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AUTOMOTIVE D.R.I.V.E HONOURS

2024 | Online | 1st Edition

Recognising Automotive Excellence Globally

5 Categories, 15 Honours, Global Inclusion

2024 HONOUR WINNERS

We are delighted to unveil the 2024 Automotive D.R.I.V.E Honours Winners; celebrating innovation, commitment, impact, and leadership within the automotive industry.

EXPERT JUDGES

DEI

Cheryl Thompson
Founder & CEO, Center for Automotive Diversity
Inclusion & Advancement

Shantera Chatman
President, Global Culture Strategist
PowHer Consulting

Fleming Ford
Director
DEI Champions Council

Sandy Zannino
Executive Advisory Board Ally Partner
WOCAN & DEI Champion

Eileen Falkenberg-Hull
Senior Editor
Autos at Newsweek

Reducing Emissions

Jens Hagman
Senior Electromobility Researcher and Writer
RISE

Philippe Vangeel
Director General, EV Belgium and CEO (Chief E-Mobility Officer)
E-City Brussels

Patrick George
Editor-in-Chief
InsideEVs

Michelle Lewis
Clean energy and EV writer
Electrek

Sarah Chadha
Policy & Engagement Manager – EV100 France
Climate Group

Innovation

Heiko Seitz
Global eMobility Leader
PwC

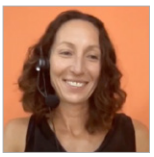
Roger C. Lanctot
CEO, Founder StrategiaNow Consulting, President
Mobile Satellite Users Association

Alan Amici
President and CEO
Center for Automotive Research

Hilary Cain
Vice President - Technology, Innovation, & Mobility Policy
Alliance for Automotive Innovation

Kristen Balasia
Vice President, Consulting Services
S&P Global Mobility

Visionary Leader



Megan Lampinen
Editor-at-large
Automotive World

Tanya Gazdik
Automotive Editor
MediaPost

Steve Greenfield
CEO and Founder
Automotive Ventures

Scotty Reiss
Founder
A Girls Guide to Cars

Roger Atkins
Managing Director,
Electric Vehicles Outlook Ltd

Empowering Women

Jody DeVere
CEO
AskPatty.com, Inc.

Michelle Gee
President
Women in Automotive Technology

Axel Cooley
Board of Directors
Automotive Women's Alliance Foundation

Patrick Ayad
Global Managing Partner for Sectors
Hogan Lovells

Kathy Gilbert
Governing Board
Women In Automotive

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DEI COMMITMENT 2024 WINNERS

Recognising 3 organisations who are driving Diversity, Equity, and Inclusion within the automotive industry.

HYUNDAI | Schneider Electric | STELLANTIS

HYUNDAI

At Hyundai Auto Canada (HAC), diversity, equity and inclusion are the foundation of our culture. Difference is valued, and we recognize that each person's unique experience contributes to our growth, innovation and overall success. We work to create a workplace that reflects our communities, and one where everyone feels empowered to bring their full, authentic selves to work.

HAC's approach to DEI includes three strategies: representation shift, corporate impact, and community impact.

Representation Shift:

- Focus on increasing the recruitment, promotion, and retention of underrepresented groups at all levels of the organization.
- Expand reach and pipeline development through recruitment partnerships.
- Commitment to retaining and developing our diverse talent through mentorship and career planning.

Corporate Culture Impact:

- Diversity Advisory Group (DAG) - Launched in 2020, and lead by our President & CEO and 8 other leaders and team members, with the goal of maintaining an environment that fosters open dialogue.
- Dedicated team member to focus on DEI initiatives.
- Strong focus on building a culture of trust and belonging.
- Training and Awareness: Encourage learning through quarterly speaker sessions on various DEI topics
- Employee Resource Groups – creating safe places for support, learning and giving back.

Community Impact:

- Positively impacting the greater community outside the organization.
- Our DEI partnership on supporting under-represented youth in our communities.

DEI Initiatives

We have put numerous initiatives in place to build a strong foundation to support DEI within our organization, with the goal of achieving:

- Accountability as a company
- Awareness/education of a wide variety of DEI topics
- Inclusive and diverse recruitment efforts
- Inclusive benefits
- Creating an inclusive workplace where all team members feel a sense of belonging.

