

Automotive Integrated Electronics Corporation Appoints Morris Bowers as Director of Business Development

Automotive Integrated Electronics Corporation (AIEC) announces the appointment of Morris Bowers as Director of Business Development effective April 2, 2001. Mr. Bowers will be focused on business development with targeted global automotive OEM customers. In this role, Mr. Bowers will have responsibilities in the areas of product development, strategic supply chain management, program management, and quality planning for QS9000 compliance.

Mr. Bowers recently retired from DaimlerChrysler-Huntsville Electronics Division after 20 years as their Semiconductor/Integrated Circuit Specialist. He has been instrumental in the development of new technology designs for the automotive electronics industry. Mr. Bowers holds a Bachelor of Science Degree in Business Administration from Athens State University. He pursued graduate studies at Vanderbilt University and Florida Institute of Technology. An innovator in the area of strategic supplier/commodity sourcing, Mr. Bowers is widely sought by corporations and universities as a consultant and instructor in the discipline of Supply Chain Strategy and Management. Mr. Bowers is an expert in ISO/QS auditing with experience in Europe, Southeast Asia and the USA. He was a team member with Chrysler, Delco and Ford semiconductor supplier audits and conducted the first joint QS9000 audits in Japan, Singapore and Malaysia. He participated in the development of the "Semiconductor Supplement" to the Automotive Electronics Council QS9000 Quality manual.

Mr. Bowers' extensive experience and knowledge of automotive semiconductor supply and supplier management provides the foresight for AIEC to anticipate customers' needs and requirements. Additionally, Mr. Bowers will increase communication channels to effect better and more immediate information transfer to and from AIEC's customers. Finally, Mr. Bowers' expertise in market research and trend analysis will provide benefits to AIEC's customers in the area of future semiconductor technology and economics, both regionally and globally.

AIEC provides custom System On Chip (SoC) solutions for automotive OEMs. AIEC's platform-based architecture and rapid prototype development systems allow OEMs to quickly realize a system that is optimized for each particular application. These SoC solutions can be manufactured by multiple semiconductor suppliers of the OEMs' choosing, ensuring the greatest continuity of supply and the highest levels of service at the lowest cost.

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