

NEWS & VIEWS



A PUBLICATION OF THE EQUIPMENT AND TOOL INSTITUTE
WINTER 2009

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As we look back on 2008, we can all likely agree that we have never seen anything like it. As the saying goes, we certainly live in interesting times – and challenging as well.

There is little doubt that our industry and some of the markets we serve will see some significant changes over the next few months and years. ETI's strong relationship with the vehicle manufacturers will serve all of our members well in not only continuing to facilitate the open exchange of information with the OEM's, but to represent your best interest when it comes to the impact of some of the changes that are bound to come.

During this time of change, your ETI Staff and Board of Directors continue to stay focused on the projects and services that we outlined at ToolTech. The TEK-NET Library project is continuing to develop into a powerful tool. As Charlie Gorman outlined in April, ETI has negotiated an agreement with Chrysler for the distribution of datastream information along with language we feel our members can agree with for the individual member licensing of that information. This should make the information access much smoother for all parties.

Japan Tech Week 2008 was very successful. The 24 ETI Members who attended found an expanded program with 10 Japanese vehicle manufacturers that provided our most open and information-packed trip to Japan since we started this program more than 20 years ago. As a follow up to Japan Tech Week, the latest data for the Japanese vehicle manufacturers is posted in the TEK-NET Library on the ETI website.

During the first quarter of 2009, your Marketing team is embarking on a new service designed to provide our members with valuable market information. Periodically we will be conducting independent market research projects on topics in which our members have expressed a high degree of interest. The first project is based on the growing need for information about vehicle control module reprogramming (J2534 standard). Our objective is to provide a comprehensive report that will serve as sound basis for product development, sales and marketing and technical support decisions. We plan to have the results of this first study available by Mid-March. ETI will use this research to help all segments of the automotive industry provide aftermarket shops with better flash reprogramming solutions. Other marketing research will follow. The specifics of each research project will be organized to correspond with ETI's vertical groups. They are: Collision Repair, Underhood Technology, Under Car, and Shop Management and Information Software.

Planning for Tool Tech 2009 in San Antonio is well under way. I urge you to support ETI and register now for ToolTech and to participate in our all-important Annual Meeting. You will not want to miss the opportunity to interface and network with all of our partners and discover new prospects that our changing market is going to present.

Best wishes for a successful 2009.



DAVID SCHAAR

DAVID SCHAAR
PRESIDENT



Tim Lael

Vehicle Testing/Database Analyst - Hunter Engineering

1. How long have you been in the industry?

I've been in the automotive industry in one form or another for around 15 years. I started out as a line technician at a multi line dealership in Springfield, Illinois. Even before that though, I was into cars and mechanical things in general from an early age. I started restoring my first vehicle (a 1966 Bronco) when I was 13 so it would be ready for me to drive when I turned 16.

2. What's new at your company?

We've made some new additions to our product line-up over the last year or so that include our new Auto34 tire changer, the new GSP9600HD Heavy-Duty wheel balancer, and HawkEye™ high-definition digital imaging alignment that allows for reduced bay depth. New and emerging technologies seem to take care of the 'what's new' category with Hunter. We're always adapting to make service easier for the technicians.

3. When and why did you join ETI?

I joined by default when I started with hunter in 2003. Hunter has been a member of ETI long before I was around. The reason seems pretty simple to me. We manufacture tools and equipment for the automotive service industry and ETI provides an excellent environment to establish relationships with OEMs and obtain the information to stay ahead in the game.

4. What are some of the benefits of ETI to you and your company?

Well, the most obvious benefit is the ability to communicate directly with the OEMs and obtain information regarding the tools and service of new models before they hit the streets. There are also hidden benefits that most don't recognize right away. The networking opportunities are numerous at ETI events and sometimes knowing the 'right' person is the key to success. ETI provides the opportunity to get to know many 'right' people.

5. If they were making a movie of your life, what would it be called and which actor would play you?

"Don't Try This At Home" starring Adam Sandler or Will Ferrell.

