



For Immediate Release

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Global Automotive Manufacturer, KSR International, Re-Organizes by Naming Two Executives to New Leadership Roles

Ridgetown, Ontario and Southfield, MI (June 16, 2016) – Two long-time executives recently were promoted to Senior Vice President at KSR International, a global industry leader in the design, engineering and manufacture of an array of products for the transportation industry.

David B. Lydy was named Senior Vice President, Commercial Products; previously he was Vice President of Global Sales & Marketing. Lydy joined KSR in 1994.

Larry Willemsen was promoted from Vice President to Senior Vice President, Product Development; Willemsen joined KSR in 1985.

President/CEO Rodney T. Nunn said of the appointments: “We are continuing to enhance our market leadership in the products developed and sold by KSR. Both David and Larry are critical to the continued success of the company as the automotive, light truck and all-terrain vehicle segments in the automotive industry continue to evolve. Their oversight of our vertical integration is essential for KSR’s continued focus on quick response, cost containment and local expertise on four continents.”

Since 1946 KSR has worked closely with OEMs and Tier One suppliers, providing a variety of products that are designed, engineered and manufactured to exacting specifications for use in autos, light trucks and ATVs. Products include automotive sensors, electronic throttle controls, adjustable and fixed pedals, electric steering control units and power modules. Sales, R&D and/or manufacturing facilities are located in Canada, United States, Mexico, Wales, England, Germany, Czech Republic and China.

For more information, please visit www.ksrint.com.

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