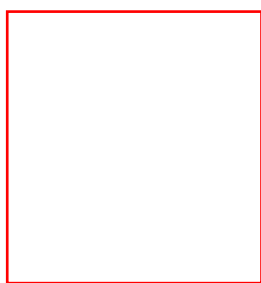




Sergio Marchionne
CEO, Fiat S.p.A.

Fiat has staged an impressive half-turnaround under Marchionne. The Italian automaker is making money after years of losses and has achieved smooth separation from General Motors. Sales and revenue are up as well. Marchionne is imposing business discipline and cleaning house. Now can he finish the massive restructuring job?



L.G. Chavez Jr.
CEO, Burt Automotive
Network

The Denver dealership group ranks No. 3 on *Hispanic Business* magazine's list of the 500 largest U.S. Hispanic-owned companies. It ranks No. 53 on the *Automotive News* list of the top 100 dealership groups in the United States ranked on 2005 new-vehicle retail sales units. The company is an innovator in marketing to Hispanic consumers with community-oriented events.



John Miller
Vice president,
purchasing, Nissan North
America Inc.

Miller seeks cost cuts from Nissan's U.S. suppliers — but he takes a gentle approach. He's employing third-party *kaizen* teams to help suppliers realize undreamed-of plant efficiencies.



Kerri Martin
Director, brand innovation, Volkswagen of America Inc.

Martin got VW a new advertising agency and added quirky, sometimes shocking, ads aimed at young consumers — notably for the GTI, Jetta and Passat. Love the ads or hate them, you can't ignore them. VW's U.S. sales are up; lots of new product hasn't hurt, but Martin's cutting-edge strategies surely have helped.



Frank Ewasyshyn
Executive vice president of manufacturing,
Chrysler group

The Chrysler group has improved productivity and reduced warranty costs. Under Ewasyszyn, the company is updating plants to make lines more flexible through the use of robotics, new technology and team assembly.

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ASIAN NAMEPLATE EXECUTIVE

Jim Press
President, Toyota Motor North America Inc.

Four-bagger

Press, an All-Star for the fourth year in a row, is Toyota's highest-ranking U.S. executive. His new job likely will expand his role with the parent company, making even greater use of his leadership and intelligence. The company continues to bring new product to market, and sales keep growing. Toyota could pass DaimlerChrysler this year as the third-largest automaker in terms of U.S. sales.



INFORMATION TECHNOLOGY

Ralph Szygenda
**Group vice president,
information systems and
services, General Motors**

Big business

Szygenda, GM's chief information officer, developed a \$15 billion plan for the company's IT business over five years, encouraging large suppliers to work together. He has moved GM into an era in which all vendors compete fiercely for the automaker's business.



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Eric Brose, Parts Manager
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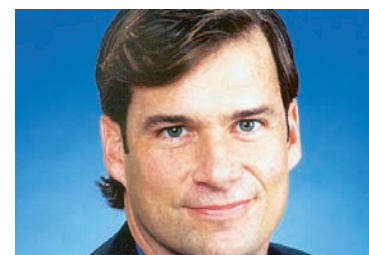


ENGINEERING

Shinichi Matsumoto
**General manager,
electrical and hybrid
powertrain development,
Toyota Motor Corp.**

High-performance hybrids

Matsumoto is a repeat winner in this category. Toyota develops hot-selling hybrids for performance gains as well as fuel economy. The next-generation Prius could get twice the mileage of the current model with better performance. Lexus' flagship sedan will get a hybrid powertrain as a luxury feature. In hybrids, no one comes close to Toyota.



MARKETING

Jim Farley
**Vice president,
marketing, Toyota
Division**

Main event

Farley is our All-Star marketer for the second straight year. He's applying to Toyota Division the lessons he learned launching the Scion brand, aimed at Generation Y. Toyota Division spent \$730 million last year on U.S. media advertising, but it's also getting into new areas such as event marketing in a big way.



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EUROPEAN NAMEPLATE EXECUTIVE

Richard Beattie
Executive vice president,
marketing and sales, Land
Rover North America

SUV success

SUV sales have been tanking for everyone — except Land Rover. Under Beattie's sales and marketing strategies, Land Rover is riding a wave of new products and clever advertising to another year of rising U.S. sales.



SALES

Dick Colliver
Executive vice president,
Honda and Acura auto
sales, American Honda
Motor Co. Inc.

Civic duty

Honda Division sales were wavering, and dealers were getting antsy. But along came the redesigned Civic, and Honda is back on track. Colliver applies retail smarts to a company whose slow-but-steady growth could be poised to take off.



FINANCE

Fritz Henderson
Vice chairman/CFO,
General Motors

Mr. Fix-it

GM's money man oversaw the sale of controlling interest in General Motors Acceptance Corp., bringing GM much-needed cash. He eased out GM employees who figured in a federal accounting investigation of the company. He's one of GM's chief go-to guys on Delphi-UAW issues. Before taking his current job in January, Henderson handled several foreign operations for GM. Rick Wagoner's heir apparent as CEO?



PRODUCT DEVELOPMENT

John Krafcik
Vice president, product
development and
strategic planning,
Hyundai Motor America

24/7 action

Krafcik oversees U.S. product, strategic and brand planning for the Korean parent. The Ford veteran joined Hyundai in 2004 and played a key role in the campaign that launched seven models in 24 months in United States. His visibility has risen since the January ouster of Bob Cosmai as Hyundai Motor America CEO.



DEALER

Ken Schnitzer
Owner, Park Place Lexus



Quality quest

Schnitzer's Dallas store won a Malcolm Baldrige National Quality Award for managerial excellence last year — the first auto dealership so honored. Now Park Place Lexus is promoting Toyota's continuous improvement practices to maintain customer loyalty.

SUPPLIER

Frank Macher
CEO, Collins & Aikman
Corp.



Staying alive

Macher took over a Chapter 11 mess and has kept Collins & Aikman operating as it works to reorganize. His company makes cockpits, trim and carpets for virtually every North American vehicle platform. Now it has a real future.

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