6. What kind of music do you like? Who are your favorite artists?

I like nearly any genre of music. My favorites would have to be '70s rock and Grunge. Anyone who was on the bus to Subaru in Japan got to listen to The Star Spangled Banner (Jimi Hendrix) on the way back to Tokyo..... Sorry... I had no idea my iPod was up that loud! Favorite Artists? Pearl Jam, DMB, Primus, Led Zeppelin, Pink Floyd.....

7. What hobbies do you enjoy?

Man, thinking of these makes me realize I have the hobbies of an old guy..... Collecting and smoking cigars, working in the yard, home improvement projects, and just hanging out with the family are my favorite ways to pass time. A couple of other things I like but don't enjoy as often are hiking and snow skiing (both are best done in Colorado). I used to be a very avid, competitive soccer player, but I'm too old for that now!



TIM LAEL

8. What is your favorite place to relax and unwind?

That just depends what time of year it is.... Winter time finds me relaxing on a beach in Florida or Mexico, Summer in the mountains of Colorado, Spring or Fall I can be found on my back deck (usually listening to a Cardinals game on the outdoor speakers). And, you cannot relax without a cigar and a drink!

9. What are the 5 things you can't live without?

In no particular order.....my family, my dog, the Internet, a good cigar, Baseball & Football season.

10. What do you like best about your job?

My department. I've worked a few different places and have come to realize that the people you work with every day influence a lot in your life, not just work.

11. In your opinion, what is the biggest issue or challenge facing the industry today?

Emerging automotive technologies. Let's face it, service is nothing like it used to be. It seems that everything on a vehicle is influenced by some sort of emerging technology. TPMS, Adaptive Lighting, Radar Cruise, Parking Guidance Systems..... On and on. You cannot even change a tire any more without some kind of knowledge of this stuff.

12. Give us some words of wisdom... What is your favorite quote or saying?

Words of wisdom? I bet the Detroit Lions have a better record next year than they did this year!



The Equipment & Tool Institute invites you to participate in ToolTech 2009



Event: ToolTech 2009 presented by ETI
Date: Tuesday April 28 – Thursday April 30, 2009
Location: Westin Riverwalk, San Antonio, Texas

The Equipment and Tool Institute's ToolTech conference is an unparalleled opportunity industry professionals to network and meet with OEMs, tool and equipment companies, national chain stores, large suppliers, dealer groups, distributors, manufacturer reps, and many other industry leaders.



There is no other forum offered like this for our segment of the industry and attendance is advantageous whether you are a purchaser of tools and equipment, an OEM, a retail service provider, a fleet representative, distributor, or manufacturer, company showcase exhibitor, or there to take advantage of the unique networking opportunities to meet and greet executives from throughout the automotive industry.

ETI Member Opportunities at ToolTech:

- Promote themselves, their capabilities, their products, and to interface with industry insiders that make, sell, represent or buy automotive tools and equipment.
- Network with industry peers.
- Meet potential customers and potential product providers.
- Confer with customers.
- Convene in structured, private one-on-one meetings.
- Gain valuable insights from presentations by industry leaders.
- Cost effective/ high value way to meet with many OEM's and customers in one venue.



OEM Opportunities at ToolTech:

- Discuss new technologies that may affect the aftermarket tool and equipment industry.
- Discover new products, technologies, and services from potential new suppliers.
- Provide direction to the equipment manufacturers on current and future OEM needs.
- Gain valuable insights from the scheduled presentations
- Gain valuable insights from presentations by industry leaders.
- Meet OEM Counterparts.





