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**PRESS RELEASE: FISITA Appoints Automotive Leader Dr. Xiaozhi Liu as FISITA Ambassador, China**

FISITA, the international organisation for the technology of mobility engineering community, announces the appointment of Dr. Xiaozhi Liu as its inaugural FISITA Ambassador, China. A highly respected leader in the global automotive industry, Dr. Liu brings over three decades of expertise and leadership to this crucial role, positioning FISITA for enhanced growth and influence in the world's largest automotive market.

Currently the Founder and CEO of ASL Automotive, Dr. Liu also serves as a Global Non-Executive Director (NED) for Autoliv and Johnson Matthey, and as an Independent Advisor and Lead Coach to over 40 CEOs from top 500 companies in China and worldwide.

Dr. Liu's distinguished career includes a wealth of leadership roles, including previous global NED positions at AB InBev and Fuyao Glass Group, where she also served as Vice Chairman and CEO. Her extensive experience with General Motors spans various roles, including President & CEO of General Motors Taiwan, CTO & Chief Engineer for GM Greater China, Director of Vehicle Concept and Electronics, Control and Software Integration for GM North America, and Managing Director of Delphi Shanghai China.

In 2009, Dr. Liu was recognised as one of the 1,000 outstanding contributors to China's automotive industry during 30 years of reform. Her broad-ranging expertise covers engineering, sales, marketing, and executive leadership.

Dr. Liu's academic background is equally impressive. She holds a PhD in Chemical Engineering, an MSc in Electrical Engineering from Friedrich-Alexander University in Erlangen, Germany, and a BSc in Electrical Engineering from Xian Jiaotong University in China.

As FISITA's China Ambassador, Dr. Liu will play a key role in promoting the organisation's mission and expanding its presence throughout the region. She will focus on strengthening relationships with leading industry figures, driving membership growth, and supporting FISITA's ongoing efforts to advance collaboration and innovation within the technology of mobility engineering community.

Speaking about her new role, Dr. Liu said: "I feel very honoured to join FISITA to better promote FISITA in China, the world's largest automotive market, and develop new partnerships to promote the outstanding development of mobile engineering."

Chris Mason, FISITA's Chief Executive, welcomed Dr. Liu's appointment, stating: "It's great to have Dr. Liu join FISITA in this important role. Her deep industry knowledge,

leadership skills, and understanding of both the global and Chinese markets make her ideally suited to represent FISITA in China. I have no doubt she will make a significant contribution to the organisation and further FISITA's mission to drive progress in the technology of mobility industry."

Dr. Liu's appointment represents a major milestone in FISITA's strategic development, furthering its commitment to building global collaboration and driving innovation in the technology of mobility engineering. With her leadership, FISITA is set to strengthen its presence in China, build new partnerships, and inspire the next generation of engineering talent.

### **About FISITA**

FISITA is the international membership organisation for the technology of mobility systems engineering community. Founded in 1948, FISITA supports knowledge sharing and collaboration among engineers, advancing the technology of mobility engineering worldwide.

For further information, please contact:

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