



## **MEDIA RELEASE**

Grand Traverse Economic Development Corporation welcomes Center for Automotive Research  
2018 Management Briefing Seminars at Grand Traverse Resort

Traverse City, MI [Wednesday July 24, 2018]

Grand Traverse Economic Development Corporation (GTEDC) ([www.grandtraverseedc.com](http://www.grandtraverseedc.com)), the private-public collaboration to spark economic development for the region, is proud to welcome back to Traverse City the Center for Automotive Research (CAR) and its 2018 Management Briefing Seminars (MBS).

Ann Arbor-based CAR, the preeminent independent automotive industry research and analysis nonprofit, [www.cargroup.org](http://www.cargroup.org), has chosen TC for its flagship event -the Management Briefing Seminars- for over 45 years. About 1,000 automotive manufacturers, suppliers, technologists, researchers, educators, and supporting media fill the Grand Traverse Resort and surrounding hotels for 4 days of substantive presentations on industry trends and forecasts, and networking, July 29- August 2, 2018.

GTEDC Board member Dennis Arouca, who also is a member of the board of the Grand Traverse Area Manufacturing Council ([www.makegreatthings.org](http://www.makegreatthings.org)), commented "Manufacturing employs more than 17% of the GT County workforce with solid compensation and benefits. According to the National Association of Manufacturers, 92% of manufacturing employees have

access to employer sponsored health care benefits in the USA, exceeded only by government and utilities.”

“The CAR MBS is important for the GT region, for its hospitality presence, and for building connection opportunities for local businesses. Increasingly that means technology—as society’s digital transformation includes manufacturing. It has been said that a software culture is necessary for today’s successful manufacturer. The connections fostered through our collaboration with CAR include TC’s growing tech scene”, added Mr. Arouca.

Links to the CAR schedule and background information can be found below.

For more on the GTEDC and area Manufacturing, see the Attached Fact Sheet and Infographic, and [www.grandtraverseedc.com](http://www.grandtraverseedc.com) [www.makegreatthings.org/information](http://www.makegreatthings.org/information) or contact Dennis Arouca [dennis.arouca@gmail.com](mailto:dennis.arouca@gmail.com) .

For Center for Automotive Research (CAR) information please contact

Katie Ramsburgh, [kramsburgh@cargroup.org](mailto:kramsburgh@cargroup.org) 734 476 1706, and visit the following links.

<https://www.cargroup.org/mbs/press/>

<https://www.cargroup.org/mbs/schedule/>