

A Chrysler Car Show for Students



Ralph Gilles, senior vice president of Design at Chrysler, above, third from left, attended the Lincoln High School student car show in Warren Oct. 10. The event was organized by Chrysler and the United Way to give school-children an early look at car design as a career. At right, Van Dyke Public Schools students in Warren check out the cars provided by Chrysler at the recent campus car show, while Van Dyke Public Schools Superintendent Joe Pius and Gilles talked shop. Pius is pictured above, at far left.



Cadillac ATS Auctioned to Benefit Duchenne Research

DETROIT – The first 2013 Cadillac ATS produced for a customer was auctioned with 100 percent of the \$50,000 in proceeds going to Team Joseph, a nonprofit organization that funds Duchenne muscular dystrophy research.

The car was retained by Cadillac since it was built recently in Lansing. The ATS is on its way to Barrett-Jackson's Las Vegas auction on Sept. 20-22.

Barrett-Jackson's collector-car show will take place at the Mandalay Bay Resort & Casino, broadcast nationally on SPEED. Barrett-Jackson will waive its commission fee from the auction so every dollar of the winning bid goes to Team Joseph.

In 2008, 5-year-old Joseph Penrod was diagnosed with Duchenne, a disease that robs children of muscle function and ultimately attacks the heart and lungs. Joseph, now 8 and living in Michigan, inspired the founding of Team Joseph and its mission to fund research for Duchenne treatments. "There are therapies in development right now that could help this generation of children, but we have to keep the momentum going. Someday soon, when a child is diagnosed with Duchenne, it will not be a devastating disease but simply a manageable condition," said Marissa Penrod, Joseph's mother and founder and CEO of the nonprofit.

"Team Joseph is thrilled to be the recipient of Cadillac's generosity through the donation of the first ATS."

Duchenne is a lethal form of muscular dystrophy affecting one in every 3,500 male births around the world. Only through recent advances in care have some patients been able to live with Duchenne beyond their teenage years.

"Donating the first Cadillac ATS will allow us to raise money and awareness for a very important cause," said Don Butler, vice president of Cadillac marketing.

"It's our way of supporting treatment for Duchenne, with some of that research occurring in our home state of Michigan."

The crystal red, premium-trim ATS up for auction will be fully equipped with a 3.6L V6 estimated at 320 horsepower.

The car will also feature CUE,

Cadillac's comprehensive in-vehicle user experience that merges intuitive design with industry-first controls and commands for information and media.

TI Names Dench Powertrain Director

AUBURN HILLS – TI Automotive has named Julian Dench to the position of global managing director – Powertrain Systems. He will be based at TI Automotive global headquarters in Auburn Hills.

"The industry-wide focus on increasing fuel economy has renewed worldwide interest in optimizing powertrain structure and performance," said Bill Kozyra, chairman and CEO of TI Automotive.

"As such, we are increasing our efforts to help automakers improve and enhance fuel systems.

"Julian's experience in this area will be a tremendous asset in expanding our reach, and we're pleased to have him leading the global Powertrain Systems team."

Dench, 50, joins TI Automotive with more than 30 years of automotive industry sales and engineering experience.

Most recently, he was vice president and global account director for TRW Automotive. He also held positions with Siemens VDO – which was eventually acquired by Continental – and Ford Motor Company.

He earned a diploma in me-

chanical and production engineering from the University of East London and an MBA from the Open University, both in the United Kingdom.

He is a resident of Birmingham, Mich.

TI Automotive's Powertrain Systems product group develops and produces gasoline direct-injection and diesel fuel lines and rails, along with key fluid carrying lines for turbocharger coolant systems.

SAE Convergence: The Future Of Automotive Technology

by Jim Stickford

A panel of OEM electronics and infotainment experts has concluded that advanced technology in cars is here to stay.

The panel discussion was held at the recent SAE Convergence 2012 gathering at Cobo Hall in downtown Detroit Oct. 17. Titled, "The Carmakers Speak," the panel was moderated by Paul Hansen, of The Hansen Report.

Panelists were Al Amici, of Fiat Group Automobiles, Ricky Hudi of Audi AG, Graydon Reitz of Ford Motor Company, Wayne Powell of Toyota Motor Corporation, John Schnoes of Nissan Technical Center NA and Andrew Farah of General Motors.

Amici said cars will become more technologically complex.

He pointed out that computerized systems are used to make internal combustion engines more efficient and that's not going away. People also love "cool things" like blue tooth technology and infotainment technology, also here to stay.

Emerging technology such as vehicle to vehicle (v2v) and vehicle to individual (v2i) is in its infancy and will continue to develop, he said.

Amici noted that there are a couple of metrics that can be used to measure increased technical complexity – one being the number of computer coding lines used to make a vehicle operational, and the second being the number of apps and hardware features available. Both those numbers are going up.

That doesn't mean computerized operating components might decrease as hardware improves, he said, and these units can be combined to do more.

Farah said the public is helping drive vehicle complexity, adding that the desire for new features is only going to increase. How the OEMs meet these desires is the real challenge, he said.

When answering how OEMs are going to compete to keep revenue streams generated from infotainment systems, Hudi said the OEMs have to find ways to get the car world to work together with the consumer world.

Amici said the infotainment model is a new one and he expects there will be a shake-up in the next few years and that one or two business models will be left for everyone to use.

The key, Amici said, is for an OEM to develop something "cool" that customers will desire and didn't even know they wanted. The revenue stream will sort itself out as time goes on.

Reitz said that answer is different in different parts of the world that have different rules and regulations. Right now, he said, infotainment is a money-maker in China. But their rules are different from Europe's which are different from North America. He noted that there is no one solution that can cover these three different regions.

The panel was also asked about having systems in place to have software in vehicles automatically updated from the electronic "information cloud" without having the car go to a dealership.

Schnoes said there are definite benefits for that kind of system for both the consumer and the manufacturer, but there are also dangers.

"Anywhere you allow updates to occur automatically, it becomes a game for hackers to see how long it takes them to hack the system," Schnoes said.

This could cause serious problems for drivers, he added, as there is the potential for safety software to be compromised, or for private information to be illegally gathered from their cars.

Reitz said that Ford's computer guys are pushing for this, because like most computer designers, they like improving their code and they like getting the latest code out to the public.

Hudi said finding one standard for a particular technological function can be hard. Does a company adopt blue tooth tech, or Apple systems or both? Reitz said Apple wants OEMs to use wi-fi tech instead of blue tooth because Apple believes wi-fi has higher standards.

Powell agreed and said his company wished blue tooth was the final word because they've spent a lot of money on making their cars blue-tooth-compatible.

Hansen asked if the panelists saw vehicles using hardware and software to obtain information for the information cloud. Farah said some cars already do that for traffic information.

Hudi said Audi is now able to update traffic information every three minutes using cloud technology, as opposed to once every half-hour using radio technology.



Cadillac ATS was auctioned to benefit Duchenne-related charities.

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