –John Viera, Global Director, Sustainability and Vehicle Environmental Matters at Ford Motor Co. will present a keynote titled “Composites Benefitting Sustainable Manufacturing at Ford and Industry Challenges” at this year’s SPE Automotive Composites Conference & Expo (ACCE) September 5 - 7, 2018 at the Suburban Collection Showplace in Novi, Mich. in the Detroit suburbs. John Viera is the Global Director, Sustainability & Vehicle Environmental Matters at Ford Motor Company, a position he has held since January, 2007. Mr. Viera is responsible for developing global sustainable business plans and policies, leading the Company’s environmental negotiating efforts with global regulatory bodies, reporting externally on the Company’s environmental and social performance, and leading the Company’s engagement and partnerships with non-government organizations (NGOs) and other external stakeholders.

Viera has held several positions within Ford Motor Company during his 34 year tenure before being named to his current position. For the first thirteen years of his career, he worked in the company’s Truck Division with responsibilities that included leading the Company efforts in the development of its first natural gas-fueled trucks and leading the Company’s Global Truck Computer Aided Design organization.

In 1997, Viera was appointed Manager, Plant Engineering Vehicle Team, Explorer and Mountaineer programs. Located in Louisville, Kentucky, Viera was responsible for all on-site engineering personnel for Explorer plants in Louisville, St. Louis, and Valencia, Venezuela. He returned to Michigan in 1999 as Chief Engineer for the Ranger Pickup and Electric Ranger. In 2002, Viera took on the Company’s mid-term cost reduction initiative, building a team which delivered \$1.2 billion of savings in eighteen months, beating his assigned target by over a year. In 2003, Viera became Chief Engineer for the

Expedition and Navigator Full Size SUVs, with complete responsibility for current and future model programs.

Mr. Viera currently serves as the Co-Chair of the Erb Strategic Advisory Board at the University of Michigan, the Advisory Board for the Graham Institute of Environmental Sustainability at the University of Michigan, the Advisory Board of CALSTART, the Advisory Board of Sustainable Brands, and the Steering Committee for UC Davis' Asilomar Biennial Conference. Mr. Viera has recently served on the Advisory Board at Georgia Tech in Atlanta, the Energy Advisory Committee at the Museum of Science and Industry in Chicago, and the Department of Homeland Security's Sustainability and Efficiency Task Force in Washington D.C. Viera is also an Executive Member of the Ford African Ancestry Network (FAAN), with a focus on mentoring and counseling. A native of Chicago, Viera attended the University of Michigan, receiving his Bachelor of Science degree in Mechanical Engineering in 1984 as well as a Master of Business Administration degree in 1992.