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Contact:

Joe Steele

LIFT

313-309-9132

jsteele@lift.technology

AAM's Jeffrey Nichols Takes the Reins as LIFT Technology Development Leader

DETROIT – American Axle & Manufacturing (AAM) Executive Director Jeffrey W. Nichols has been named to lead the Lightweight Innovations For Tomorrow (LIFT) Technology Development Committee, directing the institute's lightweight metals research and development programs.

Nichols takes over as chair of the committee from Mike Killian of Eaton. The committee chairs serve one-year terms and work with LIFT technology leaders and industry members to develop and prioritize R&D initiatives.

"I am honored to chair a committee comprised of some of the most respected and varied names in the manufacturing industry," said Nichols. "The opportunities that exist at LIFT to develop lightweight metals solutions are tremendous and I am looking forward to working with the institute and its members to take new solutions to market."

"Jeff brings a deep understanding of the industry and a history of innovation from his career in manufacturing and the auto industry," said Alan Taub, chief technology officer, LIFT. "We are quite fortunate to have someone of Jeff's caliber take the lead and work with our other industry partners on our technology programs moving forward."

In his work with AAM, Nichols is the executive director of advanced technology integration and global business development, responsible for the company's advanced product integration strategies. He works with OEM customers worldwide on forward product technologies and integration, while fostering international partnerships aimed at strategic alignment.

Over his 28-year career in the automotive industry, Nichols has served in progressive levels of responsibility in both Engineering and Business Development capacities with leading tier-one suppliers. Nichols possesses

extensive International business acumen in powertrain, chassis and driveline technology segments, inclusive of hybrid technologies and vehicle performance markets.

LIFT, operated by the American Lightweight Materials Manufacturing Innovation Institute (ALMMII) and one of the founding [Manufacturing USA](#) institutes, is a public-private partnership dedicated to developing and deploying advanced lightweight metal manufacturing technologies, and implementing education and training programs to better prepare the workforce today and in the future.

ABOUT LIFT

LIFT, operated by the American Lightweight Materials Manufacturing Innovation Institute (ALMMII), is a Detroit-based, public-private partnership committed to the development and deployment of advanced lightweight metal manufacturing technologies, and implementing education and training initiatives to better prepare the workforce today and in the future. LIFT is one of the founding institutes of Manufacturing USA, and is funded in part by the Department of Defense with management through the Office of Naval Research. Visit www.lift.technology or follow on Twitter [@NewsFromLIFT](#) to learn more.