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**For Immediate Release**

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## **EASi recognized for its contributions in developing award winning innovative automotive interiors products**

Madison Heights, MI, USA – Dec 04, 2008 – The Automotive division of the Society of Plastics Engineers (SPE) International held its 38th SPE<sup>®</sup> Automotive Innovations Awards Gala on Nov 20<sup>th</sup> in Livonia, Michigan. This is the world's oldest and largest recognition event of its type in the automotive and plastics industry. The products recognized were truly "First-Time Ever Implemented" that resulted in trademarked vehicle options; process, design and material patents; and licensed rights of practices.

EASi was the Engineering and Design partner to Ford for all three of its floor consoles nominated for the innovations award in the Body Interiors category – Integrated Refrigerator/ Rear Floor Console on 2009MY Ford<sup>®</sup> Flex<sup>™</sup> CUV, All-Plastic Integrated Floor Shifter/ Front Console on 2009MY Ford<sup>®</sup> Flex<sup>™</sup> CUV, and Open-Face Floor Console with Flexible Storage 2008MY Ford<sup>®</sup> Escape<sup>®</sup> SUV.



The All-Plastic Integrated Floor Shifter/ Front console on 2009MY Ford<sup>®</sup> Flex<sup>™</sup> CUV won the Body Interiors Innovations award. This modular floor console and shifter assembly uses an all plastic (recycled, injection-molded SMA) structure to support a floor based shifter and eliminate use of metal bracketary previously used to secure the shifter to the vehicle floor plan. The integrated system simplifies online assembly and improves package space, thus improving stowage and craftsmanship. It also reduces cost (\$7 USD plus assembly labor) and weight (5 lb / 2.3 kg) vs. earlier designs.

Marcy Fisher, Director Interiors Ford Motor Company, received the Award on behalf of the team and thanked all the people in the team for there contribution. She made a special mention of EASi's contribution in developing this innovative product.

"On these consoles, EASi drove the design through CAE. One of the main criteria for the nominations is an all plastic innovative design meeting stringent packaging, functional, performance and cost targets. EASi developed innovative CAE methods and processes to achieve these targets." explained EASi's Engineering Manager, Mr. Ravi Raju Chilukuri.

### **About EASi**

Founded in 1981, EASi is a global engineering firm that services the US, UK, Germany, Japan and India markets. We are a trusted global engineering partner to our customers. We enable our customers realize varied benefits of globalization using our global engineering expertise, best-in-class recruiting capabilities and knowledge management framework. For more information visit <http://www.easi.com> or send an email to [info@easi.com](mailto:info@easi.com).

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