

Mead Korwin

Summary: **Automotive Facilitator/Technical Trainer/Driving Instructor/SME**
20 + years experience in Automotive Marketing and new Vehicle Launch Programs

Clients Include: Acura, Audi, BMW, Buell, Cadillac, Chevrolet, Eaton, GM, GMC, Harley-Davidson, Honda, Hummer, Infiniti, Lexus, Lincoln, Mercedes-Benz, Mercury, Nissan, Oldsmobile, GM/ONSTAR, Saleen, Toyota, Visteon, Volkswagen,

Career Highlights:

Acura	2012 Acura ILX Press Event/LAAS 2010 Acura ZDX Launch In-Dealership Tour, Facilitator
Audi	2012 Audi R8 Consumer Tour, Facilitator/Pro Driver 2011 Audi US Ski Team World Cup Sponsor Events, SME 2011 Audi A8 In-Dealership Launch Tour, Facilitator 2002 Audi A8 Launch Program, Facilitator/Pro Driver "New World of Audi" Brand Awareness Training Program, 1999-2003 Audi Brand Specialist (ABS) Facilitator/Pro Driver, 1994 to 2004
BMW	2011 BMW 5 Series In-Dealership Launch Tour, Facilitator 2010 to Present, BMW Sales Training Facilitator 2009 to Present, BMW Competitive Comparison Facilitator 2003 BMW 5 Series Launch Program, Facilitator 2003 BMW Technical Innovations and Enhancements Tour, Facilitator 2002 BMW 7 Series Launch Program, Pro Driver
Chevrolet	2012 Corvette ZO6 Centennial Edition LeMans Promotional Video, Precision Driver 2001 Duramax Diesel National Training Tour, Lead Facilitator 2001 Chevrolet Silverado HD Launch Tour, Lead Facilitator GMT800 Silverado Training Videos, Video Trainer/Host GMT800 Commercial Truck National Tour, Facilitator 2000 Chevrolet Suburban/Tahoe In-Dealership Launch Training, Lead Facilitator 1999 Chevrolet Silverado Launch Program/Lead Facilitator
DaimlerChrysler	Dodge Power Wagon Launch Tour, Facilitator-Off Road Capabilities Jeep Commander Launch Tour, Facilitator
Eaton Mfg.	Facilitator/Technical Trainer/Writer/Video Host GM Locking Differential Applications
GM	Autoshow in Motion Marketing Tour, SME 1988 North American International Auto Show, Show Manager, GM Corporate Display
GM/ONSTAR	1996 ONSTAR Initial Product Launch (Cadillac) In-Dealership Training Tour, Facilitator
Honda	2013 Honda Accord In-Dealership Training Tour, Facilitator 2012 Honda CRV In-Dealership Training Tour, Facilitator 2012 Honda Civic In-Dealership Training Tour, Facilitator 2011 Honda Odyssey In-Dealership Training Tour, Facilitator
Hummer	2005 Hummer H3 Launch Tour, Facilitator/Video Host, 2002 Hummer H2 Launch Tour, Facilitator
Infiniti	Infiniti Global Brand Launch - Infiniti Korea, Facilitator Infiniti Global Brand Launch - Infiniti Middle East (UAE) Facilitator 2006 Infiniti G35 Sedan In-Dealership Intercept Tour, Facilitator 2004 Infiniti QX56 Launch Program, Facilitator 2004 Infiniti G35 Sport Coupe In-Dealership Intercept Tour, Facilitator 2004 Infiniti Sport Coupe In-Dealership Launch Tour, Facilitator 2003 Infiniti M35/M45 launch Program, Facilitator 2003 G35 Sedan Launch Program, Facilitator 2003 FX35/45 Launch Program, Facilitator 2000 Infiniti i35 Launch Program, Facilitator 1999 Infiniti G20 Launch Program, Facilitator 1997 Infiniti Q45 Launch Program, Facilitator 1997 Infiniti QX4 Product Launch Program, Facilitator 1996 Infiniti I30 Launch Program, Facilitator

