Oakland Tech News™

AUGUST 6, 2012 COVERS THE OAKLAND TECHNOLOGY AREA AND THE AMERICAN AUTO INDUSTRY

GM Orion environmental engineers Jessica Alderton, left, Mike Schafran and Julie Lenz.

Orion Engineers Oversee GM Contribution to Gardens

CONTINUED FROM PAGE 2

This vision came true with fast action on the part of our collaborative partners. In four short months, we are well on our way to linking sustainability with producing growth."

Invitations for southwest Detroit families and residents to participate in the urban gardening project are facilitated through community partners like Detroit Cristo Rey High School, Detroit Hispanic Development Corp., Southwest Detroit Business Association, and Community Health and Social Services Center.

The former GM parking lot borders a residential neighborhood and today's location of Ideal Group.

Representing GM Orion at the Cadillac Urban Garden kickoff were plant environmental engineers Jessica Alderton, Mike Schafran and Julie Lenz.

All three said they were very proud that GM Orion was able to be of service on this community project and re-purposing those parts containers is exactly the type of philanthropic projects they enjoy working on so much.

GM's Bradburn said that the parts containers in question are typically used to transport windshield washer fluid carried in those white, polyethylene containers, but the containers are otherwise described as "one way." After use, they would have to be melted down for their elements. Now they're a garden.

All of this charitable activity took place in one of GM's traditional 20th century industrial strongholds.

Originally opened as Cadillac Fleetwood Assembly back in 1921, the factory produced Cadillacs and closed on Dec. 23, 1987, whereupon production of Cadillac's big D-Body cars moved to GM Arlington Assembly in Texas.

The site of the plant was redeveloped into the 88-acre Clark Street Technology Park in 1997 by General Motors and three other partners. The GM plant was demolished and replaced by several customized tenant structures.

Chrysler Leads Big Three Sales for Month of July

Teenager Goes from '81 Camaro to Fiat Pop

DETROIT (AP) – Chrysler's U.S. sales rose 13 percent in July on demand for Ram pickups, a sign that car and truck sales will remain strong despite worries about the economy.

The company, which was the first to report sales last week, said it sold more than 126,000 cars and trucks – its best July in five years.

Chrysler's results were just above expectations for overall industry growth of about 11 percent. Summer clearance deals likely trump buyers' concerns about the economy last month.

Analysts expected that good deals helped buyers overlook negatives such as stagnant hiring and the financial crisis in Europe.

At Chrysler, sales of its best-selling Ram pickup rose 17 percent in July as home building increased. Sales of the 200 jumped 43 percent to more than 9,000.

Overall, Chrysler said it sold more than 126,000 cars and trucks last month, including nearly 800 Dodge Darts, a key new compact car for the company.

Fiat will introduce a Gucci version of its stylish 500 mini car in the United States later this year.

The black special edition of the car features glossy paint, chrome detailing and a leather interior with white accents. It has the Italian fashion label's interlocking "GG" inscription on the headrests and wheels, and Gucci's signature green-and-red stripe along the body side, the seat belt and seat backs.

It will be introduced Sept. 8 at the start of New York Fashion Week but won't hit showrooms until December.

It's an effort to boost sales of the car, which have been slow since its U.S. debut in March.

Fiat has sold about 11,500 of the mini cars in the U.S. and Canada, well short of its 50,000 goal for the year.

Fiat has been slowly opening U.S. dealerships. It now has about 100 nationwide and says it expects higher sales through the rest of the year. The company plans to have a total of 130 dealers nationwide, mainly in larger metro areas.

Meanwhile, one happy new car customer is Milly Nance, 19, of Altamont, Tenn., who recently bought a new 2012 Fiat 500 and she's thrilled with her purchase.

"What do I like best about the car?" she asked. "Probably the ride and handling because the car handles really, really well.

Nance went from driving a 1981 Chevrolet Camaro to this hot little Fiat 500.

"I spend $30 per week on gas and sometimes I go maybe two weeks between fill-ups.

"I've had the car two months and right now I have 1,589 miles on it."

Fiat sales in the U.S. started slow, but now appear to be gaining momentum. As for Chrysler, it was the 200, built at Sterling Heights Assembly Plant and made famous by Eminem, that helped boost sales for July. Chrysler's momentum continues on.

Milly Nance, Appalachian mountain girl and her new car. Who can predict what Fiat's market will be?

Easter Seals Hosts Raffle

AUBURN HILLS – Easter Seals of Michigan announces an all-cash raffle aimed at raising $100,000 to benefit the charity.

Tickets are $50 each and only 5,000 tickets will be sold.

The winning ticket will be drawn on Aug. 25 at 2 p.m. at the Easter Seals of Michigan facility, Adult Services Building, 22170 W. 9 Mile Road, Southfield, Mich., 48033.