TOOLTECH 2009

ToolTech 2009 Schedule

Tuesday April 28

11:00am - 5:00pm	Registration Desk Open
8:30am - 1:00pm	ETI Tee Time Golf Tournament
1:00pm - 4:00pm	Booth Move In
5:00pm - 7:00pm	Welcome Reception

Wednesday April 29

8:00am - 9:00am	Registration Desk Open
8:00am - 9:00am	Showcase Open
9:00am - 10:30am	ETI Annual Meeting
10:45am - 11:30am	Brett Smith, Assistant Director, Manufacturing, Engineering and Technology The Center for Automotive Research
11:30am - 12:45pm	Showcase Open
11:45am - 12:45pm	Lunch
1:00pm - 5:35pm	One-on-One's
7:00pm	Past President's Dinner, by invitation only

Thursday April 30

8:00am - 9:40am	One-on-One's
9:45am - 10:15am	Ron Ananian, The Car Doctor WOR Radio Network
10:30am - 11:45am	Panel Discussion
11:45am - 12:45pm	Lunch
11:45am - 12:45pm	Showcase Open
1:00pm - 4:00pm	Booth Move Out
1:00pm - 5:35pm	One-on-One's
6:30pm - 9:00pm	Closing Banquet





24 ETI members participated in Japan Tech Week 2008 in Hamamatsu and Tokyo. Besides meeting with the Japanese Automakers, ETI members also visited Hamamatsu Castle, Enjoyed a Shoin-Tei Tea Ceremony, toured the Tenjingura Sake Brewery, and took in Hamamatsu Festival Hall. The ETI internal meeting included a review of the week's schedule, NASTF agreements, the ETI library, an SAE-ISO update, and a review of the White papers for Service Information and Collision discussing the licensing aspects.

Mitsubishi Motor Corporation

Mitsubishi presented primarily on the EVO (Evolution) –Lancer. The key points they presented were the vehicle's body and chassis, having tested it at 180KM/H in a wind tunnel. Other key features were: longer WB, Torsional rigidity increased by 40%, it uses both more bracing as well as increased number of welds. The engine, the 4B11 IC/TC, is a turbocharged intercooled I-4 displacing 2.0L and uses MIVVT technology (VVT) along with a new turbo from Mitsubishi Heavy Industries. The battery is located in the trunk.

The body structure uses RISE (Reinforced Impact Safety Evolution). It also has some aluminum panels. Outer body is mild steel and many inner panels use UHSS. Plug welding is used for body repair. Roof panel repair uses adhesive (3M 8115) and 50 self-piercing rivets. Sealer is used over the rivets.

Mitsubishi presented a scan tool update which highlighted their various vehicles CAN applications which use the ETACS module as its gateway. ETACS also uses LIN bus. The TCM has variant coding. Also of interest was the transfer of timing chain maintenance requirements. The MIL can come on when the value changes by 0.6% and if you change the ECU a new ECU transfer function must be used. The Active Skid Control (ASC) also has a new RE-Learn function for calibration purposes.

Mazda

We were shown a number of videos depicting highlights of the Mazda6. Service Information included BSM (Blind Spot Monitoring System), TPMS, ABS, IBF, and D-Stability requires a SI process and the use of the scantool to accomplish and is performed for each module separately.

Scan Tools Services presentations included PMI – restore function a block of data from the As-Built Server (Ford) that is also used by Mazda dealers – pull the data down and put into the replacement module, PATS, and ABS brake bleed. Mazda stated there are no plans to use ODX but they do use MDX – from Ford using ISO 14229.

Toyota

Toyota stated the FBE (code) engine package is a Flex-Fuel Vehicle or FFV. The standard 5.7L engine uses code FE. Also, there is a new Mode 21 released.

Toyota scan tool information included information on the 4.1 Tech-stream release in February 2009. There is a new Mode 21 released. Mode \$21 contains both CARB regulated and Toyota specific PIDs. The first vehicle applied to is the '09 RAV 4, and other vehicles received gradual implementation. According to Toyota, most MY10 vehicles will have the readjusted PID data.

Slides and an explanation of Toyota's Telematics link were shown. Mounted in the vehicle is the "Mayday ECU" which connects the various pieces of the system.



Licensing of Collision Repair data is expected with details in a formal announcement planned for first quarter of 2009.

