NHTSA Administrator Dr. Mark Rosekind to Keynote AIAG Quality Summit in September 2015

SOUTHFIELD, Mich., May 6, 2015 — AIAG — a not-for-profit, member-supported organization that works collaboratively with automotive manufacturing companies, suppliers, and service providers to help them develop common solutions to industry pain points — has announced that Dr. Mark Rosekind, administrator of the National Highway Traffic Safety Administration (NHTSA), will be the keynote speaker for the 2015 AIAG Quality Summit on September 22-23, 2015.

As NHTSA's administrator, Dr. Rosekind is a passionate safety professional dedicated to enhancing transportation safety for the traveling public. In his role, Dr. Rosekind has pursued NHTSA's core safety mission of saving lives, preventing injuries, and reducing crashes through all of the tools at NHTSA’s disposal — including law enforcement, public awareness campaigns, support of technical innovation, and research into human behavior.

The theme of the 2015 Quality Summit is “Quality and the Consumer Experience.” Given the growing complexity of contemporary vehicle designs, it is imperative that OEMs and their suppliers’ product design teams work more intimately in the development, validation, and launch of new products that will not only meet or exceed performance and safety expectations, but also actually delight an increasingly discriminating consumer.

This year’s Quality Summit will highlight the industry's current best practices and showcase emerging engineering and quality processes, methods, and tools that have the capability to increase the durability, reliability, and safety of new parts, systems, and vehicles.

“Dr. Rosekind’s participation in this year’s Quality Summit reaffirms the focus that AIAG and the industry are putting on designing in and building in quality and safety for our new products”, says AIAG director of quality programs, Scott Gray. Recently, Dr. Rosekind traveled to Detroit for a series of meetings with executives from General Motors, Ford Motor Company, and Fiat Chrysler Automobiles to discuss his agency’s safety expectations.

“The AIAG Quality Summit will provide Dr. Rosekind with a unique opportunity to connect directly with the technical professionals responsible for developing, validating and launching new automotive components, assemblies, systems, and vehicles,” says Gray. “We expect Dr. Rosekind will challenge the current development and validation practices and provide insights to NHTSA’s expectations for more robust quality, reliability, and safety assurance practices for the industry. We look very much forward to an open and honest dialogue and moving forward together.”

To learn more about the other speakers and sessions at the 2015 AIAG Quality Summit and get updates on keynote presentations, please visit http://bit.ly/2015aiagQualitySummit.
About AIAG

The Automotive Industry Action Group is a unique, not-for-profit organization where OEMs, suppliers, service providers, government entities, and individuals in academia have worked collaboratively for more than 30 years to drive down costs and complexity from the supply chain. AIAG membership includes preeminent manufacturers and many of their parts suppliers and service providers. For more information, visit www.aiag.org.