

2
0
2
5

4th Edition



NATIONAL AUTOMOTIVE INDUSTRY AWARD

CALL FOR ENTRIES

ABOUT THE INDUSTRIA NACIONAL DE AUTOPARTES- INA

Founded in 1961, the Industria Nacional de Autopartes (INA) represents more than 700 auto parts manufacturing plants operating in Mexico.

Our mission focuses on fostering agreements among key industry stakeholders, collaborating with government agencies to promote national and regional development, and producing strategic intelligence to address the technological challenges of the industry.

ABOUT THE AWARD - NATIONAL AUTOMOTIV INDUSTRY AWARD

The **National Automotive Industry Award** is the highest recognition granted to companies supplying original equipment and aftermarket products, as well as light and heavy vehicle manufacturers with production plants in Mexico.

It also honors executives with outstanding careers in the industry, who have significantly contributed to the sector's growth, innovation, and sustainability.



PARTICIPATION GUIDELINES

OBJECTIVE

The Award recognizes excellence, leadership, innovation, and commitment in companies and executives that have driven the competitiveness of Mexico's automotive industry.

IMPACT

- Recognition and prestige among industry experts and the general public.
- Competitive differentiation, strengthening the image of the award-winning company or executive.
- Sales boost thanks to the prestige and visibility of the award.
- Talent attraction by being recognized as an industry leader.
- Networking and collaboration opportunities with other companies and institutions.
- Validation of innovation and quality, reinforcing trust among clients and business partners.
- Publicity and marketing to increase visibility in national and international markets.





REGISTRATION & REQUIREMENTS

REGISTRATION

Applications must be submitted through the online form available at:
La postulación se realizará a través del formulario electrónico disponible en: <https://ina.com.mx/index.php/premio-nacional-industria-automotriz/>

REQUIREMENTS

- Be an active automotive manufacturing or assembly plant, or an executive currently working in the sector.
- Have operated continuously for the past two years.
- Stand out for your contribution to the sector's development.
- Accept that the success story or career will be shared publicly.
- Attach a letter signed by a senior executive (CEO or equivalent) authorizing participation.

Designate an official contact representative, including Corporate Communications contact details.



Courtesy Pass



Exclusively for the winner, granting access to CIIAM and the award ceremony. Accompanying guests must purchase access in advance:

- Award Ceremony Pass (lunch & ceremony): \$3,000.00 MXN + VAT
- CIIAM Pass (all activities of the day): \$8,000.00 MXN + VAT

We appreciate your understanding.

COMPANIES

- Tier 1 Original Equipment Supplier of the Year
- Tier 2 Original Equipment Supplier of the Year
- Aftermarket Supplier of the Year
- Light Vehicle Manufacturer of the Year
- Heavy Vehicle Manufacturer of the Year
- Sustainability

Local Supplier Development (new category)

EXECUTIVES

- Most Outstanding Career Achievement
- Original Equipment Executive of the Year
- Aftermarket Executive of the Year
- OEM Light Vehicles Executive of the Year
- OEM Heavy Vehicles Executive of the Year



EVALUATION CRITERIA

SUSTAINABILITY

- Implementation of measurable sustainability initiatives.
- Commitment to equity, inclusion, and social responsibility.
- Innovations in efficient resource use.

SUPPLIERS OF THE YEAR & MANUFACTURERS

- Investment in research and development.
- Impact on job creation and supply chain strengthening.
- Contribution to local and national economic growth.

CAREER ACHIEVEMENT & EXECUTIVES OF THE YEAR

- Contributions to the growth of the Mexican automotive sector.
- Demonstrated leadership throughout their career.

LOCAL SUPPLIER DEVELOPMENT (NEW CATEGORY)

- Implementation of strategies for integrating local suppliers.
- Creation of strategic alliances to strengthen national industry.
- Measurable impact on reducing dependence on foreign inputs.



EVALUATION PROCESS

The Evaluation Advisory Committee will review each application and may request additional information. Only applications that provide all requested information in a timely manner will proceed to evaluation. Failure to comply will result in automatic disqualification.

A panel of industry experts will select the winners.

⚠ As this process involves external judges, evaluation timelines may be extended. We appreciate your patience.

KEY DATES

- **Call for Entries Launch:** June 2, 2025
- **Application Deadline:** September 10, 2025
- **Evaluation & Winner Selection:** September 18, 2025
- **Award Ceremony:** October 2, 2025



WINNERS 2024

06



Heavy Vehicles Executive:
Marco Rodríguez,
Daimler Truck México



Light Vehicle Manufacturer
of the Year: Audi



Original Equipment Executive of the Year:
Alberto Piñones, Lear Corporation



Aftermarket Supplier of the
Year: PPG

WINNERS 2024

06



Tier 1 Original Equipment
Supplier of the Year: ZF Group



Career Achievement: Carlos
González, Yazaki



Aftermarket Executive of the
Year: Katria Oviedo, Jetz App



Career Achievement:
Raúl García, Mercedes Benz