



NEW BMW 5-SERIES 525d Sedan

DESIGN ANALYSIS/PROCESS FROM ITS ENTIRE DISASSEMBLY
CONFERENCES AND EXHIBITION OF ALL SYSTEMS/PARTS

23 June 2010, LYON (France)
Or Private Exhibition/meeting



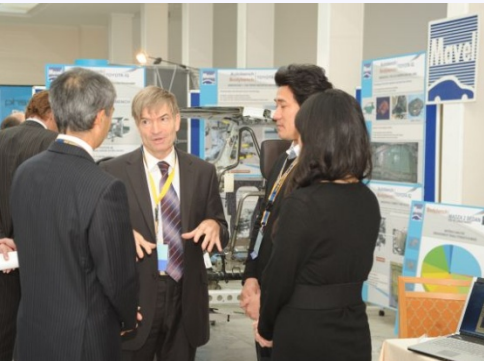
Conferences



Exhibition



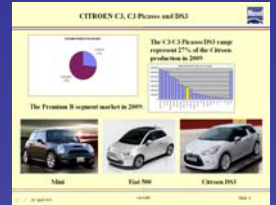
Discussions with experts and networking



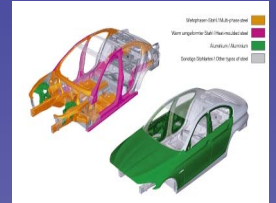
Free photos and videos



Market analysis



Platform



Chassis



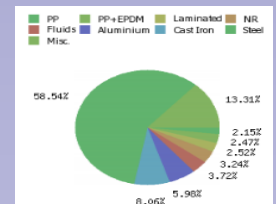
Powertrain



Interior



Materials

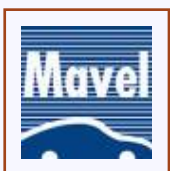


Assemblies



BWM 5-Series 525d FULL DESIGN ANALYSIS
MAVEL PRESENTS A BRAND NEW CONCEPT
FOR THE DESIGN ANALYSIS/PROCESS EVENT

- **HIGH VALUE ADDED EVENT, ANIMATED BY MAVEL SPECIALISTS WITH CONFERENCES AND AN EXHIBITION OF THE DISASSEMBLED VEHICLE.**
 - **Each conference is presented by a Mavel specialist**
 - **Topics:**
 - **Market positioning,**
 - **Body/Chassis,**
 - **Interior,**
 - **Powertrain,**
 - **Fasteners,**
 - **Materials**
 - **Unlimited located time to view the parts during the conference pauses (all the day along)**
 - **Mavel specialists are fully available to answer your questions and to support you in your own analyses**
 - **Networking: Meet key actors from the automotive industry (carmakers, suppliers, chemical companies)**
 - **Take your own photos, videos and analyses**
- **ATTEND ALL CONFERENCES OR SELECT THE CONFERENCES OF YOUR CHOICE, ALLOWING EXTRA TIME TO VIEW THE PARTS**
- **THE UNIQUE OPPORTUNITY TO GET VALUE ADDED INFORMATION AND MAKE CONTACTS**



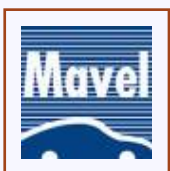
BWM 5-Series 525d FULL DESIGN ANALYSIS

MAVEL PRESENTS A BRAND NEW CONCEPT

FOR THE DESIGN ANALYSIS/PROCESS EVENT

DETAILED PROGRAM

- **Morning: DESIGN ANALYSIS/PROCESS OF THE NEW BMW 5-Series 525d**
 - 9:30 am - 10:15 am
 - **Welcome coffee**
 - 10:15 am - 10:30 am
 - **Welcome address** by Michel Costes, C.E.O. of Mavel
 - **2010 program calendar**
 - 10:30 am - 10:35 am: Interconference
 - 10:35 am - 10:50 am
 - **Vehicle presentation and market positioning** by Jean-Michel Prillieux, head of Auto-Observatory department of Mavel
 - 10:50 am -10:55 am: Interconference
 - 10:55 am - 11:10 am
 - **Platform analysis** by Bernard Thibault, Automotive Body Technical Director
 - 11:10 am - 11:15 am: Interconference
 - 11:15 am- 11:25 am
 - **Chassis analysis** by Bernard Thibault, Automotive Body Technical Director
 - 11:25 am – 11:55 am : **Coffee break**
 - 11:55 am - 12:00 am: Interconference
 - 12:00 am – 12:15 am
 - **Powertrain and Underhood analysis** by Nicolas Dazord, Autobench Powertrain Manager
 - 12:15 am -12:20 am: Interconference
 - 12:20 am - 12:35 pm
 - **Interior analysis** by Mohamed El Manssouri, Autobench Interior Manager
 - 12:35 am -12:40 am: Interconference
 - 12:40 am – 12:55 am
 - **Materials analysis** by Jean-Bruno Monteil, Autobench Materials Expert
 - **Fasteners analysis** by Nicolas Dazord, Autobench and Fasteners manager
 - 12:55 am – 2:00 pm
 - **Lunch on the exhibition spot and view of parts**



BWM 5-Series 525d FULL DESIGN ANALYSIS
MAVEL PRESENTS A BRAND NEW CONCEPT
FOR THE DESIGN ANALYSIS/PROCESS EVENT
DETAILED PROGRAM

- **Afternoon: EXHIBITION OF THE BMW 5-Series 525d DISASSEMBLED SYSTEMS AND EXPERT DISCUSSIONS**
 - **2:00 pm - 3:30 pm: Discussions with specialists by area:**
 - **Body/Chassis with Bernard Thibault and Christophe Pompilio**
 - **Powertrain with Nicolas Dazord**
 - **Fasteners with Nicolas Dazord**
 - **Materials with Jean-Bruno Monteil**
 - **Interior with Mohamed El Mansouri**

 - **All afternoon along: Exhibition fully opened and possibility to take your own photos and videos**
 - **Free access to parts**
 - **Possibility to take your own photos and videos**
 - **Take your own analysis on place**

