

For Immediate Release

## IRN Inc. and the Office of Automotive & Vehicle Research Form Joint Venture

WINDSOR, ON – The Office of Automotive & Vehicle Research (OAVR), a unit of the Odette School of Business at the University of Windsor has announced the formation of a joint venture with IRN Inc. of Grand Rapids, Michigan. The partnership will focus on expanding the level of automotive products and services available from the companies and the marketing of those products and services into the Canadian automotive and transportation industries.

“We are excited about the potential this partnership offers both IRN and the OAVR to expand our offerings and to expand business in the Canadian auto sector,” said Kim Korth, president and CEO of IRN Inc. “IRN has historically focused on customers in the U.S. market and this will give us the opportunity to reach a new base of customers through the OAVR’s extensive network in Canada.”

“The Office of Automotive & Vehicle Research is pleased to join forces with one of North America’s leading automotive consulting and research organizations,” stated OAVR Co-Directors Tony Faria and Pete Mateja. “This partnership expands the services and geographic reach of both organizations.”

The two companies have complementary areas of focus that will work well in the partnership structure. IRN has a proven reputation in the automotive industry for data analysis and commentary through its established brand of Autofutures® forecast products. The OAVR will market IRN’s forecast products to its network of clients and contacts within the Canadian industry. The joint venture will allow the OAVR to expand the research services it offers in conjunction with IRN’s proprietary research services.

IRN has developed an IT architecture that is capable of large scale data storage and delivery of forecast and research products. This, along with IRN’s web-based branding strategy will enable the partnership to facilitate the commercialization of forecast products, research reports, and presentations to the OAVR’s network of customers in the Canadian market. Through years of working with Canadian OEMs, MTDM firms, trade associations, government agencies, aftermarket firms, transportation firms, economic development commissions, and municipalities, the OAVR has an established network of contacts in the Canadian market.

The OAVR also serves customers in the medium and heavy truck segment which will allow the partnership to jointly develop a forecast product to serve the needs of these customers using IRN’s forecast modeling IT capabilities and OAVR’s data input.

The two companies will continue to operate from their existing locations in Grand Rapids, Michigan and Windsor, Ontario.

IRN Inc. is a consulting firm that focuses on middle market manufacturers in the automotive and transportation industries as well as the financial institutions that support them. The company has over 25 years of experience helping clients improve their competitive position. IRN's mission is to provide integrated market data, intelligence and insight for its clients through its Automotive Intelligence Products and customized research and strategic advisory services.

The OAVR operates within the Odette School of Business at the University of Windsor giving it access to the services of nearly 500 faculty members in a wide range of disciplines. The OAVR has served the Canadian automotive and automotive components markets for over ten years. The OAVR's mission is to provide affordable, world-class research and consulting services on the vehicle market to industry, government and the media.

OAVR Contact Information:

A. J. Faria and Pete Mateja, Co-Directors  
Office of Automotive & Vehicle Research  
Odette School of Business  
University of Windsor  
Windsor, Ontario N9B 3P4  
519-253-3000, exts. 3101 and 4943  
[AD9@uwindsor.ca](mailto:AD9@uwindsor.ca)  
[pmateja@uwindsor.ca](mailto:pmateja@uwindsor.ca)