Overall, as the automotive industry is historically not a diverse industry, we want to work together to address the lack of representation among women, Black, Indigenous, LGBTQ2+ communities, as well as remove any existing systematic barriers within our industry.

> ***Judges Quote*** ***"Leading the industry. In particular, I enjoyed the community at large impact awareness aspect. These efforts have all the areas necessary for sustainability. Thank you for your commitment and work!"***

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Schneider Electric is proud to be routinely recognized as a global leader in workplace diversity, equity, and inclusion. In an effort to give fair opportunities to all members of the Schneider Electric family, the company actively promotes several gender equality initiatives, like the HeForShe Campaign and LGBT+ and Allies for Diversity & Inclusion. Last March, Schneider was also recognized for its Global Pay Equity initiative, which began in 2014 with pilots in 12 countries and has since reached over 100 countries, 99.6% of the company's workforce.

The company offers employee resource networks (ERNs) that provide strategic support for people with similar backgrounds, and who share a common interest in professional development, improving corporate culture, and business results. Some ERNs include WiSE- Women in Schneider Electric, Black Professionals, Schneider LGBT+ and Allies, Hispanic Professional, and Disability, Accessibility & Allies. In 2023, Schneider Electric facilitated the self-enrollment of 204 under-represented employees in the Black, Asian, and Hispanic-Latino diversities into McKinsey's Connected Leaders Academy. The program aims to strengthen our diverse talent pipeline by enhancing skills such as business acumen, leadership capabilities, and networking.

Schneider Electric's inclusion in several reputable awards further underlines its position as a global DEI leader, such as its recognition from Bloomberg's Gender Equality Index 2023, the Financial Times Diversity Leader 2024, Equileap Gender Equality Top 100 Company, and more.

By focusing on partnerships with organizations also prioritizing inclusion, Schneider helps drive measurable change within leaders, employees, customers, and stakeholders. Some of these partnerships include the UN Generation Equality Forum, World Economic Forum, The Valuable 500, International Labour Organization – Global Business and Disability Network, Women's Empowerment Principles, and more.

> ***Judges Quote*** ***"What I love is that your company seems to be doing it right. It does not seem forced or seem like you are checking the box. You are truly walking the talk in and around the community. Kudos to you for all that you do."***

Stellantis is committed to gender equality and is aligned with the vision of the United Nations (UN) Sustainable Development Goals and UN Women's Empowerment Principles. To sustain this commitment, we set targets to advance women in leadership positions: 30% by 2025, above 35% by the end of 2030 (as outlined in our Dare Forward 2030 strategic plan). At the end of 2023, Stellantis reached 30% women in leadership positions through several actions including the "Accelerate Women in Leadership" global development program. The goal of the program is to support and empower women leaders in management and executive roles, retaining and accelerating their careers through visibility, skills, and personal development. The program is structured as a 6-month journey with 11 training sessions and 25 hours of learning for each participant. Since its launch in 2022, the program has graduated nearly 340 participants.

> ***Judges Quote*** ***"Stellantis has been leading the drive for Equity & Inclusion and this program to lift women is a wonderful example. The Vision is clear, the impact near immediate and obviously scalable throughout the organization. I am particularly impressed with reading that 41% of participants have experienced career progression attributable to AWL! Great job!"***

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REDUCING EMISSIONS 2024 WINNERS

Recognising 3 organisations who are driving sustainability, zero emission or net-zero goals.

ASCEND ELEMENTS | Polestar | SK on

ASCEND ELEMENTS

Ascend Elements' Hydro-to-Cathode® direct precursor synthesis process represents a significant innovation in battery materials engineering. Developed with advanced technologies from Worcester Polytechnic Institute, this process has transformed EV battery production by recycling spent lithium-ion batteries and manufacturing scrap into new, sustainable materials. Starting in 2024, the company will begin commercial-scale shipments of pCAM, providing an affordable and sustainable source of critical metals like lithium, cobalt, and nickel.

This technology boasts a high recovery rate, reclaiming up to 98% of critical battery materials and over 99% of the battery by weight, including plastics, cardboard, and metals. This reduces reliance on environmentally and socially challenging mining operations. Compared to traditional methods, the Hydro-to-Cathode® process can lower the carbon footprint of new CAM and pCAM by 49%, with projections of up to a 90% reduction by 2030.