Winner need not be present to win.

Raffle participants must be 18 years of age or older at the time of entry. Payment of all applicable federal, state and local taxes, fees and surcharges are the responsibility of the winner.

The public is invited to the Aug. 25 drawing, one that promises to change one person's life while also supporting the lives of 8,000 Michiganders served by Easter Seals.

For event details, feel free to e-mail events@essmichigan.org or call (248) 475-6411.

The prizes will actually be awarded on Aug. 25 and the prize money itself is nontransferable.

FEV Adds to Its CNG Engine Testing Capabilities

AUBURN HILLS – FEV, Inc., (FEV) a leading developer of advanced powertrain and vehicle technologies, announced last week that it is making a significant investment in the addition of Compressed Natural Gas (CNG) engine testing capabilities.

CNG is viewed as one of the most viable near-term solutions to reduce U.S. dependence on foreign oil. Converted test cells are expected to be operational by October of this year. Gary Rogers, FEV, Inc. president and CEO, made the announcement.

"We have always viewed CNG as one of the most viable alternatives to traditional petroleum-fueled powertrain technology. The addition of CNG testing capabilities was an integral part of our long-term business plan," said Rogers.

"With customer requests becoming more frequent, and with the development of advanced natural gas (NG) extraction technologies, we felt the time was right to make this investment."

FEV has a long history in the development of CNG-powered engines, and most recently showed its lean burn Advanced Turbulence Assisted Combustion (ATAC) system at various powertrain symposiums around the world.

When complete, FEV's CNG engine testing capabilities will range from base engine development and calibration to vehicle integration and design and development of controls and algorithms.

Conversion of test cells is underway. When completed the new CNG test cells will:

- Offer high pressure pipelines for delivery of CNG to test cells
- Provide adequate pressure to run research engines as small as 1 cylinder through light, medium and heavy-duty engines up to 1,000 hp
- Convert existing test cells is relatively straightforward, with many of the modifications focusing on safety.

CNG as a fuel offers many advantages, according to Dean Tomazic, vice president of FEV's Light-Duty Engine Division. First, it is an abundant resource with a projected capacity of about 100 years. This largely domestic resource could significantly offset U.S. dependence on foreign oil, according to FEV.

Further, CNG is a high-octane fuel source that would result in reduced knocking sensitivity, allowing for increased compression ratios that would enhance engine efficiency. Use of CNG has the potential to reduce CO2 emissions over gasoline by 25 percent, and 15 percent compared to diesel fuel. Lean-burn versions have the potential to reduce CO2 emissions even more, about 30 - 35 percent.

Homogeneous CNG combustion is a mature technology, according to Tomazic, with numerous light and heavy-duty engines designed to run on CNG. With mature extraction technologies, an anticipated expansion led by both consumer demand and automakers seeking to comply with future emissions and efficiency standards,

CNG use could rise very quickly, dependent primarily on the country's ability to create a refueling infrastructure.

Meanwhile, the FEV Group is an internationally recognized powertrain and vehicle engineering company that supplies the global transportation industry.FEV, Inc. employs approximately 350 personnel at FEV's North American Technical Center in Auburn Hills.

Golling Hosts Poker Run on Aug. 12

LAKE ORION – Golling Buick is proud to sponsor and support the Lake Orion Police Departments Kops for Kids Program with an All You Can Eat Pancake Breakfast/Classic Car Show-Poker Run on Sunday August 12th.

The Breakfast will be from 8:00am til 11:00am and the Classic Car Show/Poker Run will be at noon til 4:00 p.m. Golling Buick-GMC is located at 1491 S. Lapeer Rd., in Lake Orion.

The All You Can Eat Breakfast function now includes pacakes, sausage, coffee,OJ, tea and milk. Prices are: Adults $7.00,Seniors (65 and up) $5.00, and Kids 10 and under $3.00. Bring the family and enjoy a great breakfast knowing that you are supporting a great program-Kop's and Kids Program of Lake Orion.

Following the breakfast sign up to participate in the dealership's first annual Classic Car Show/Poker Run which will take you to many Lake Orion and Oxford businesses.

The Classic Car Show/Poker Run will run from noon til 4:00pm. At noon Chief Jerry Narsh of the Lake Orion Police Department will lead the way to all of the businesses that will give you that special poker card AND provide additional information about their business.

You do not need to be a classic car to participate. The cost of the Poker Run is $5.00 per driver. Additional riders can play for $5.00 as well.If they don't want their own poker hand then they are free.All Poker Run participants must turn in their poker cards in at Golling Buick-GMC no later than 3:30pm we will award cash prizes and trophies at 4:00pm.Proceeds from the Poker Run will also go to the Lake Orion Police Departments Kop's for Kids Program.

