

October 2, 2017

Kevin Kennedy, seasoned auto industry executive, joins Bmax as Chief Executive Officer

To our Board of Directors, Shareholders, Partners and Employees

We are pleased to announce the appointment of Kevin Kennedy as Chief Executive Officer of Bmax, effective immediately.



Kevin has more than 30 years of experience in the auto industry, in fields of general management, sales, engineering and program management. During his 13-year tenure at Takata Holdings beginning in 2004, he served as its Director of Sales (General Motors), Senior Vice President (sales and marketing, and Chrysler Fiat business unit), Executive Vice President, and most recently, President. He also held leadership roles in sales, marketing and product development at GM, TRW Occupant Safety Systems, and Tower Automotive.

While at TRW, he led a global organization that consisted of more than 400 professionals, and negotiated a \$477-million business award – the largest in the company’s history. He received Takata’s President’s Award for stewarding the company through the bankruptcies of its clients General Motors, Chrysler and Lear, resulting in zero impact to Takata’s balance sheet.

Kevin holds a bachelor’s degree in Electrical Engineering from General Motors Institute, and an MBA from University of Phoenix.

Please join us in welcoming Kevin to our efforts!

All best wishes,



Robert Friedland
Co-founder and Chairman



Laurent Frescaline
Co-founder and CEO

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