Recognizing its impact, the Biden Administration and the U.S. Department of Energy awarded Ascend Elements $480 million in grants. The company is building a state-of-the-art facility in Hopkinsville, Kentucky, set to open in early 2025, which will produce pCAM and CAM for up to 750,000 EVs annually, generating a significant economic impact.

Ascend Elements is also a leader in recycling EV battery materials, securing a $1 billion sale of decarbonized pCAM in 2023 and engineering decarbonized CAM for heavy-duty applications. In 2024, the company made further advancements, including new graphite recovery technology and a joint venture to operate recycling facilities in Europe.

The Hydro-to-Cathode® technology addresses a critical industry need, creating a domestic supply of battery materials and supporting the transition to net-zero carbon emissions.

> ***Judges Quote*** ***"Ascend Elements are targeting an area of high importance. Recycling battery materials in a cost- and environmentally efficient way is crucial to achieve a sustainable transitions to EVs. The quality of the company and its processes appears to be verified based on acknowledgements from governments and private investors alike. Impressive track record so far."***

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Polestar

At Polestar, there is no separating business from sustainability as we have it firmly embedded at our core and our mission. By adopting a holistic approach to sustainability, we aim to accelerate the shift to a sustainable future of climate neutral mobility. Polestar's Sustainability Report 2023 confirms that we have reduced CO2e-emissions per sold car by nine percent, and absolute emissions by five percent in 2023 compared to the year before. This equates to a reduction of 3.4 tCO2e compared to 2022 and was achieved by a focus on three main areas: the use of carefully chosen materials with lower climate impact, renewable electricity in car and battery production, and energy efficiency in use phase. The achievements in 2023 and future ambitions illustrate that it is possible to decouple growth from increased emissions.

Crucial steps have already been taken by the Sustainability team, including the decision to publish the Life Cycle Assessment (LCA), and the Pathway Report together with Rivian and Kearney. Other initiatives include tracing risk minerals together with blockchain provider Circulor, as well as our goal of creating a climate neutral car by 2030 dubbed the Polestar 0 project.

Judges Quote ***"Polestar is to be commended for committing to an all-electric future, and for setting the goal of achieving a climate-neutral car by 2030. It's all-in on electrification, and that's inspiring. The company is also trailblazing with the Life Cycle Assessment (LCA). I'm intrigued to see these pledges progress and hope to see Polestar's initiatives adopted across the auto industry."***

SK on

SK On has evolved from a legacy oil company to a global leader in EV battery technology, taking concrete steps to support net-zero goals. Through preemptive investments and innovations, SK On has advanced the electrification of transportation, which is crucial for reducing carbon emissions.

Vision and Innovations

In the 1980s, SK On foresaw the need for more energy-efficient and sustainable transportation. Despite the potential risk of cannibalizing its profitable oil business, SK On invested in research and development (R&D) for automotive batteries. By 1993, it had developed batteries capable of powering EVs for 120km on a single charge, and in 2010, it supplied batteries for South Korea's first high-speed electric vehicle, the 'BlueOn.'

Environmental Impacts

SK On is expanding its production capacity to help make EVs more accessible to a wider audience. By 2025, its global manufacturing capacity for EV batteries will more than double, surpassing 220GWh—enough to power nearly 3 million new EVs annually. In the U.S. alone, SK On's plants will have the capacity to power over 1.5 million new EVs per year. SK On's batteries could soon power enough EVs annually to replace gas-powered cars that collectively produce nearly 14 million metric tons of carbon emissions, equivalent to the carbon removed by over 16 million acres of forest each year.

Business Investments

From December 2022 to June 2023, SK On raised KRW 4.8 trillion (USD 3.7 billion), exceeding its target by 20%. This demonstrates the capital market's recognition of SK On's growth potential. The company has also secured substantial government funding, including €209 million from the European Commission for its Hungarian plant and a USD 9.2 billion loan from the U.S. government for its joint venture with Ford.

Commitment to Net-Zero Goals

By 2035, SK On aims to achieve zero GHG emissions from its operations and use 100% renewable energy by 2030. It is setting specific targets to adopt eco-friendly electricity in all its global operations, emphasizing its commitment to sustainability.

SK On's efforts are making EVs more accessible, enabling consumers to reduce their carbon footprint and contributing to a more sustainable future. Through its leadership in the EV battery industry, SK On is helping to turn the vision of widespread EV adoption into reality, protecting our world for future generations.