Toyota is an active participant to J2534 device builders. They use Excel to exchange data. Note that builders will need to add AC termination to their devices by 2011 (per ISO 15765-4) as TMC is going to 16 nodes, up from the current 14 (AC termination is required to cut a reflection signal on the CAN bus into the CAN interface of the external tool.).

Suzuki

Suzuki gave 4 Presentations that revolved around the new MY2009 Grand Vitara. 1) J24B – DOHC Engine displaces 2.4L. This engine uses bucket tappets that are manually adjusted. Other features include VVT on the intake, balance shafts, select fit rod and main bearings.

2) TRANSFER CASE – The presentation starts out at a high level, provides some review of MY2008 and requires changes to accommodate ESP. The presentation then discussed operation, dos and don'ts, and warning light functions. 3) HILL HOLD / HILL DESCENT CONTROL SYSTEM – Participants were provided an overview with general operation and diagnosis of this new system. 4) SCAN TOOL – Suzuki responds to the Scan Tool group requests for information. Review presentation for more details but highlight is CAN for the Vitara. There are no new Entertainment systems and they do not use Telematics.

Suzuki allowed us to tour their Museum, which was not yet open to the public. The Suzuki museum tour was extraordinary. The history of Suzuki from their beginnings (spinning looms) to motorcycles and later to cars and trucks all under one roof with multi-floors.

The Suzuki plant was one of the most mechanized (using minimum personnel) and very highly automated. In comparison to many other plants the group has toured over the years it is also quite compact, using low ceilings (no wasted) space.

Subaru

Subaru Treated ETI Members to a walk through the Subaru Museum and a plant tour. In their presentations, Subaru stated there are no new models. All are carryover. No new controllers and no hybrids. 2009 vehicles for U.S. and Canada are: Forester, Impreza, Legacy/Outback, and Tribeca. They use both LS (low speed -125) and HS (high speed -500) CAN applications. A list of applicable ECUs were shown. There are three ECUs that are Japan market only: Smart Key System, Drive Assist, and Radar Cruise Control. No scantool support for the following modules: HVAC, Audio, and Navigation. ECM/TCM physical layer uses ISO 15765-4. Their SSMIII scan tool added new functionality: AT learning mode, AT Air Bleeding, and Compulsory Learning Mode – Diesel Engines only (Not used in US or Canada)



JAPAN TECH WEEK RECAP



Nissan Diesel

Nissan Diesel presented info about their diesel engine. Environment friendly technology developed for 2007 added EGR for the first time. Their biggest changes are coming for 2010, an ultra high pressure FI using Urea (Adblue, already has a network in Japan) and SCR (Selective Catalyst Reduction), the engine also uses EGR and DPF technologies as would be needed by the new US HD rules from CARB and EPA.

Honda

There are no new ECUs for MY2009. 2009MY Insight returns Ecological Drive Assist System, called Eco Assist, is used on 09 Insight hybrid vehicle. The new Insight went on sale in Japan Feb 6, 2009 and later in the U.S. in April 2009. The system provides ECO-drive coaching. For example the speedometer changes color: Green for Good, Blue-Green for Fair and Red for Poor. The display also gives the driver a score on the IC display – more green leaves, the better their driving habits are.

Nissan

Nissan presented a New System PBD – Power Back Door. They plan a new version of J2534 the driver for change is new Euro regs for MY2010.

Badged vehicles: The goal is to migrate the badged vehicles' data to their Consult service tool. i.e. avoid using other OEMs scan tools.

Nissan presented GTR Collision Repair information covering the Dos and Don'ts when working on the aluminum portions.

The 7 speed Automatic Transmission RE7R01A uses matics fluid which is a brand new fluid. The highlights are: no dipstick, overflow tube in pan area, drain, then use special tool with 3 quarts of the new fluid. The TCM is internal to the transmission and can be J2534 flashed.

