



3rd European Cleaner Racing Conference at Autosport International



**Winning Real Value from
Energy Efficiency in Motorsport**

**NEC, Birmingham
Wednesday 7 January 2009**

Speaker Biographies

Nick Fry – Honda F1



Nick Fry began his career with the Ford Motor Company in 1977 as a graduate trainee after gaining a degree in Economics from the University of Wales. Over the next 11 years he held a variety of positions within Ford, from an analyst responsible for forecasting demand for Ford Cars and Trucks to market research where he organised and analysed results generated through Ford's market research clinics throughout Europe.

During a period in product planning, Fry was directly involved in the development of a 10-year strategic plan for new products and latterly moved into translating the strategic product description into a detailed engineering specification. This progressed into a more detailed, well-defined product specification for new products with the development of the Mondeo, which became "Car of the Year" and was the most consistent best seller in 56 countries over eight years.

In 1988 Fry managed the introduction of the Escort into the UK market, including the development of performance models including Escort Cosworth. Following this he spent 2 years as Production Manager at Ford's Dagenham Body and Assembly Plants.

When Ford acquired more than 50% of Aston Martin Lagonda Limited in 1992, Fry was the natural choice for the role of Director of Operations of this prestige marque. At the start of his three-year contract, he identified that Aston Martin required a total restructure to avoid making ongoing losses. The initial objective was to review and subsequently restructure the business to increase performance, much of which was completed within six months. Fry was subsequently promoted to Managing Director, overseeing the development of the DB7 which has since become the best-selling model in the company's history.

Having demonstrated his ability at Aston Martin, Jac Nasser, the Head of Ford, requested that Fry be appointed Service Director for Ford Europe. Here his role included solving in-service technical problems for all Ford models including product recall, representing Ford's interests with Government departments and the media on product issues.

By 1997, Fry's cross-functional background led him to become Brand Manager for Large Cars at Ford Europe where he spent two years working on the company's European marketing strategy, with responsibility for developing the Mondeo brand including development of the popular 'ST' sporty models. There followed a short assignment in Detroit developing Ford's telematics (mobile communications) strategy. Nick's final two years at Ford were spent as Product Planning and Business Director for Ford Europe, based in Cologne, Germany, where he helped to develop the Ford Europe re-structuring plan and the product-led recovery which tripled the number of new Ford products each year versus historical levels.



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Nick Fry – Honda F1 (cont'd)

In January 2001, Nick Fry was persuaded by David Richards to join Prodrive in the role of Managing Director, Prodrive Automotive Technology, where he has been responsible for leading Prodrive's expansion into outsourced engineering services. Within four months of his appointment, Prodrive Automotive Technology had a full order book for 2001 and major steps had been taken to grow the company in the UK and beyond with the acquisition of the Tickford Group. This expansion saw Nick become Group Managing Director overseeing both the company's engineering and racing operations.

In January 2002, Nick joined David Richards' management team at the B·A·R Honda Formula One Team where he became Managing Director, in addition to his Prodrive responsibilities. Nick remained with B·A·R Honda following the end of Prodrive's management agreement, becoming Chief Executive Officer in 2005.

Following the Honda Motor Company's purchase of the team in November 2005, Nick remained in the role of Chief Executive Officer at the newly named Honda Racing F1 Team. Two years later, he played a key role in persuading former Ferrari Technical Director Ross Brawn to return to F1 with the Honda team and work alongside Nick in the role of Team Principal.