If you don't want to do the Poker Run then stop by Golling- Buick-GMC to enjoy our car show,live entertainment featuring the music of 2 B Gone,food,50/50 raffle as well as our MC Rock'NRonnie who will not only play those great 50s and 60s sounds but will announce our winners. The USMA will conduct the trophy awards.The Lake Orion Police Department will also hold a car wash from 11:00am til 3:00pm

The day will end at 4:00pm with the announcements of the best poker hands and a presentation of the Trophies.

Any questions please call Bill Kokenos at (248) 802-5521 or Golling Buick-GMC at (248) 693-5900.

What's in a Name . . . Or a Number on GMC Trucks?

Editor's Note: For more than 100 years, GMC pickups have hauled loads that have helped keep America running. They've come in different shapes and sizes and with names that denote their capabilities. What do all those names and numbers mean? This first in an occasional series of "GMC Pickups 101" features explains the naming history of the fullsize pickup.

DETROIT – When three truck builders – Randolph, Reliance and Rapid – merged to become GMC in 1912, the brand's range of gasoline- and electric-powered trucks used model numbers between 1 and 12, each denoting payload in thousands of pounds, or how much weight could be loaded on the rear.

Today, the labels "½-ton", "¾-ton" and "1-ton" are still used industry-wide for fullsize pickup truck classes, despite their having little connection to the trucks' capabilities.

For 2013, a GMC Sierra 1500 "½-ton" has a payload capacity that ranges from 1,550-1,940 pounds – considerably more than the 1,000 pounds once implied. A "1-ton" Sierra 3500HD can haul up to 7,215 pounds; almost four times the 2,000 pounds its moniker suggests.

"The payload-based naming convention for pickups existed right from the beginning," said General Motors Heritage Center Manager Greg Wallace.

"The ½-ton, ¾-ton, and 1-ton models became most popular with retail customers over a few decades, not just for GMC but all manufacturers. While payload capacities have grown since, those three names stuck."

As with payload classifications, GMC helped pioneer other naming conventions for pickups.

In 1967, GMC was the first company to use 1500, 2500 and 3500 to designate its three truck models, numbers that were based off the first segment of vehicle identification numbers, or VINs, and denoted hauling capability.

Those numbers remain an integral part of the GMC naming strategy and every current full-size truck sold by an American automaker uses numbers starting with 15, 25 and 35 to denote the three classifications.

The Sierra name became standard for all GMC full-size pickups in 1989 after being used for various upscale trim packages through the '70s and '80s.

The 2013 Sierra 1500 represents the core of GMC's truck business, while the purpose-built Sierra 2500HD and 3500HD models are some of the most-capable pickups ever produced, with class-leading maximum payload.

GMC has manufactured trucks since 1902, and is one of the industry's healthiest brands.

GMC is the only manufacturer to offer three full-size hybrid trucks with the Yukon, Yukon Denali SUVs and the Sierra pickup.

Local Supplier Claims New Thermal Management System Improves Fuel Economy and Reduces Emissions

TROY, Mich. – To help automakers meet upcoming fuel economy and emissions regulations, Schaeffler has developed an advanced thermal management system to more precisely control drivetrain temperature.

Through the proactive management of engine, transmission, hybrid component and battery temperature, Schaeffler's Thermal Management Module improves fuel economy by as much as four percent, say Schaeffler officials.

Currently in production in Europe (on Audi's EA 888 Gen3 engine), the module, say company officials, also provides key occupant benefits, such as a 40 percent reduction in internal vehicle warm-up time.

"As the most advanced system currently available, our Thermal Management Module is attracting interest from numerous domestic and global automakers," said Michael Weiss, director of thermal management at Schaeffler.

"Its flexible, drop-in design allows the module to easily adapt to various automaker requirements.

"Further, due to its ability to reduce fuel consumption and vehicle emissions, it meets the EPA's requirements for the Off-Cycle Innovative Technology Credit."

Developed as a system solution for the entire drivetrain, Schaeffler's Thermal Management Module uses electronic sensors to more accurately control engine temperatures to reduce warm-up time, increase efficiency range from the engine to the transmission to the turbocharger, as well as improve energy efficiency and the lifespan of components.

The system integrates numerous functions in a compact assembly that is manufactured from lightweight, high-strength Polyphenylene Sulfide (PPS) plastic with fiber content.

The system replaces the traditional wax element thermostat, allowing temperature to be more precisely controlled by means of a rotary slide valve that enables the ideal temperature window for the engine and transmission to be obtained rapidly.

Reacting on the driver's power demand, the valve immediately supplies the required cooling performance. Due to an advanced calculation model, the coolant temperature stays in a safe range.