Isuzu

The morning presentation explained the reworked business structure which was formed the previous month (Nov 2008). For MY2008 they reviewed a new Cab-over N/W series. Highlights are: 12 – 14.5 GVW, Std Bodies 10-20' in length, Single and crew cab, Hi-Rigidity body, lighter, Better Visibility, Front Cover comes off for Serviceability, Uses Body builder connectors, More spacious cab, Better front visibility, 6L Vortec Engine, and Hydromatic transmission.

Hino

Hino, the large truck division of Toyota highlighted one of their offerings, the DPR – Carryover which Uses passive and active regeneration, and Actively repulses the injectors

New for 09 are Passenger – Power Door Lock, Air suspension seat, Aluminum fuel tank, More chrome, Allison 6 spd AT (was 5 spd), New injectors, New Cal for ECM (optimized), New TCM (optimized as well as change from 5 to 6 speeds), Eaton Ultrashift for models 268 and 338, and Air ride for some models. Hino also presented the ECU topographies both current and expected changes.



2008 New Full Members

ATEQ, Corp
Automotive Electronics
AZ Information Products
Dearborn Group
Drew Technologies
In Motion Technology
InPower, Inc.
Inthinc
Jastec
Mahle Powertrain
Webtech Wireless

2008 New Associate Members

Adayana
Airsept
Automotive Video, Inc.
Babco Publishing
Cabeco AB, Medco
Cygnus Business Media
Leitenberger
McCourt
Nitrogen Man
OBD, Inc
RTI Industries
Run-Rite
Sice USA
Tools and Technology Magazine

2009 ETI New Full Members

Full Members
Bright Solutions
ICM Inc.
SCT Performance, LLC

2009 New Associate Members

Associated Equipment Corp.
Flo-Dynamics
UView

ISN went from a full member to an Associate Member.

Danaher (Hennessy) went from a full member to an Associate Member.

Current Membership is 80 companies – 18 associate and 62 full



The Equipment and Tool Institute is a business like any other. In these challenging times, we have to look at ourselves and ask some tough questions in the very same way you do in your businesses. How much business will we lose because of the economic downturn? How deeply will we need to cut expenses? Where can we find new customers to replace the ones we are likely to lose?

ETI has always relied heavily on our OEM partners. They are our customers. They supply us with the information we need to build quality tools and equipment and they support us at our events. There cannot be an aftermarket without an OEM market to drive it.

Our OEM partners have suffered more from this economic climate than just about any other industry and their suffering cannot help but affect ETI. Although no one can accurately predict the impact the economy will have on ETI events, there is some good news. Even though there will probably be fewer participants from some OEMs this year, the number of OEM companies participating is holding strong. We even have a couple of cases where OEMs are sending more people than they have in the past.

If the OEMs can hang in there and keep the relationships going, you as an ETI member should be able to do the same thing. Sign up for ToolTech now. Take the time to come to San Antonio and meet with your industry colleagues and OEM partners. Let's send a strong message that we are in this for the long haul and that we will do whatever it takes to keep the relationships strong.

The same goes for our Detroit and Japan Tech Weeks. Vehicle repair is constantly becoming more intricate and more reliant on complex equipment. Tech Weeks are our lifeline to the information we need to design equipment that will efficiently and safely repair these vehicles.

Again, it is becoming more and more difficult for our OEM partners to support these events as their workforce shrinks and budgets dry up. But, they have promised to continue their support. In our closing meeting in Tokyo in December we were told by JAMA that we could expect full cooperation for our 2009 Japan Tech Week in the Los Angeles area in December. ETI staff met with the Detroit OEMs to begin planning this year's Detroit Tech Week to be held this June. They too have promised support. Please make sure you reciprocate. Tech Weeks are valuable and important events. Your company needs to be represented.

I think we can all agree that even though we don't know how long or how deep this recession will be, it will be temporary. We will bounce back and probably be in better shape than before. Let's keep everything running in the meantime.



