

## KPMG's 2012 Share Forum Series at the Los Angeles Automotive Show

General Automotive Industry Outlook/  
Self Driving Cars – Wednesday, November 28

### John W. Mendel

Executive Vice President, Automobile Sales  
American Honda Motor Co., Inc.

John W. Mendel is executive vice president of American Honda Motor Co., Inc., heading up both Honda and Acura Automobile Sales Divisions. Mendel is responsible for U.S. sales activities of the Honda and Acura Divisions as well as Acura Parts and Service field operations. In addition, he oversees Honda and Acura market representation, customer marketing, dealer business management, and product and sales information.

Previously, Mendel was executive vice president, Automobile Operations of American Honda Motor Co., Inc. and was responsible for product planning, advertising, marketing, public relations and distribution for both Honda and Acura Automobile Divisions.

Mendel joined American Honda in December 2004, and was promoted to executive vice president in 2007. Prior to joining American Honda, Mendel served as executive vice president and chief operating officer for Mazda North American Operations. He began his career with Ford Motor Company's U.S. operations in 1976 and held numerous sales and marketing positions within Ford, Lincoln Mercury and Ford Customer Service. Mendel also served as director of marketing with Ford of Britain from 1999 to 2002 before joining the leadership team at Mazda.

Mendel holds undergraduate degrees in business and economics and a master of business administration from Duke University.

### Richard Wallace

Director, Transportation Systems Analysis  
Center for Automotive Research

Richard Wallace, M.S., serves as director, Transportation Systems Analysis group within the Center for Automotive Research (CAR). He has more than 20 years experience designing, conducting, and managing transportation projects and research. Mr. Wallace serves as principal investigator for CAR's connected vehicle efforts for the Michigan Department of Transportation, CAR's work on a U.S. Department of Transportation Research and Innovative Technology (RITA) project to apply remote sensing to bridge-health monitoring, and CAR's components of a mobile computing project for the U.S. Army's Tank Automotive Research, Development and Engineering Center. Previously for RITA, he led CAR's portion of a multi-organizational team to apply GPS, GIS, and geo-fencing to analyze truck activity at international border crossings. In addition, he led CAR's connected vehicle-related projects for DENSO, the Michigan International Speedway, and the Specialty Equipment Market Association.

Earlier in his career, Mr. Wallace spent several years working as a researcher at the University of Michigan Transportation Research Institute (UMTRI) and several more at the UM Intelligent Transportation Systems Laboratory. At the University of Michigan, his work focused on the evaluation of several intelligent transportation systems (ITS) field tests in the State of Michigan.

Mr. Wallace holds an M.S. in technology and science policy from the Georgia Institute of Technology and a B.S. in chemical engineering from Northwestern University. He is a Ph.D. candidate in urban and regional planning at the University of Michigan. Currently, he is Vice President and a member of the Board of Directors of the Intelligent Transportation Society of Michigan.



## Gary Silberg

National Automotive Leader  
KPMG LLP

Gary Silberg is the Firm's National Sector Lead Partner for the Automotive Industry, as well as the Global Lead Partner for Delphi Corporation and Ford Motor Company. Gary has 20+ years of business experience, including over 12 years in the automotive industry.

Gary has advised numerous domestic and multinational companies in areas of mergers, acquisitions, divestitures and joint ventures. His specific focus includes helping clients identify and evaluate investment and acquisition strategies, exit strategies, separation planning, and synergy analyses.

He has worked on some of the most complex and strategic transactions in the industry. In particular, Gary has worked as an advisor to Ford Motor Company on its three most recent divestitures: Aston Martin, Jaguar and Land Rover, and its Volvo divestiture. In addition, he has interfaced and has gained extensive knowledge of the eventual purchasers of those businesses, including Tata Motors, Geely Automotive, and the various other confidential bidders. Mr. Silberg has also advised Chrysler Corporation as part of its transaction with Fiat. He also has extensive knowledge and experience working with tier 1 automotive suppliers.

Prior to joining the firm he worked at a \$25 billion industrial control and automation company where he worked three years in Paris, France as a management controller and two years as a regional financial director in Hong Kong. Gary is fluent in French and speaks basic level Chinese (Mandarin).

Gary has authored the KPMG publications: Self Driving Cars: The Next Revolution; The Transformation of the Automotive Industry: The Environmental Regulation Effect, Alternative Fuels: Investment Outlook for the Automotive Industry, and Private Equity in the Automotive industry. He is a speaker and chair of the yearly Automotive Share Forum, conducted in parallel with the North American International Auto Show in Detroit and Los Angeles. Gary also often provides media commentary on global trends in the automotive industry, including several guest appearances on CNBC Squawk Box – Other news media interviews include Reuters, Forbes, CNN Money, Outlook Business of India, China Auto and Yomiuri Shimbun of Japan.

Gary received a master of business administration with honors from University of Chicago's Graduate School of Business (Economics and Finance) and a bachelor of science, Accountancy from the University of Missouri-Columbia.