Judges Quote ***"SK on is one of the key players in the transition towards electric mobility. The early insight and courage to invest in batteries should be praised. Efforts to decrease emissions through renewable energy and other means are also positive signs the SK on is not standing still"***

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INNOVATION 2024 WINNERS

Recognising 3 organisations who are driving innovation within automotive this can include innovation across Technology, R&D, Manufacturing, Supply Chain, Innovative Partnerships

arm | KPIT | Plus

arm

Arm's commitment to advancing technology, research, and development is driving the transformation of automotive technologies. In March 2024, Arm and its ecosystem announced a series of industry firsts including a new automotive technology stack and a roadmap of compute subsystems (CSS) to accelerate automotive development cycles by up to two years. Here are the key highlights:

1. Broadest Ever Range of Scalable Automotive Compute Hardware

For the first time, Arm brought its latest Armv9-based technologies to the automotive market, enabling the industry to take advantage of the AI, security and virtualization capabilities. To meet the growing performance demands of today's vehicles, Arm leveraged its performance and power efficiency leadership in the infrastructure market by bringing server-class Neoverse technology to automotive markets, alongside new Armv9-based Cortex-A products for scalability across key use cases, including in-vehicle infotainment (IVI) and advanced driving assistance systems (ADAS).

2. Foundational Automotive Software

Arm and its leading software partner ecosystem delivered full stack software solutions that run on the latest Arm Automotive Enhanced (AE) technologies across a range of automotive applications. This gives the automotive industry everything they need to start writing software solutions for AI-enabled software-defined vehicles (SDVs) from day one.

3. Brand New Virtual Prototyping Solutions

For the first time, the Arm ecosystem can develop software on virtual prototyping solutions for the automotive market ahead of physical silicon being available, accelerating automotive development cycles by up to two years.

Arm is enabling the automotive ecosystem by unlocking new opportunities for silicon designers and software developers and accelerating time to market for OEMs, Tier 1 suppliers, silicon partners, and software providers that are building the future of AI-enabled SDVs, on Arm.

> ***Judges Quote*** ***"Excellent combination of core skills to bring automotive design and production to the next level and effectively apply all best in class development techniques, which different OEMs and supplier may lack"***

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Challenges

1. Long-Term Availability: Lithium, cobalt, and nickel are becoming increasingly scarce due to high demand and limited reserves. Potential geopolitical and economic factors are impacting the availability of these materials.

2. Supply Chain Volatility: Fluctuating prices and supply disruptions due to political instability, trade policies, and environmental regulations, as well as dependence on a few key suppliers and regions, increase vulnerability to supply chain shocks.

3. Environmental and Ethical Concerns: The environmental impact of mining and processing these materials; Ethical issues related to mining practices, particularly concerning child labor and poor working conditions in cobalt mines.

The expected surge in battery demand by 2030 for both stationary and mobility applications highlights the urgent need for alternative battery chemistries with robust, localized supply chains.

KPIT's Sodium-Ion Battery Solution

At KPIT, we are committed to advancing energy technologies. Over the past eight years, we have developed a fully indigenous Sodium-ion battery technology using readily available, earth-abundant materials. This technology is ideal for both Indian and global markets due to its sustainable and localized supply chain. . What sets our technology apart is its foundation on readily available, earth-abundant materials

Key Highlights of our Sodium-Ion Battery Technology :

1. Uses earth-abundant materials that are 30-60% cheaper than those in Lithium-ion batteries.
2. Fast Charging: 80% charging in 8 minutes
3. Long Life: 80% retention for 3000-6000 cycles
4. Wide operating temperature window: -20°C to 50°C
5. Higher depth of discharge
6. Drop in manufacturing process. Existing Lithium-ion facilities can be used
7. Ideal for commercial electric vehicles, especially 3-wheelers and intra-city electric buses

> ***Judges Quote*** ***"Urgently needed technology to support EV battery scalability at lower cost points while lowering rare resource scarcity, improving mining sustainability, reducing global geostrategic dependencies, and even improving BEV functionality (significantly faster charging)"***

Plus's SuperDrive™ is the ultimate large AI model based, end-to-end Level 4 autonomous driving system enabling driverless vehicles.

