

# Hadrian A. Rori

VP Vehicle Engineering



## Contact

**Bright Automotive, Inc**

2701 Enterprise Drive, Suite 228

Anderson, IN 46013

Main: (765) 298-6600

Fax: (765) 298-6601

E-mail: [info@brightautomotive.com](mailto:info@brightautomotive.com)

[www.brightautomotive.com](http://www.brightautomotive.com)

## Experience Summary

Hadrian A. Rori – Currently Vice President of Vehicle Engineering at Bright Automotive, Inc., Mr. Rori is a senior automotive executive with over 24 years of design and development experience. His expertise lies in Chassis, Drivetrain, Vehicle Development and Dynamics. Mr. Rori is responsible for all Chassis, Interior, Body and Electrical systems for Bright Automotive Products. He is also responsible for overall Vehicle Development and will assume the role of “Chief Engineer”.

Mr. Rori brings a passion for sustainability, product quality and customer satisfaction and he has a track record of launching new products meeting high quality and performance levels.

Prior to Bright Automotive, Mr. Rori spent 23 years with Chrysler LLC where he held a variety of Product Engineering executive positions. His most recent position was Director of Passenger Car Chassis Engineering. Prior to this position, Mr. Rori held the position of Senior Manager for Jeep Vehicle Synthesis and Development where he directed the group responsible for functional and quality objectives, vehicle testing and development for the Grand Cherokee program. During Mr. Rori’s tenure, the Grand Cherokee won several high profile industry awards including two “4x4 Of the Year” honors.

Earlier in his career, Mr. Rori was the head of the Vehicle Dynamics Department for Premium Vehicles. His group established a European test protocol for ride, handling and braking for the Chrysler 300M including vehicle dynamics development at the Nurburgring racing facility in Germany. The 300M was subsequently selected as Motor Trend “Car of the Year.”

Mr. Rori was also responsible for the Chassis, Powertrain and Frame development of the Plymouth Prowler program. The Prowler was a “retro” styled vehicle utilizing state-of-the-art Aluminum materials in the Chassis, Body and Frame to provide low weight and high levels of style and performance.

Mr. Rori received a BS in Mechanical Engineering from Carnegie-Mellon University and an MS in Engineering Management from the University of Detroit. He is the Chairman of the SAE Chassis Systems Group, holds two U.S. patents for Suspension System Designs, and has co-authored a technical publication titled “Using QFD to make the Neon Fun to Drive.” He has held certification in Reliability Engineering from the ASQC and has been an SAE member since 1984.