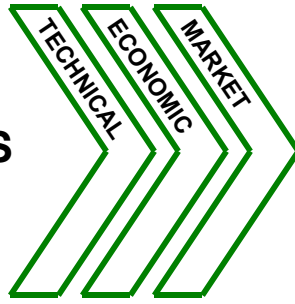

ANALYSIS



**Management
DECISIONS**

North American Automotive Instrument Panels . . .
An Interactive Photo and Supplier/Materials Database CD-ROM
2001-2003

CHRYSLER 300M



Robert Eller Associates, Inc., 2002

Prospectus for a Photo and Supplier/Materials Database of
North American Automotive Instrument Panels Summer 2002

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EXHIBIT A

SAMPLE OF COMPARISON PHOTOS AND EXTRACTS FROM SUPPLIER/MATERIALS DATABASE



DEMO NORTH AMERICAN INSTRUMENT PANEL DATABASE

OEM	MODEL						IP SUPPL.	SKIN TYPE	SKIN SUPPL.	FOAM TYPE	SKIN TECH	PASS ABD	PROD'N. 000 UNIT		NOTE
	MODEL	YR.	TYPE	PLAT.	SOP	EOP							'01	EST. '02	
	BUICK	PARK AVE.	2001	SEDAN	G/G-PREM	96-2							02-4	INTIER	
CHEVY	CORVETE	2002	COUPE	C-5	96-4	04-2	C&A/TEX	PVC	HAARTZ	XLPO	VF	VIS	35.6	38.2	LOWER ONLY
DODGE	DAKOTA	2002	PUT	AN/AN(2)	96-2	02-4	C&A/TEX	HARD	NONE	NONE	IM	VIS	157.5	169.5	SL
HONDA	CIVIC	2001	COUPE	VC/CF	00-7		HONDA	TPO	POLYONE	XLPO	VF	VIS	411.1	410.2	LOWER ONLY
PONTIAC	GRAND AM	2002	SEDAN	GMX130	98-1	02-4	C&A/TEX	PVC	HAARTZ	XLPO	VF	VIS	198.6	219.2	
TOYOTA	AVALON	2002	SEDAN	299T/900T	99-3		TOYOTA	PVC		PU	SL	VIS	83.4	78.4	

NOTE: EXAMPLES ONLY

SOURCE: ROBERT ELLER ASSOC., INC., 2002

REA has described the global interiors sector in several multiclient and single client studies. Until now, the visual dimension has been incorporated only as a supplement to illustrate key technical, economic, or design perspectives. In response to demand from our global interior clients, we have compiled a collection of photos of North American instrument panels and an associated photo and supplier/materials database, which are available on the compact disc described in this prospectus.

The REA North American IP Photo Collection -- contains side and/or front views of over 140 North American models between 2001-2003/with a total of over 280 images.

The REA North American IP Database -- contains IP component supplier data on over 140 North American models (see Exhibit A). This database contains information on 50 models between 2001-2002, and on approximately 90 models that will start up between 2002-2004.

The REA North American IP database includes class, platform, start-up date, facelift date, production, coverstock material/supplier, foam type, substrate material/supplier, and identification of passenger airbag door type. Exhibit A contains a sampling of information from the database.

CD Features -- Interrogating the photo database will bring up both the color photo (side and/or front view) and the supplier/material data associated with the selected IP. Photos may be compared and printed side-by-side (Exhibit A) or as a single photo (Exhibit B). Photo dimensions may be manipulated to fit the desired space. Data in the REA North American IP database may be interrogated, sorted, filtered, and summed (e.g., by year, material type, supplier, quantity, airbag type, etc.) to create custom databases and charts as required by subscribers. User comments may be added (see Exhibit A). Please give us a call if you would like a demonstration disc that shows selected photos and databases.

Who Should Subscribe -- Designers and engineers involved with IP design details. Materials suppliers and business analysts for whom material substitution trends and cockpit supplier customer data are required to formulate and quantify market strategy alternatives.

Ordering -- The CD can be ordered, or further information can be obtained:

- Through the REA homepage at www.robettellerassoc.com
- Via E-mail: bobeller@prodigy.net
- Via telephone: 330-670-9566
- Via fax by filling out the order form and faxing it to REA at: 330-670-9844
- By filling in the attached order and submitting payment in the appropriate amount for the number of CDs desired.

Subscription includes user's agreement to respect the copyright protection for the REA CD.

**EXHIBIT B
EXAMPLE PHOTOS FROM DATABASE**

FORD ESCAPE SEDAN, Front View



ROBERT ELLER ASSOCIATES, INC., 2002

FORD ESCAPE SEDAN, Side View



ROBERT ELLER ASSOCIATES, INC., 2002

CD photos are accompanied by associated supplier/materials database extracts.

**SOURCE: ROBERT ELLER ASSOCIATES, INC.'s N. AMERICAN AUTOMOTIVE INSTRUMENT
PANELS . . . PHOTO AND SUPPLIER/MATERIALS DATABASE CD-ROM**

