



Executive Insights in the Automotive Industry – Seventh Annual Automotive Breakfast Share Forum

Gary Silberg, National Automotive Sector Leader, KPMG LLP

KPMG LLP is a proud sponsor of the North American International Auto Show (NAIAS). Keeping with its tradition as an industry leader, KPMG's Automotive Practice once again hosted a series of industry share forums during Preview Week. The four KPMG-sponsored share forums were attended by more than 500 industry executives.

The Executive Insights in the Automotive Industry Share Forum on January 10, 2012 had a strong turnout and was a tremendous success. The event featured three speakers: Gary Silberg, National Automotive Sector Leader, KPMG LLP, Ludwig Willisch, President and CEO of BMW of North America LLC, and Richard Wallace, Director, Transportation Systems Analysis at the Center for Automotive Research. Following are some of the highlights:

Gary Silberg, started the meeting with an overview of the global auto industry and emphasized some of the key results from *KPMG's 2012 Global Automotive Executive Survey*. He discussed the concept of low probability, high impact events, like the recent financial crisis, and the possible effects of these events on the auto industry. He also discussed growth opportunities, the intensity of competition, and potential future technology that could be an industry game changer.

Ludwig Willisch discussed BMW's success in North America. He spoke about how BMW became the top luxury vehicle in the U.S. in 2011 and how the company has been recognized as a top exporter of cars made in the U.S. Mr. Willisch also shared BMW's brand strategy with the audience and noted that he and the company are upbeat about its future as a premium brand.

Richard Wallace provided an overview of technology and the future of the industry. He talked about the growth in vehicle communications and connectivity, and the possibility of a growing market for related aftermarket products. Mr. Wallace discussed how automakers, aftermarket suppliers, and telecommunications companies, among others, will all have a role to play in this development.

The event also featured a lively panel discussion with the three speakers on current and emerging trends and challenges in the industry.

Thank you for making this year's event a success. We look forward to seeing you in 2013.

For more information on the share forums or KPMG's Automotive Practice, please contact me at gsilberg@kpmg.com or at 312-665-1916.

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