



For Immediate Release

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Mahendra Kapadia (“Max”) joins EASi’s executive team



Mahendra (“Max”) Kapadia

Madison Heights, Michigan, India – June 12, 2008 – Mahendra (“Max”) Kapadia joins EASi from Ford Motor Company where his career spanned 35 years of automobile product development, culminating in his leadership of several large (in excess of \$ 1 billion) and niche vehicle programs from concept-to-customer.

As part of EASi’s executive leadership team, Max will drive EASi’s comprehensive end-to-end product engineering service offerings to domestic and international emerging markets including niche vehicle programs. He will also assist clients in building agile product development teams to deliver high quality at low cost.

As Director of vehicle programs, Max led large cross-functional development teams at Ford. He was also responsible for worldwide proving grounds in eight global locations. Max brings significant vehicle and program experience to EASi, helping clients with their product development strategies and implementation in such areas as:

- Concept-to-customer program execution
- Global low cost vehicle product development
- Product and Business Planning – Customer insight
- Program Management and Vehicle integration
- Quality, Manufacturing planning and vehicle launch
- Global supplier development and total cost management

He holds Masters Degrees in Engineering and Business Administration and has won several business and technical leadership awards for his contributions at Ford Motor Company.

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.

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