

Graeme Maxton

Global Automotive Economist
Asia Correspondent for *The Economist*

Author, speaker & advisor on the global automotive industry



Professional experience - original, independent insights

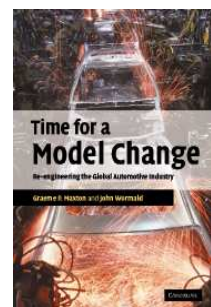
- Graeme Maxton brings over 20 years' automotive industry experience
- independent, often outspoken commentators on global automotive issues
- contributor to various television, radio and print media e.g. BBC, CNN, CNBC, Bloomberg
- strategic advisors to vehicle manufacturers, suppliers, and distribution and service companies globally
- presentations and insight briefings to capital markets, legal and other service firms' client groups
- counsel to governments on their automotive industry policies

Published books / papers - world-respected authorities

- Graeme Maxton is a freelance correspondent to *The Economist* on Asia business and global automotive issues and contributes to the Economist Intelligence Unit's various papers, reports and articles as well as the Economist Group's annual publication, *The World in*
- *Time for a model change* - 2004 - Cambridge University Press – co-authored with John Wormald
- *Driving off a cliff? Strategy and analysis of the world's car industry* - 1994 - Addison Wesley Publishing

Time for a model change - challenging the industry about its future

- Sir Geoffrey Owen, former editor, of the *Financial Times* and now Senior Fellow of The Institute of Management, London School of Economics: "A powerful diagnosis and an imaginative blueprint for reform. The industry and everyone who depends on it would do well to take notice"
- Ratan Tata, Chairman, Tata & Sons: "An impressive coverage of the global auto industry ... a must-read for everyone associated or interested in the auto industry, with important lessons for all auto companies, especially in the emerging markets with aspirations of becoming regional or global players"
- The auto industry is enormously important, accounting for 11% of developed-world's GDP and one job in nine. It will be just as important to developing nations. Most of the industry has run out of growth. The biggest car companies face decline in the next ten years and few will be able to access the growing markets. It is not as global a business as many of the car makers have claimed and their strategies are flawed. The industry will shortly hit several social, ecological and environmental roadblocks. There is no option but change. And it is possible. There is a new and better model that can allow the industry to prosper. But it risks turning the strong today into the weak tomorrow. The industry is enormously important. The industry is now ripe for a "Fourth Revolution" Graeme Maxton, 2005



Mr. Graeme Maxton – personal bio-data

- well known for his insights, stimulating presentations, event-chairing style, and punchy, clearly articulated analysis. He has particular expertise in the emerging markets of Asia
- co-founder of *autoPOLIS*, an automotive industry advisory service, and director until March 2007
- he was a director of the Economist Intelligence Unit where he managed a senior executive Corporate Network programme in Asia. Within the Economist Group, he occasionally writes for *The World-in*, *Business China* and *Business Asia*
- Graeme has chaired numerous Economist Conferences' automotive roundtables events in Detroit, Brussels, Athens, Tokyo, Singapore, Bangkok, Shanghai, and New Delhi
- has provided economic and industry insights to many of the world's vehicle manufacturers, component suppliers, government agencies, financial institutions, including: Ford Motor Company, Renault, Tata Group, Iran Khodro, GKN, SKF, Continental Teves, Visteon, TRW, Moog, LeasePlan, Federal Mogul, TNT Logistics, Citigroup, Deutsche Bank, HP and the Governments of Thailand, Malaysia, the UK
- he was previously with Booz•Allen & Hamilton, Citibank and American Express International
- has a first-class degree in economics and operations research and an MBA from City University London

Sample assignments

- confidential personal briefings to chief executive officers visiting Asia
- writing a briefing paper and presenting to the Board at global headquarters
- giving a kick-off presentation at a regional strategy and planning meeting
- special pre-dinner guest speaker at a CEO-CFO client servicing dinner debate
- delivering the keynote speech at an annual national industry association conference
- facilitation of working group sessions at a client off-site meeting

client testimonials

- *"you really helped to put us on the right track. We implemented all but one of your recommendations – and the omission was a mistake on our part"*
- *"your recommendations formed the basis for the reorganisation of our European aftermarket business"*
- *"thanks for helping us avoid an expensive mistake!"*
- *"their in-depth knowledge and expertise means that when they talk, people listen! ... they handled questions very effectively and stimulated discussion and debate. Excellent!"*