



Leading The Cylinder Liner Industry
ZYNP



The logo for the SAE 2012 Commercial Vehicle Engineering Congress. It features a stylized truck grille on the left. The text reads: "SAE 2012 COMMERCIAL VEHICLE ENGINEERING CONGRESS", "ON-HIGHWAY • OFF-HIGHWAY • DEFENSE", "October 2-3, 2012", "Donald E. Stephens Convention Center", "Rosemont, Illinois USA", and "Total Vehicle Integration". A white box on the right contains "SAE International" and "www.sae.org/comvec", with "Executive Leadership Provided by: NAVISTAR" below it.



**ZYNP Sponsorship Strategy at the Society of Engineers (SAE)
Commercial Vehicle Engineering (COMVEC) Conference
Donald E. Stephens Convention Center
Rosemont, Illinois
October 1-3, 2012**

October 12, 2012



Silver Sponsor – Panel Sponsorship

Panel executives



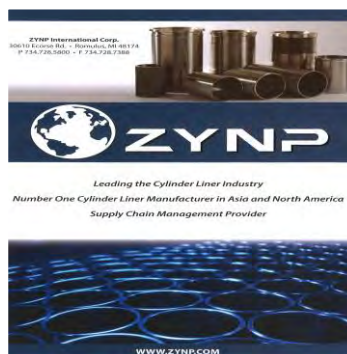
Panel signage



Monitor outside room



Company brochure



- SAE COMVEC 2012 was executive sponsored by Navistar, for whom ZYNP is a single source supplier
- Sponsored executive panel on integrated vehicle engineering, which featured high-level industry executives: *Denny Mooney, vice president, global product development, Navistar; Chris Myers, global director, tractor platform engineering, Deere & Company; Tana Utley, vice president, product development & global technology division and chief technology officer, Caterpillar; and Tom Stover, vice president, Eaton.*
- Signage highlighted ZYNP as a Silver Sponsor of this panel
- Monitor outside of panel room played company overview presentation
- Moderator recognized ZYNP from the podium
- ZYNP placed company brochures at each seat, total 500 seats



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Conference Exhibit



Leslie Santos, program development manager, ZYNP (left) and Jennifer McCale, supply chain leader, ZYNP (right) staff the ZYNP exhibit booth on the show floor.



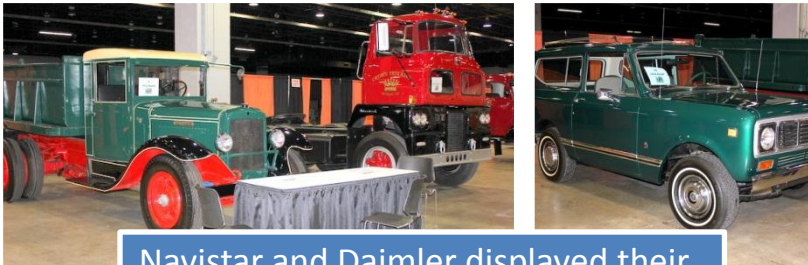
Dr. Yang, chief metallurgist, ZYNP, discusses ZYNP cylinder liners with Navistar engineers.



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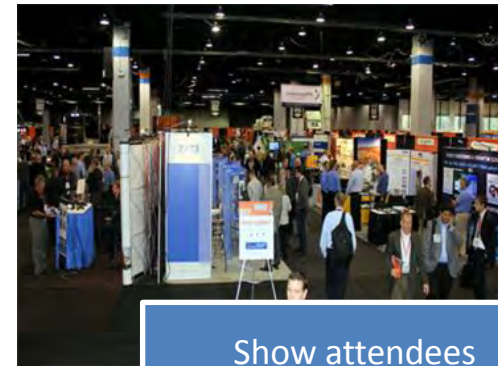
Show Attractions



Navistar and Daimler displayed their trucks, including vintage models.



Cummins exhibited its selective catalytic reduction (SCR) system.



Show attendees



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Summary/Looking Forward

- SAE COMVEC 2012 attracted 1,250 attendees and featured 90 exhibitors
- ZYNP increased its visibility with the industry and customers through the panel sponsorship and exhibit
- ZYNP will investigate other exhibiting and sponsorship opportunities