CHARLIE GORMAN

CHARLIE GORMAN
EXECUTIVE MANAGER



DETROIT TECH WEEK 2009

DETROIT TECH WEEK 2009

When: The week of June 8, 2009

Headquarter Hotel: Embassy Suite, Troy, Michigan

Detroit Tech Week is an opportunity for the engineers and designers of the OEM companies to meet with the makers of tools and equipment. These valuable information exchange forums are the place where engineers discuss and resolve issues before the products hit the market.

Detroit Tech Week (DTW) was started as a joint venture between ETI and the Automakers in the early 1980's. Automakers recognized the need for a forum to communicate new information and tool requirements to the manufacturers of tools and equipment that are used to service their vehicles.

The main focus of DTW is to ensure that the proper tools, equipment, and information are in the shops by the time the new models hit the streets. Detroit Tech Week also provides an opportunity to ensure that everything is updated for models that have already been released.

DETROIT TECH WEEK PROVIDES THE AUTOMAKERS WITH AN OPPORTUNITY TO:

- Give instruction on the servicing and repair of their new models.
- Discuss new technologies that may affect the aftermarket tool and equipment industry.
- Share information regarding their vehicles to ensure that the industry has the necessary information to provide the needed tools and equipment.
- Showcase their new launches and discuss any new tools or equipment that these new vehicles may require.

THOSE ETI MEMBERS THAT ATTEND DETROIT TECH WEEK CAN:

- Learn of new technologies that may be coming out.
- Plan for those new technologies.
- Gather information about servicing and repairing upcoming new models from the OEM's.
- Learn of repair and service tools that may be needed for the new models.





ISO Meetings in Berlin, Germany October 13-17, 2008

These meetings occur twice a year and when defining standards need to complete themselves within three (3) years.

The Task Force (TF) meetings are less formal than Work Group (WG) and work to get consensus from the results of the small group meetings, while eliciting changes from the group as we work through the documents. In TF3 we worked with thirty documents. In TF5 sixty documents, and in Work Group 1 (WG1) about fifteen were reported on.

Most of the participants are OEM and Tier 1 suppliers. As may be imagined, this group is interested in final specifications such that the changes, for them, are easier to implement. They also drive the 'small group' committees where the bulk of the work occurs. Most want additional scan tool input into the processes, so providing input to ETI to present or attending is requested from the STG vertical group.

The first meeting that week, Task Force 3 (TF3) focused on DoIP (Diagnostics over Internet Protocol). This standard, as yet unnamed, will define the physical layer up to the network layer. Higher layers are covered by the UDS (ISO 14229) standard.

The second meeting was a joint TF5 and TF3 meeting for the first 1½ days, with Thursday a TF5 meeting only. There were sixty documents to be reviewed or reported on and the meeting really sped up on Thursday. The same participants with few exceptions attend both meetings. TF5 is working on both new standards and changes to existing standards.

The third meeting is the WG1 meeting. In this meeting reports summarizing the TF groups progress are reviewed and new business is proposed. As liaison SAE both reports and discusses issues between the two organizations.

ISO standards and their changes can have a dramatic impact on future products of our members. ETI members are very fortunate that the next set of ISO meetings are in the Detroit area this year (just before SAE). *Please add these to your schedules if you have never attended!*

Next ISO Meetings – 2009 Schedule

- April, 2009 – held at SAE in Troy, MI
 - April 15, 16, 17, 20 - Task Force (TF) meetings
 - April 21 - Work Group 1 meeting
- October, 2009 held at KATS in Jeju, Korea
 - October 12-15 - Task Force meetings
 - October 16 - Work Group 1 meeting

SAE Updates

Current status of the SAE taskforces we are following:

J1699 – 3 OBD II Compliance Test cases – This committee meets monthly and is primarily OEMs and regulatory authorities. Using a 2534 device OEMs test the legislated OBD emissions outputs. Adding and testing HD diesel is the big item on the plate this fall. Software is distributed via SourceForge. Beginning of next year EOBD will be reviewed and added.

J1930 – Balloted this summer and republished October 2008.

J1962 – Per a request from CARB, this committee has taken on the goal of completing all dimensions and shapes of the connectors as well as the area around the connector.

