

Faurecia Engineer Wins 'Creative Contest'

by Gerald Scott

Engineers are famous for being logical thinkers, so how about an extra round of applause for Faurecia's Katie Roco?

Roco is an engineer on auto supplier Faurecia's Ford auto account and she recently won the supplier's creative "Pinterest" vehicle interior design contest – a competition that was open to the public and not just car industry insiders, by the way.

Roco was the winner of the first-ever Pinterest contest, dubbed as the "Faurecia Pin-spiration Contest." Participants were challenged to define the premium elements they would like to see in vehicles by "pinning" (defining) images that inspired them.

Spanning 18 days, contestants pinned various images of what they believed embodied the definition of premium. Note that the design contest receive 42 overall creative submissions, with 755 such pinned images, ranging from fashion icons and technology gadgets to environmentally conscious components.

Receiving a brand new 64 GB iPad 3 tablet computer and the associated bragging rights was the aforementioned Katie Roco of Troy, who was the chosen winner with her board titled, "Faurecia Pin-spiration."

"To me, premium in a vehicle

Who Will Drive No. 22 Next Year? – No One Knows

By JENNA FRYER
AP Auto Racing Writer

BRISTOL, Tenn. (AP) – Roger Penske said last week he's taking his time deciding who will drive his No. 22 car next season.

Penske released A.J. Allmendinger following his failed drug test, and Sam Hornish Jr. has been driving the car since Daytona in July.

But the search continues for a full-time solution.

"We've got a lot of races left and we've really got to take a look at all the options until we get to the final decision," Penske said before the race at Bristol Motor Speedway.

"You just don't make a decision like this. Sam's running well, we've got sponsors, we've got to decide if we want three cars next year or two."

Penske fields two cars right now, but has room to expand providing he had the sponsorship for additional teams.

means luxury, convenience, high-end and unexpected features," said Roco, who works out of Faurecia's Southfield office.

"The Pinterest contest gave me the opportunity to visually show what inspires 'premium' to me through an array of images with unique uses of material, comfort and technology playing a big part in my pins.

"Inspiration can come from anywhere and through things we use in everyday life such as bags, boots, natural materials and tech gadgets that make a person feel special or add convenience to their life," she said.

Second- and third-place recognition for Faurecia's Pin-spiration contest was given to Michelle Dorr of West Bloomfield and Lisa Berggren of Acworth, Ga.

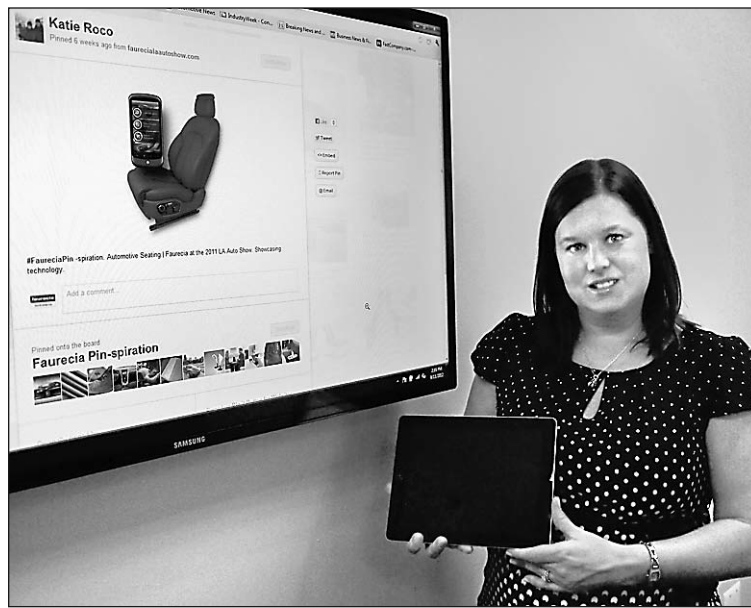
"Our winner, Katie Roco, demonstrated a clear and creative un-

derstanding for premium quality and finishes," said Jay Hutchins, director of marketing & product planning for Faurecia Interior Systems based in Auburn Hills.

"She also chose to highlight a number of sustainable materials illustrating a genuine concern for the environment, which is a key consideration for Faurecia as well."

Each submitted Pinterest board not only helped qualify contestants, but also served as a unique opportunity to contribute ideas to the next generation of vehicle interior design while keeping in mind the components of comfort, safety and connectivity.

"We are pleased with the results we have gathered from our first Pinterest contest and hope to further engage with end consumers through similar competitions in the future," Hutchins said. "At Faurecia, we're always



Faurecia's Katie Roco and the Apple iPad 3 she was awarded.

looking for opportunities to hear directly from consumers." And, reports Roco, she's very

happy with her new iPad3 tablet computer – it helps feed this particular engineer's creative side.

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