Trusted by world-leading OEM and infrastructure partners, including Hyundai Motor Company, Scania/MAN/Navistar brands of the TRATON GROUP, IVECO, and Transurban, Plus is deploying SuperDrive™ across the U.S., Europe, and Australia, improving transportation safety, sustainability, and efficiency. These collaborations reflect the immense value Plus's partners see in the company's autonomous driving technology, which helps accelerate product development and enables next-generation vehicles with higher levels of automated driving.

The AI-centric software underlying SuperDrive™ is versatile and adaptable, which allows it to be deployed in various use cases and platforms. In addition to powering driverless heavy trucks from the TRATON GROUP and hydrogen fuel cell electric trucks from Hyundai Motor Company, SuperDrive™ has been constrained and packaged into solutions for lower levels of autonomy including PlusDrive – Plus's Level 2+ semi-autonomous software that's already being used by world-class fleets like Amazon to deliver commercial freight nationwide; PlusProtect™ – Plus's next-gen safety technology with functionalities like high-performance automatic collision mitigation; and PlusVision™ – Plus's deep neural network-based perception software modules.

> ***Judges Quote*** ***"Game changer for real life autonomy use cases - bringing the tech to life"***

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VISIONARY LEADER 2024 WINNERS

Recognising 3 executives for their excellence, this could be for a specific project, leadership, or results.

Chey Jae-Won
Executive Vice Chairman
SK Group

Joachim Mathes
CTO
Valeo Brain Division

Jose Munoz, President and Global Chief Operating Officer, Hyundai Motor Company and President and CEO
Hyundai and Genesis Motor North America

Visionary Leadership in Sustainable Transportation

Chey Jae-won, Executive Vice Chairman of SK Group, exemplifies visionary leadership by driving the growth of SK On, an EV battery company that evolved from a major oil and energy firm. His ambition to create a more sustainable society fuels his pioneering efforts in the global automotive landscape, positioning SK On as a top-tier player in the EV battery market.

Commitment to Climate Action

Chey recognizes the urgent need to reduce carbon emissions due to global warming and has demonstrated a strong commitment to transportation electrification through concrete actions. Under his leadership, SK On has established itself as a global EV battery company, creating an EV battery belt in the southern United States. This achievement marks the world's only case of an EV battery leader emerging from a legacy oil company.

Strategic Investments and Partnerships

Running a battery business requires substantial investment in operations and R&D. Chey's SK On raised KRW 4.8 trillion through a pre-IPO from December 2022 to June 2023, exceeding its target by 20%. Despite a challenging financial environment, Chey attracted significant investment, highlighting the capital market's recognition of his leadership and SK On's potential.

Chey is leading the global electrification alliance with major automakers. He has engaged with industry leaders, including the CEOs of Ford, Hyundai, Volvo, Mercedes-Benz, and Geely.

Future Growth and Commitment

Despite a slowdown in EV demand, Chey emphasizes that electrification is inevitable due to climate change. At an SK On town hall in April 2024, he stated, "Electrification of transportation is a trend that cannot be resisted." SK On is diversifying its battery form factors and chemistries to meet diverse customer needs. At CES 2024, Chey announced SK On's development of pouch, prismatic, and cylindrical batteries, aiming to be the first Korean company to offer all three.

Chey Jae-won's visionary leadership has transformed SK into a global EV battery leader, driving innovation, expanding production capacity, and fostering strategic partnerships. His ambition and commitment are making sustainable transportation more accessible, significantly reducing carbon footprints, and paving the way for a more sustainable future. Through his leadership in the EV battery industry, SK On enables EVs to become a reality for more drivers, contributing to a more sustainable world for future generations.

Judges Quote ***"Chey made a bold decision early on and his vision was spot on"***

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Joachim Mathes, CTO of Valeo Brain division, has been dedicated to ADAS since the very beginning of his career, in the 1990s, covering various functions including R&D, customer development, vehicle integration, and strategic planning. The variety of vantage points combined with his openness enables him to always see the bigger picture and to anticipate what comes next. But a true visionary goes beyond the viewing: he makes conclusions, draws roadmaps and action plans and brings people and organisations together thus to convince, to achieve changes - and to transform them into business.

