

Carl Olsen to receive EyesOn Design 2002 Honored Design Educator Award

GROSSE POINTE PARK, MI., April 23, 2002 - EyesOn Design, the world's only car show to focus on the emotion and character of automotive design, today announced that Carl Olsen will be honored with the EyesOn Design 2002 Honored Design Educator of the Year Award. The award will be presented June 7 at the Eve of the Eyes Reception, sponsored by ASC Incorporated, a leading partner for the development and production of specialty vehicles, systems and concept vehicles. Eve of the Eyes Reception is one in a series of events to be held at DaimlerChrysler Technology Center in Auburn Hills, Michigan during the EyesOn Design 2002 weekend, June 7 - 9.

Few industrial designers have had the broad experience of Olsen during 40 years in the design world. He has been an educator, a consultant designer, an in-house corporate designer, author of many articles on design and is frequently asked to speak on radio and TV. These experiences have been international in scope.

Olsen is best known in Detroit as the former Chairman of Transportation Design at the College of Creative Studies (CCS), a post he held from 1987 to 2001 which he claims to have been the most rewarding experience in his long career. Olsen was instrumental in developing many innovations that have kept CCS at the forefront of transportation design education.

"Carl was instrumental in establishing the Transportation Design program at CCS, a program we've been honored to support for several years," said Mark Trostle, president and COO of ASC Creative Services, a crystal sponsor of EyesOn Design in addition to their sponsorship of Eve of the Eyes.

"We've worked closely with Carl and his students for the past five years to produce concept vehicles for display the North American International Auto Show. And we maintain an active internship program with CCS. In fact, many ASC designers are CCS graduates, and have benefited from Carl's design vision and insight."

Upon his retirement in January 2001, the Board of Trustees of CCS appointed Olsen to the position of Professor Emeritus where he continues to assist in educating and encouraging the young designers of tomorrow.

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 the design profession and open to the general public. The event will honor Carl Olsen (retired), College of Creative Studies in Detroit, as the Honored Design Educator. Eve of the Eyes is a preview of the EyesOn Design exhibition featuring vehicles of the past, present and future. Eve of the Eyes is hosted by ASC Incorporated.

Time: 6:00 p.m. - 9:00 p.m.

Tickets: \$25 / \$15 for students

Saturday, June 8

What: Vision Honored - Creative Formal/Black Tie Automotive Design Banquet. The evening will include presentation of the EyesOn Design Lifetime Achievement Award to Tom Gale, former Member, Board of Management, DaimlerChrysler AG and Executive Vice President - Product Development & Design, Chrysler Group. Vision Honored is hosted by DuPont Automotive, Johnson Controls and Delphi Automotive.

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. Hosted by Lear and Solutia.

Time: 10:00 a.m. - 1:00 p.m.

Tickets: \$100.00/\$50.00 children 12 & under

What: EyesOn Design Auto Exhibit - A celebration of Automotive Design featuring more than 200 of the world's finest vehicles. Judging by automotive designers will take place with crystal awards being presented mid-day to the owners of the "Best of" vehicles.

Time: 10:00 a.m. - 4:30 p.m.

Tickets: \$15.00 / \$12.00 in advance

*Tickets can be obtained by calling EyesOn Design at 313-824-EYES (3937).
For more information about EyesOn Design and the DIO, visit: www.eyeson.org*