Lexus 2013 Lexus LS Product Launch, Facilitator
2013 Lexus ES Product Launch, Facilitator
2013 Lexus GS Product Launch, Lead Facilitator
2013 Lexus GS Knowledge Tour, Lead Facilitator
2011 Lexus Journey Tour, Lead Facilitator
2011 Lexus Knowledge Tour, Lead Facilitator
2011 Lexus CT200h Hybrid, Lead Facilitator
2010 Lexus GX 460, Lead Facilitator
2010 Lexus HS250h Hybrid, Lead Facilitator
2010 RX 350/450h Hybrid Launch Tour, Facilitator
Lexus Video Host, Lexus Enform with Safety Connect E-Learning Modules
2008 Lexus IS F Launch, Facilitator, Writer, Video Host

Mercedes-Benz 2000 Mercedes COMAND System Training, SME
1999 Mercedes "S" Class Launch, Facilitator
1998 AMG ML55 Press Launch, Facilitator/Driver/Track Events Coordinator,

Nissan 2009 Nissan cube In-Dealership Launch Tour, Facilitator
2005 Nissan Altima Launch Program, Facilitator
2005 Nissan Frontier In-Dealership Training Tour
2004 Nissan Titan Launch Program, Facilitator, Video Host
2004 Nissan Titan In-Dealership Training Tour
2004 Nissan Maxima Launch Tour, Facilitator
2002 Nissan 350Z In-Dealership Launch Program, Facilitator
2002 Nissan Altima Launch Program, Pro Driver
2002 Nissan Maxima Launch Tour, Pro Driver
2001 Nissan Xterra In-Dealer Intercept Training Tour, Facilitator
2000 Nissan Xterra Launch Program, Facilitator
2000 Nissan Quest In-Dealership Intercept Training Tour, Facilitator
1999 Nissan Quest Launch Program, Facilitator
1998 Nissan Altima Launch Program, Pro Driver
1996 Nissan Pathfinder Launch Tour, Pro Driver
1995 Nissan Maxima Launch Tour, Pro Driver
1995 Nissan Sentra Launch Tour, Pro Driver

Oldsmobile 1993 Aurora Launch Pro Driver/Facilitator

Saleen 2005-2006 Full Product Line In-Dealership Training Tour, Facilitator

Toyota Creator/Facilitator Tundra Chassis Master Training Program
Video Host – Toyota Safety Connect E-Learning Modules
Video Host – Toyota XM Radio E-Learning Modules
Video Host/Writer – Tundra Technology Revealed Video Class
Facilitator/Writer - Tundra Coach IDT Program
Facilitator/Writer – Truck Champion Training Program, Evansville, IN
Facilitator/Writer – Tundra Truck Pro Training Tour
Facilitator/Writer/SME – Toyota "Truck Essentials I" Certification Class
Facilitator/Writer/SME – Toyota "Truck Essentials II" Certification Class
Facilitator – Toyota "Why Buy a Toyota" Certification Class
Facilitator – Toyota "4WD Simplified" Certification Class
Facilitator – Toyota "Building Value" Certification Class
Facilitator – Toyota "Understanding Hybrids" Certification Class
2010 Toyota 4Runner Launch Tour, Facilitator
2008 Toyota Highlander Training Tour, Facilitator
2008 Toyota Highlander Hybrid Training Tour, Facilitator
2008 Toyota Sequoia Launch Tour, Facilitator
2008 Toyota Venza Launch Tour, Facilitator
2007 Toyota Tundra Launch Tour, Facilitator
2006 Toyota Camry Training Tour, Facilitator
2006 Toyota Camry Hybrid Training Tour, Facilitator
2006 Toyota FJ Cruiser Launch Tour, Facilitator
2006 Corolla/Matrix Launch Tour, Facilitator
2006 Toyota Yaris Launch Tour, Facilitator
2006 Toyota Rav4 Launch Tour, Facilitator
2005 Toyota Tacoma Launch Tour, Facilitator

Competition Experience: SCCA Club Racing 1982 to present
HSR/SVRA Formula 5000 Revival Series

(Datsun 240/280Z, RUF Porsche 930)
(Ex-AI Unser Lola T-192 Formula 5000)