



SPECIAL POINTS OF INTEREST:

- Spring Tech
Charlotte
- Fall Conference
Savannah, Ga
2009

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Spring Tech Charlotte 2009

The conference will open with a reception in the Lake-view Room on Wednesday, March 18th from 6:30-8:00pm. Friday morning a buffet breakfast will be available from 8:15-9:00am in the same location. Opening remarks will be begin promptly at 9:00am in University ABC. Kicking off the educational sessions will be Bob Rodriguez, Manager of Special Projects for ASE, speaking on **Alternative Fuel Perspectives**. Next our very own Doug Anderson will address

The New Chrysler Hemi. At noon we will board the bus with a box lunch on our way to RCR. Richard Childress Racing will host a tour from 1:00-3:00pm. At 4:00pm we are arranging "ride alongs" for those who are interested in and daring enough to take a few laps around the track at Lowe's Motor Speedway which is where we will be headed following the tour at RCR. The ride alongs will be followed by dinner in the Speedway Club.

Friday mornings sessions will open with coffee and a presentation from Lake Speed, Jr. from Joe Gibbs Racing on **Understanding Zinc**. A buffet style breakfast will be served during Mark Ferner of Shell Global Solutions presentation on **A Comprehensive View of Synthetic Engine Oils**. Bill McKnight has arranged an engine build for the attendees at Hendrick Motor Sports starting at 11:00am. The engine build will be followed by a tour
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Gas Engines Get Upgrade, Challenge Hybrids

Hybrids and electric cars are generating the buzz this week at Detroit's North American International Auto Show. But thanks to new technology, the century-old internal-combustion engine appears poised to make a significant leap in fuel efficiency. While car makers are showcasing gas-electric hybrids, plug-in hybrids and concept cars powered by fuel-cell batteries, they also are rolling out vehicles with advanced gasoline engines that rely on a technology known as direct fuel injection. Analysts say sales of vehicles with such engines -- which deliver greater fuel economy and power than today's similarly sized gas engines -- will far exceed those of hybrids and electrics for years to come.

U.S. sales of hybrids will rise to 578,000 by 2014 from 353,000 this year, according to CSM Worldwide. But the forecasting firm projects that sales of vehicles using direct-injection gas engines will jump to 5.1 million by 2014 from 585,000 this year. Globally, hybrid, plug-in and battery-only vehicles will capture about 14% of the automotive market by 2020, according to IHS Global Insight, another forecasting firm. "Leaping to a new technology is really a big risk," said Eric Fedewa, CSM's vice president of global powertrain forecasting. "It's much more cost effective and much less risk to do something to an existing, proven technology." All auto makers are under pressure to boost fuel economy to

meet stricter governmental standards. But consumers are fickle when it comes to buying superefficient vehicles. Sales of Toyota Motor Corp.'s Prius, the best-known hybrid, zoomed last year when gas prices hit \$4 a gallon in the U.S. But now, with gas costing less than half that, Toyota has seen Prius sales slow dramatically and it recently mothballed a U.S. factory slated to build the model. One big hurdle hybrids face is higher sticker prices, often thousands of dollars more than the same model with a traditional engine. It takes years for a customer to earn back this cost through gas savings. Early this decade, car makers looked to the diesel engine for better mileage. Continued on page 3

2009 SPRING TECHNICAL

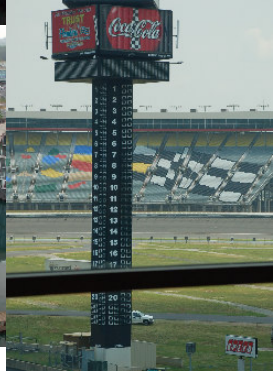
Name: _____ Badge Name: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____



REGISTRATION

Registration Options

- Member \$295. _____
- 3 or More Members Each \$275. _____
- Non-Member \$395. _____

Use a separate registration form for each person
 Total _____

TWO TOURS!!

Thursday's tour will be hosted by *Richard Childress Racing*

Friday's tour will be hosted by *Hendrick Motor Sports*

Mail or Fax with Payment to:

PERA
 28203 Woodhaven Road
 Edwards, MO 65326

Payment information:

All checks should be made payable to:
Production Engine Remanufacturers Association

Credit Card Number : _____

Exp. Date _____ CVC _____

Name as it Appears on the Card : _____

Cardholder's Signature: _____

Cancellation Refund Policy

- Cancellations will be accepted through February 5th for a full refund
- A 50% refund will be issued for cancellations received February 6—March 1
- There will be **NO REFUNDS** for cancellations after March 1st

More PERA News

Spring Tech 2009

Continued from page 1... and the conclusion of the meeting. Check out time at the hotel is 11:00am so if you are not planning on staying overnight on Friday night, please be sure to check out of the hotel prior to departing for Hendrick Motor Sports.

As a reminder... we will NOT be taking buses to Hendrick Motor Sports.

Hastings Mfg. Promotes from Within

Hastings Manufacturing Company, LLC, a nearly 100-year-old American manufacturer of piston rings, announced the promotion of Jeffrey P. Guenther to the position of senior director of international sales and worldwide marketing. Guenther will focus on the sales opportunities throughout much of the world, including Mexico, Puerto Rico, South America,

Africa, Middle East, India, Europe, and China. Jeff has twenty plus years with Hastings Manufacturing having joined the Company after graduating from Central Michigan University with degrees in marketing, advertising, and psychology.

Hastings also announced the promotion of Thomas J. DeBlasis to the position of director of national sales. DeBlasis will have responsibility for piston ring sales throughout the United States and Canada. Tom has thirty plus years in the automotive aftermarket with the last two and a half years with Hastings Manufacturing as their national sales manager. He has a business degree from John Carroll University.

Gas Engines Get Upgrade, Challenge Hybrids

Continued from page 1.... In the U.S., many turned away from that strategy for passenger cars as the cost of making diesel engines clean

increased by thousands of dollars per vehicle after federal environmental regulations tightened. Also, diesel fuel costs more than gasoline. The internal-combustion engine "will likely remain the backbone of mobility for the foreseeable future," said Daimler AG Chief Executive Dieter Zetsche. He said his company has been able to improve the efficiency of gas and diesel engines by about 23% and "there is still further to go." At the car show, BMW AG displayed hybrid concepts of its 7-Series and X6 models that combine V8 engines with a two-mode hybrid to deliver a 20% improvement in fuel economy. But the German maker also expects it could still get up to a 10% improvement in fuel economy with tweaks to its existing lineup of gasoline engines. Leading the way are direct-injection engines, which take highly pressurized fuel and thrust it squarely into

the combustion chamber of each cylinder. By contrast, traditional engines first mix fuel with incoming air before reaching the combustion chamber, which is less efficient. Car makers say the advantages of direct injection are lower emissions, better performance and greater fuel efficiency.

Much of the electrification strategy touted by auto makers counts on hefty incentives, including tax breaks to make buying a hybrid or battery-powered car easier on consumers' wallets. Without such incentives, the costs of creating a robust electric- and hybrid-car market will be prohibitively high, according to a new report from Boston Consulting Group.

Major auto makers expect to sell a variety of vehicle technologies, but offer most models with gasoline engines.

THE WALL STREET JOURNAL



Savannah, Georgia

September 24-26, 2009

Savannah over the years has become the fictional home of some of the silver screen's most memorable movies including "Forrest Gump," "Roots," "Gator," "Glory," "Something to Talk About," "Midnight in the Garden of Good and Evil," "Forces of Nature," "The General's Daughter," and the Robert Redford golf epic, "Legend of Bagger Vance."