

## **EyesOn Design is moving to the DaimlerChrysler Technology Center in 2002**

**GROSSE POINTE PARK, MI., December 18, 2001** \* EyesOn Design, one of the world's premier car shows and the only show to focus on the emotion and character of automotive design, has announced that its 2002 weekend series of events will take place June 7 – 9 at the DaimlerChrysler Technology Center in Auburn Hills, Michigan.

Responding to the offer by DaimlerChrysler to host the event, Frederick Bane, general chairman for EyesOn Design 2002, said, "This move is a recognition by DaimlerChrysler and other leading companies of the importance of EyesOn Design to the automotive industry. The DaimlerChrysler location is a perfect setting for automotive leaders as well as thousands of consumers who come together each year to celebrate the world of automotive design." Bane is director, manufacturing and business development engineering services, for MSX International, an Auburn Hills, Michigan-based provider of business and technology services to the global automotive community.

Added Trevor Creed, senior vice president of design for DaimlerChrysler, said "We are thrilled to host EyesOn Design at our facilities in Auburn Hills. The main fund-raising event of the Detroit Institute of Ophthalmology (DIO), this weekend revolves around the passion for great design, fine arts and outstanding vehicles. All the more reason for us to use this opportunity and premiere a new Chrysler vehicle at this occasion."

Since its first show fifteen years ago, EyesOn Design has been held at locations in Grosse Pointe, Michigan. Most recently, the show itself has taken place at the Edsel & Eleanor Ford House in Grosse Pointe with ancillary events, such as receptions and banquets, taking place throughout the Detroit, Michigan region.

DaimlerChrysler will be the location for all events in 2002. Organizers of EyesOn Design are working with Ford Motor Company and General Motors Corporation in securing commitments to host EyesOn Design in subsequent years.

The 2002 EyesOn Design Weekend will feature Performance Vehicles and run from Friday to Sunday, June 7 –9 at the DaimlerChrysler Technology Center in Auburn Hills, Michigan. Tickets for all events can be obtained by calling EyesOn Design at (313) 824 EYES (3937). Events include:

### **Friday, June 7**

**What:** Eve of the Eyes – An informal social event honoring Carl Olsen, open to the design profession and general public.

**Time:** 6:00 p.m. – 9:00 p.m.

**Tickets:** \$25 / \$15 for students

### **Saturday, June 8**

**What:** Vision Honored – "Creative Formal" Automotive Design Banquet honoring Tom Gale.

**Time:** 6:00 p.m.

**Tickets:** \$250.00

### **Sunday, June 9**

**What:** Private Eyes Brunch – An elegant brunch for automotive professionals and the general public.

**Time:** 10:00 a.m. – 1:00 p.m.

**Tickets:** \$100.00

**What:** EyesOn Design Auto Exhibit – A celebration of Automotive Design featuring more than 200 of the world's finest vehicles.

**Time:** 10:00 a.m. – 4:30 p.m.

**Tickets:** \$15.00 / \$12.00 in advance

*EyesOn Design is a benefit for the Detroit Institute of Ophthalmology (DIO), a not-for-profit 501(c)(3) corporation founded in 1972. EyesOn Design is the primary source of revenues for the DIO's research, education and support group programs that enhance the independence of the visually impaired.*

*For more information about EyesOn Design and the DIO, visit: [www.eyeson.org](http://www.eyeson.org)*