Joachim Mathes does all this, which makes him the architect of three major transformations of our industry:

as of the 1990s, the transformation of the functional offer - from sensing to parking, active safety and finally autonomous driving.

as of the 2000s the transformation of the portfolio - from stand-alone sensors to fusion ECUs, central computers and SW stacks, but also with the development of the first-on-the-market automotive grade lidar, crucial for highly automated driving ;

and today, in the shake-up of the automotive value chain where the business of carbuilders, system-on-chip makers, tech players are intertwined and threaten the revenue of automotive Tier 1, his expertise and force of conviction were crucial to defend the position of Valeo as a credible contributor of the Software Defined Vehicle and to shift the company's role from supplier to partner through successful coöperations with those very actors who could have been a threat.

This multiple transformation has come to fruition in strategic partnerships, in numerous tech talks, lectures and interviews where he has been invited to display his vision, but also and above all through a groundbreaking multi-billion-euro order intake for central computers, highlighting the trust of the market in Valeo Brain division's transformation, and that would not have been possible without the visionary leadership of Joachim Mathes.

> ***Judges Quote*** ***"ADAS and Software Defined Vehicles are the future of the industry and Joachim Mathes has been involved in development since the beginning. He helped elevate his company from supplier to partner. I believe he deserves recognition."***

Hyundai Motor Company is a global enterprise dedicated to tackling real-world mobility challenges around the globe. The success that Hyundai has seen in recent years can be contributed to its visionary leader, José Muñoz, President and Global Chief Operating Officer, Hyundai Motor Company and President and CEO, Hyundai and Genesis Motor North America.

In his role, Mr. Muñoz is responsible for driving greater performance in key strategic regions, including Europe, India and the Middle East and Africa. This includes leading global talent acquisition and management to recruit and retain core talent in new technology-based businesses. Muñoz is also responsible for global sales, service and product planning. Muñoz also oversees the entire American market.

Under the leadership of José Muñoz, Hyundai Motor Company and Hyundai Motor North America have increased their commitment to electrification including landmark investments in jobs and manufacturing, driven year over year sales increases across multiple vehicle sectors and begun industry changing partnerships with companies like Amazon.

> ***Judges Quote*** ***"Jose Munoz is the quality of candidate that is deserving of Reuters' recognition.***
>
> ***His results speak for themselves.***
>
> ***There isn't another candidate in the pool this year that has such a senior role with such a pivotal company in the automotive ecosystem, and has years and years of proven results."***

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EMPOWERING WOMEN 2024 WINNERS

Recognising 3 women in automotive for their impact on the automotive industry.

Rebeca Delgado
Chief Technology Officer
Intel Automotive

Julie Meyssonnier
General Manager
Toyota Motor Manufacturing UK

Katherine Mior
Manager, HR & DEI
Hyundai Auto Canada Corp

It's a pivotal time for the automotive industry as the shift toward electrification and software-defined are top of mind for OEMs. While the industry holds 100+ years expertise in traditional engine design, it's still in its infancy regarding electrification and the current architecture is far too costly, inflexible and unscalable to address today's consumer demands.Rebeca Delgado stepped into her role as CTO and principal AI engineer in March 2023 to help lead an Intel Automotive re-introduction to address these market challenges. With 21+ years' experience dedicated to edge and automotive computing technology, she is responsible for researching and evaluating new technological strategies, their implications, and potential outcomes, enabling Intel Automotive to address the automotive market transformation.

Rebeca is accelerating the industry's successful transformation towards including:

Advising the teams who led the development of Intel's first family of AI-enhanced software defined SoCs launched at CES '24 and advancing Intel's AI Cockpit solutions moving beyond a technology to control the vehicle and towards more human-centric future.

She facilitated the strategic acquisition of Silicon Mobility, a French startup whose EV power management technologies have been integrated into the Intel portfolio culminating in a new line up of Energy Management SoCs allowing automakers to recover up to 40% of the energy lost today. She was instrumental in the initiation of a new SAE Automotive vehicle power management standard workgroup (J3311) that aims to help all EVs become more energy-efficient and sustainable.

She also developed the plan for Intel to be the first automotive supplier to commit to supporting a mix and match chiplet approach for a more scalable software-defined architecture.

Born in Mexico, Rebeca is a champion for inclusivity internal and external to Intel Auto and is a role model to her young daughter and women of color who are interested in pursuing STEM.

