

**For Immediate Release**

**Consulting4Drive Speaks at Transatlantic Climate Bridge on Critical Emission Reduction**

BERLIN, November 19, 2009—Today, Consulting4Drive, an international strategy and process consulting company, joins the industry in discussing the critical reduction of automotive emissions at the Transatlantic Climate Bridge—an initiative between Germany, the U.S. and Canada to drive climate and energy partnerships and cooperation at local, state and federal levels. Consulting4Drive was selected to join the consortium as a leader in forward-thinking automaker and supplier product development, production, purchasing and marketing.

Best practice sharing and industry-wide cooperation are needed to overcome the challenges of climate protection, but require legislative framework that ensures companies willing to invest in new, innovative technologies will not suffer when price aggressive manufacturers cut corners at the expense of climate control. For this reason, the Transatlantic Climate Bridge plays an important role in identifying opportunities for the cooperation between European and U.S. policy makers.

“To be serious about climate control, you must optimize each step of the value creation chain,” said Timm Kellermann, Principal and North American Lead of Consulting4Drive. “The key is to develop a transformative path where every five years significant progress is made toward the ultimate objective—zero emission mobility.”

Due to the complexity of zero emission mobility, Consulting4Drive has developed ECO4Drive, which combines the study-based industry assessment of more than 100 senior executives with a newly developed parameter sensitivity analysis. As a result, the process of prioritizing innovations and the respective research and development funding become more transparent, fact-based and take significantly less time.

Information on ECO4Drive was shared during today’s panel “German-U.S. Cooperation to Get Innovation-Driven Results,” moderated by Soenke Lorenz, Deputy Consul General, and German Consulate General Atlanta. This initial exchange is only the start of the global association and partnership, which Consulting4Drive, the business advisory company of the IAV Group, is elated to be a part of and eager to contribute to.

Hosted by Daimler at its manufacturing facility in Vance, Ala., today’s automotive-focused event featured an opening keynote by Terry Waters, Vice President-Western Division, Alabama Power Company and Ola Kaellenius, President and CEO, Mercedes-Benz U.S. International.

**About Consulting4Drive**

Based in Berlin, Germany, and with offices in North America, India, China and Russia, Consulting4Drive is a strategy and process consulting company that helps automotive industry executives with “Widening Prospects” in the areas of Globalization, Organization and Process Excellence to improve efficiency and competitiveness. The company is a leading provider of consulting services across the automotive value chain in Development, Production, Supply Chain Management, Logistics, Sales, and Service and Marketing. The company also provides unique expertise in bridging the focus of technology with market and customer needs to position organizations for success in the future. Consulting4Drive partners with its customers to provide analysis and market trend studies, strategy and execution to ensure effectiveness.

Customers are global automakers and dealerships, automotive suppliers, and manufacturing companies. Consulting4Drive is a company of IAV GmbH, one of the world's leading providers of engineering and product development services to the automotive industry.

[www.consulting4drive.com](http://www.consulting4drive.com).

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