

Mid-Michigan Section of SAE

Monday Sept 12th, 2011

6:00 PM Sign In, 7:00 PM Dinner, 8:00 Program

Baker College

Technology Center Building – Room S128

1050 W. Bristol Road at Fenton Road, Flint, MI

Students: \$18, Retirees: \$20, Members: \$25, Guests: \$30

The Mid-Michigan
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Overview of GM Racing

Speaker: Mr. Jim Campbell: GM. Vice President, Performance Vehicles and Motorsports



There is no secret that throughout the history of General Motors, racing has been a core of their success with the Chevrolet Division in particular. Before Louis Chevrolet himself ever established the Chevrolet Motor Car Company in 1911, he was a race car driver. Fast forward nearly 100 years and Jimmie Johnson just became the first five time-in-a-row NASCAR Sprint Cup Champion while driving a Chevy powered stock car.

We are honored to have Jim Campbell present "An Overview of GM Racing". The history of GM Racing includes the development of GM Performance Parts as well as GM's on-again, off-again and on-again relationship in their support of organized racing. Currently, GM's support is "on-again" like never before under the leadership of Jim Campbell. Expect an exciting and informative meeting, especially for racing enthusiasts.

Jim Campbell was named vice president, GM Performance Vehicles and Motorsports, in August 2010. Campbell is responsible for integrating the engineering and marketing of performance versions of current production models, performance parts as well as all motorsports activities.

Prior to this, Campbell served as vice president Chevrolet marketing. He also led GM's Fleet and Commercial Operations and held various positions in field sales, retail incentives, marketing and customer relationship management. He has broad experience with performance vehicles like Corvette and Camaro, and worked extensively across a variety of race series, including NASCAR, American Le Mans Series, Grand Am Road Racing and Indy Car. Jim has a Bachelor of Arts degree from the University of Michigan and a Master of Business Administration from the University of Notre Dame.



Reservations Required by : **Noon Thurs. Sept. 8th, 2011**

Contact: **Bernard Santavy** at: SAEMidMichSec@cs.com **OR** (810)-635-7948 **OR** purchase online

Menu: **Buffet**

At: <http://www.midmichigansae.org>

Next meeting: Oct.. 6th, 2011 at Zehnder's, Dr. Jack Simon, White House Science Office under Presidents Bush and Reagan