J1979 – E/E Diagnostic Test Modes – a draft for ballot is being circulated.

J2012 – Balloted late spring, last meeting was Oct 20 at SAE Troy.

J2190 – Balloted for cancellation this summer and Cancelled October 2008

J2534-1 – Changes coming goal tighten it up but not change functionality

J2534-2 – Has grown in size, draft reviewed for December ballot was slightly over 100 pages.

J2434-3 – Grown exponentially is over 600 pages last count.



RICH PERSHELL

24th Annual Clean Air Conference held Sept 22-25, 2008 in Boulder Colorado

The conference was well attended by the states but not as many attendees from the industry this year due to the slowing economy. A reference document was created for the entire conference and is available upon request.

The push is for the states to increase OBDII testing for car and trucks and start to move away from tailpipe testing. However, it was noted that the oldest cars being tested today (pre-OBD) can still produce 40% of the states emissions and needs to be taken into account. Consequently some mix of testing will be the norm with OBDII taking the lead in the next few years. For ETI members this may translate into new business opportunities.

While diesel truck testing is being phased in, the states are going very slowly because the EPA has not provided the rulings so things were still unclear from an implementation standpoint. Since then EPA has released more information. Please use this link to access this area for available documents.

<http://www.epa.gov/otaq/regs/im/obd/regtech/heavy.htm>



Johan Olsen

Liaison Manager - Autocom Diagnostic Partner AB

1. How long have you been in the industry?

I have been in the automotive industry since 1995, started as a mechanical designer and worked for both Saab and Volvo and then moved on to the aftermarket and Autocom in 2004.

2. What's new at your company?

We have just introduced a new JAVA based PC platform which gives us a much more flexible and modular software. We have also launched diagnosis for commercial vehicles on the European market.

3. When and why did you join ETI?

Autocom joined ETI in 2001. We wanted to explore the possibilities to get the OEM information directly from the source. And so far we are very happy.

4. What are some of the benefits of ETI to you and your company?

The opportunity to network and get information that otherwise is restricted and of course to meet the decision makers at the OEM level face to face.

5. If they were making a movie of your life, what would it be called and which actor would play you?

The Fast and the Curious. With Peter Stormare.

6. What kind of music do you like? Who are your favorite artists?

Almost anything goes, rock and pop mainly. Metallica, AC/DC, Hammerfall and lots more.

7. What hobbies do you enjoy?

Fishing, hunting, skiing, working out and motor sports.

8. What is your favorite place to relax and unwind?

Out on the lake with a fishing rod in my hand.

9. What are the 5 things you can't live without?

My family, my friends, fast cars, good food and beer.

10. What do you like best about your job?

That you can see the results of decisions you make and of course to travel and meet interesting people.

11. In your opinion, what is the biggest issue or challenge facing the industry today?

The financial crisis and how it will affect our side of the business and how we can make the crisis work in our favor.

12. Give us some words of wisdom . . . What is your favorite quote or saying?

If you don't know, lie.



JOHAN OLSEN



Calendar of Events

ISO Meetings

April 15 – April 17, 2009
Troy, Michigan

SAE World Congress

April 20 – April 23, 2009
Cobo Center
Detroit, Michigan

ToolTech 2009

April 28 – April 30, 2009
Westin Riverwalk
San Antonio, Texas

Autopromotec Show 2009

May 20 - May 24, 2009
Bologna, Italy

ETI Detroit Tech Week

June 9 – June 11, 2009
Embassy Suites Hotel
Troy, Michigan

AAPEX

Nov. 3 – Nov. 5, 2009
Sands Expo Center
Las Vegas, Nevada

NACE/CARS

Nov. 4 – Nov. 7, 2009
Mandalay Bay Convention Center
Las Vegas, Nevada

SEMA

Nov. 3 – Nov. 6, 2009
Las Vegas Convention Center
Las Vegas, Nevada

ETI Japan Tech Week

Dec. 2009
Los Angeles Area