

MEDIA ALERT

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The Green Revolution: Opportunity or Disaster for Automotive Electronics?

Critical Environmental Change for Auto Makers is on the Horizon

College Park, MD – October 8, 2008 – While the focus on the greening of the automotive manufacturing industry has been on high MPG and "dual-fuel" options vehicles, another critical environmental change is on the horizon. Due to market forces and governmental mandates in Asia and Europe such as the EU "Restriction of Hazardous Substances" (RoHS), the "Waste Electrical and Electronic Equipment," and the "End of Life Vehicle Recycling" legislations, the global electronics industry is going green via the removal of lead (Pb) and numerous other 'toxic' substances.

As this movement flows through the supply chain, automotive manufacturers and their electrical and electronic equipment suppliers need to be aware of the possible implications of phasing out lead-based solders, tin/lead plated components and tin/lead based PCBs.

Companies will incur significant expenses adapting designs, equipment and processes. A Technology Forecasters Inc (TFI) study release in April 2008 determined that the consumer electronic industry has spent \$32 billion for initial RoHS compliance and requires \$3 billion annually to maintain compliance. This works out to over \$2 million per company to achieve initial RoHS compliance and almost \$500,000 for annual maintenance. Those who do not understand these new materials and their impact on assembly processes will end up with even more costly implementation or reliability and quality control issues.

"With proper knowledge of the lessons learned from the first round of Green Electronic

MORE

The Green Revolution: Opportunity or Disaster 2-2-2

conversion, "Green E" can be successfully implemented at a reasonable cost, and without a quality or warranty cost ramifications," said noted electronic materials expert Dr. Craig Hillman, CEO of DfR Solutions. "Without proper knowledge, this radical movement could result in a return to the warranty rates of the 1970's as automotive manufacturers struggle with the changes in quality assurance and reliability performance"

By using a Reliability Physics approach in combination with an intimate knowledge of the electronics industry, DfR Solutions, a world-renowned engineering services company with Fortune 500 clientele, has been in the forefront of the RoHS compliance and "Green E" conversion.

Senior technical staff member and Michigan DfR office manager Jim McLeish (a former manager of Electronics Reliability at GM) will be available on the first day of the SAE Convergence conference (October 20th) from 12-3 pm to discuss quality, reliability, and durability (QRD) aspects of Pb-Free electronics and the implications for automotive manufacturers. Jim McLeish will be available in Booth #1328. A FAQ sheet will be available for select media, as well as a press kit containing Jim's bio and DfR company information. To arrange an interview, contact Carrie Sharik at 301-474-0607 or csharik@dfrsolutions.com

About DfR:

DfR Solutions has world-renowned expertise in applying the science of Reliability Physics to electrical and electronics technologies, and is a leading provider of quality, reliability, and durability (QRD) research, consulting, failure analysis and laboratory/test services for the electronics industry. The company's integrated use of Physics of Failure (PoF) and Best Practices provides crucial insights and solutions early in product design and development and throughout the product life cycle. DfR Solutions specializes in providing knowledge- and science-based solutions to maximize and accelerate the product integrity assurance activities of their clients in every marketplace for electronic technologies (consumer, industrial, automotive, medical, military, telecom, oil drilling, and throughout the electronic component and material supply chain). DfR Solutions is based in the Maryland suburbs of Washington DC and has offices in Rochester Hills Mi and the San Francisco Bay/Silicon Valley region of Calif. For more information regarding DfR Solutions, visit www.DfRSolutions.com or e-mail askdfr@dfrsolutions.com.

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