



Press Release

For immediate release

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Northwood University Rewards Collin Francis, Spectra Premium Sales & Marketing VP

Las Vegas, NV – November 5th, 2019 – Northwood University rewarded Collin Francis Vice President of Sales & Marketing, United States at Spectra Premium with a 2019 Automotive Aftermarket Management Education Award (AAMEA). The event, held at the Venetian Hotel in Las Vegas during the AAPEX week, recognized his achievements toward his alma mater.

In addition to his tenure on the Northwood University's Aftermarket Advisory Board that started this year, Collin's involvement as a mentor to the BMW Project Car furthered the university's cause of aftermarket education and helped the students of the Northwood University Aftermarket Club (NUAC) gain important real-life skills beyond the classroom.

"I am grateful to be in a position to give back to my alma mater, and I enjoyed working with the students," stated Collin Francis, Vice President of Sales & Marketing, Aftermarket USA. "It was a privilege to help guide them as they achieved their goal from the beginning when they first presented to Project 100 all the way to bringing a fully-functioning car here at AAPEX. Initiatives like this one foster and develop talent from Northwood University in order to improve the industry."

Over the course of nine months, these students revamped an 80's BMW with aftermarket parts. They started by approaching companies for support, then proceeded to bring the car back to life themselves. The 1989 BMW E30 is on display at the Sands Expo for the duration of the AAPEX.

Collin graduated from Northwood University in Marketing, Business Management (2007) and earned a Master of Business Administration degree from DeVos Graduate School at Northwood University (2010).

Spectra Premium Industries Inc. is a privately held company headquartered in Boucherville, Quebec, Canada. Spectra Premium is a team of more than 1,300 dedicated employees specialized in the design, manufacturing and distribution of cooling systems, fuel delivery, ignition and engine management, climate control, and undercar components for automotive vehicles as well as light and heavy trucks.

The Company owns and operates five manufacturing plants, 17 warehouses and a distribution network in the United States, Canada and Mexico. Backed by unparalleled customer and after-



sales service, Spectra Premium is the automobile manufacturers', auto technicians' and consumers' choice for reliable, quality parts and automotive systems.

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