

### **Big 3 Design Leaders Create, Nurture EyesOn Design**

**GROSSE POINTE SHORES, Mich., June 2** -- Twelve years ago the vice presidents of design from DaimlerChrysler, Ford and General Motors helped create the EyesOn Design car show to support the Detroit Institute of Ophthalmology (DIO) and honor the past, present and future of automotive design. Throughout the years, the design chiefs and the companies they represent have nurtured, consulted and helped make the event the world's foremost celebration of automotive design.

With the support of DaimlerChrysler, Ford and General Motors the event is once again expanding in 1999 to include fashion and furniture design. The addition of fashion and furniture design and changing the name to EyesOn Design truly celebrates the emotion, character and execution of the design profession.

"This has grown to be an event to celebrate the passion and art of the products created by designers in all industries," said 1999 Honorary Design Chairman and DaimlerChrysler Senior Vice President of Product Design, John Herlitz. "We've helped create a unique design-oriented show that also helps support the DIO and its mission. As we move forward we are planning to expand the depth and breadth of the event to even higher levels.

"The automobile occupies that unique place in the human creativity, being both a product of mass ownership and at its best, a piece of art," says GM Vice President of Design, Wayne Cherry. "The crowning achievements of our work now fill the ranks of the classics and are a legacy to succeeding generations."

Ford's Vice President of Design, J Mays, is inspired by the EyesOn Design's commitment to honoring the advances in design.

"As the next century approaches, we look to the past with fondness and draw from the optimism and innovation of those who came before us," said Mays. "EyesOn Design allows us to honor the pioneers of automotive design, appreciating their groundbreaking work. They conveyed the emotions of their time through their designs and with the convertible they created the ultimate expression of freedom."

EyesOn Design is the world's foremost celebration of automotive design, attracting nearly 10,000 people every Father's Day to the Edsel & Eleanor Ford House. All proceeds raised by the event support the Detroit Institute of Ophthalmology and its mission to provide ophthalmic education, research and aid to the visually impaired.

*The DIO is a non-profit 501 (c) (3) corporation founded in 1972. It operates the only Allied Health Education accredited Ophthalmic Assistant program and two-year Ophthalmic Technician program in Michigan, one of only 13 nationwide. The DIO also manages one of the largest support groups for visually impaired persons in the United States.*