> ***Judges Quote*** ***"Rebeca Delgado's contributions to Intel Automotive highlight her as a pivotal force in the industry's transition towards electrification and software-defined architectures."***

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Julie Meyssonnier is the pioneering General Manager for Toyota Motor Manufacturing UK (TMUK). Through her leadership within the Business Revenue Centre function, Julie is currently leading the Innovation Centre which focuses on the customisation of new cars and circular economy which plays a fundamental role in adding value, stable employment, and profit for TMUK.

Prior to her career, Julie studied for and received a Manufacturing Engineer Diploma before starting at Toyota in 2007 as a graduate at Toyota Motor Europe (TME).

Since 2007, Julie has consistently shown her commitment and ambition towards transformation within the industry. Within her first 4 years at the company, she received an award for her achievements during an international assignment to Toyota Motor Corporation (TMC) in Japan. Her successes continued through leading new model launches for manufacturing plants in France, Turkey, and Russia, and became a key leader for Toyota at a company level during the COVID crisis, work which later saw Julie nominated for an award from the World Business Council for Sustainable Development.

In recent years, Julie's inspiring leadership flourished during an assignment in Toyota France where her direction in sales planning and performance saw breakthroughs in vehicle distribution and increases of up to 10% in New and Used car sales, reaching a 6.4% market share.

Julie is now the inspirational leader for 180 members in her current role as General Manager for TMUK. Her recent achievements have included reaching a 2.3-million-pound profit in FY23 and overseeing 50 thousand vehicles being processed.

Additionally, Julie is a mentor and advocate for women in the automotive industry; in 2019 Julie was an instrumental part in initiating the Gender Diversity Network and through her sponsorship has mentored 11 members who have all gone on to assignments or promotions within 6 months after coaching.

Julie is a champion whose impact is spread across not only TME, but the automotive industry. Whether it's her team's accomplishments, her leading innovation, or her advocacy toward other women, she is the embodiment of positive and credible change.

> ***Judges Quote*** ***"Julie has an impressive profile and the work she's done and the results speaks to her vision and the impact of the programs and initiatives she's delivered"***

Katherine Mior (she/her) is the Manager, HR & DEI at Hyundai Auto Canada Corp., a new HR position created with the specific aim of advancing training, awareness and career development opportunities for under-represented groups. Through partnership, recruitment strategies and on-going conversations, Katherine's goal is to build a stronger, more diverse auto industry, with Hyundai leading by example. Katherine is passionate about creating an inclusive and welcoming culture, as well as supporting team members achieve their career goals and dreams! Katherine is also co-founder in all of Hyundai's ERG's Women@HAC, Inclusion@HAC and Parents@HAC. Katherine uses her position at Hyundai Canada to broker relationships and community movements, such as partnering with Onyx Initiative, Pinball Clemons Foundation, and multiple Indigenous relations initiatives. Katherine started HAC Attracts, a quarterly speed-networking with HAC leadership to give those whom otherwise wouldn't have been exposed to HAC and leadership, the opportunity.

Katherine is an advocate for advancing DE&I, and has a passion for automotive. Inspired following a leadership conference in 2022, Katherine and 2 team members from Hyundai Canada had the idea of a conference for the auto industry, bringing down the competitive walls of the industry, and be a catalyst for conversation. In 2023, she co-founded Empowering Auto, a registered not-for-profit on a mission to recruit, retain, and grow women in Auto. Achieved through a flagship initiative named the Empowering Auto Conference, a mentorship program, student outreach, scholarships, and various networking initiatives and programs (www.EmpoweringAuto.ca)

Katherine doesn't stop at Hyundai either. Katherine sits on an DEI advisory board with the Global Automakers of Canada Association, so she could share her successes, learnings, so the auto industry can improve, rather than gatekeep successful strategies.

Not only does Katherine want progress within auto, she's uses the many touchpoints between Empowering Auto, the Empowering Auto Conference, and her work at Hyundai Canada to regularly fundraise, raise awareness, and submit sizeable community-backed donations to organizations which support homeless youth, displaced women, and indigenous communities.

Katherine simply touches and grows communities everywhere and every way she can. Not one meeting or ideation session can occur without Katherine thinking of another way to improve the community.

> ***Judges Quote*** ***"Katherine deserves honors and accolades for her far reaching work in DEI and especially in her efforts to advance women in the autos manufacturing world."***