



Wednesday, June 6, 2001

PDMC designated as a Center of Excellence

Oakland University's **Product Development and Manufacturing Center** (PDMC) recently was designated a Center of Excellence for its Systems Engineering training and consulting.

"PDMC at Oakland University has provided valuable assistance to DaimlerChrysler Corporation," said Bernard I. Robertson, senior vice president - Engineering Technologies and Regulatory Affairs and general manager at Daimler Chrysler. "The systems approach taught by Dr. Patrick Dessert, the center's director, and his faculty is critical in meeting the challenges of an increasingly competitive and demanding marketplace."

Established in 1997, the PDMC is an internationally recognized entity providing education, applied research and technology transfer for the automotive industry.

The PDMC's intensive, three-day course is designed to redirect the engineers' thinking on designing systems, shifting the focus away from parts and components. The goal of the course also is to assist suppliers in their expanded role in the design and manufacture of vehicles, Dessert said.

SUMMARY

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