

DuPont's New Troy Innovation Center Connects Its Engineers Globally

by Jim Stickford

DuPont opened its first United States Innovation Center in Troy on Oct. 18, representing a significant investment in Michigan.

To kick off the event at the company's facility in Troy, DuPont officials invited many of their customers and partners to see just what the new Innovation Center can do.

Chris Murphy, global industry director – Automotive, spoke about the philosophy behind the Innovation Center and why the first American one opened up in metro Detroit.

"DuPont has four innovation centers around the world," Murphy said. "They are in emerging Asian markets. There was recognition that while there is a need for such centers in those markets, they were ultimately information receivers. We in Detroit thought that there was a need to recognize knowledge generators or hubs here."

Basically, Murphy said, having an innovation center in Detroit allows scientists and engineers to collaborate with colleagues across the world in real time.

Using the latest in communications technology allows a Detroit-based engineer here to teleconference with other engineers in

places like Germany, Japan – and simultaneously.

The Detroit engineer can draw a design on a special board and that design will be transmitted directly to his colleagues in those countries. He can talk to them "face-to-face" and they can trade ideas and information back and forth in real time.

It creates a kind of "collaboratory" where scientists can work together at the same time despite being thousands of miles apart.

Detroit was chosen as the first American-based innovation center, in part, because of the tremendous changes that have taken place in the way the auto industry designs and innovates, Murphy said.

Right now, cars are being made using non-traditional materials to make the vehicles lighter and more fuel-efficient. There is a tremendous demand for new lighter and stronger materials that perhaps didn't exist only a few years ago.

A company like DuPont has a great opportunity to meet these new demands if it can invent and generate new materials, Murphy said.

"As Dave Cole said earlier, things have changed in the auto business greatly," Murphy said. "He pointed out that 20 years ago about 10 percent of intellectual property (IP)

connected to the auto business was not generated by the OEMs. That 10 percent was usually generated by the suppliers. Now it's closer to 50 percent of IP generated by OEMs."

Car manufacturers know that they can't innovate all the technology that goes into their cars anymore, Murphy said. Just look at who some their suppliers are – Google, Microsoft, Apple. These are technology companies, and a generation ago, it would have been unthinkable to consider them auto suppliers.

"The days of of a manufacturer rejecting an idea because it wasn't generated by its employees are gone," Murphy said. "Ideas are now coming from all sorts of different places and we have a way to bring everyone together."

Diane Gulyas, president of DuPont Polymers, came from Wilmington to help open the Innovation Center.

She said DuPont invited representatives from the OEMs, Tier I and II suppliers, as well as people like Neal DeKocker, president of the Original Equipment Suppliers Association (OESA), to take a tour of the facility.

"The idea is to say that we're open for business and ready to collaborate, not just with our other facilities around the world



Rick Bell, Renewably Resources Materials manager, in new lab.

but also with other companies," Gulyas said.

Dave Cole, CEO emeritus of the University of Michigan's Center for Automotive Research (CAR) and current CEO of AutoHarvest.org, said he was glad to attend the opening and speak to people because the way innovation is created has changed.

"We live in a world of vanishing boundaries," Cole said. "I'm not

just talking about nations. Look at engineering. In the old days, you were a mechanical engineer or an electrical engineer of a chemical engineer. And you worked in your department with other engineers of the same discipline. Now all disciplines work together to reach a common goal. We're living in a very different world now and we're doing things differently."

Ford Credit Chair Mike Bannister To Retire Jan. 1

Mike Bannister, executive vice president, chairman and CEO of Ford Motor Credit Company, has elected to retire effective Jan. 1, 2013, after 39 years of service.

Bannister, 62, will be succeeded by Bernard Silverstone, who is being named group vice president, chairman and CEO.

Bannister is retiring after leading Ford Credit with strong, sustained profitability.

"Mike Bannister is an absolutely world-class business leader who knows how to bring people together to deliver outstanding results," said Alan Mulally, Ford Motor Co. president and CEO.

Under Bannister's leadership, Ford Credit provided distributions of more than \$15 billion to support Ford's business.

Before being named chairman and CEO, Bannister was president and chief operating officer of Ford Credit. He also served as president of Ford Credit International, leading the company's operations in Asia Pacific, Europe and Latin America. Before that, he was chairman of Ford Credit Europe. He joined Ford Credit in 1973.

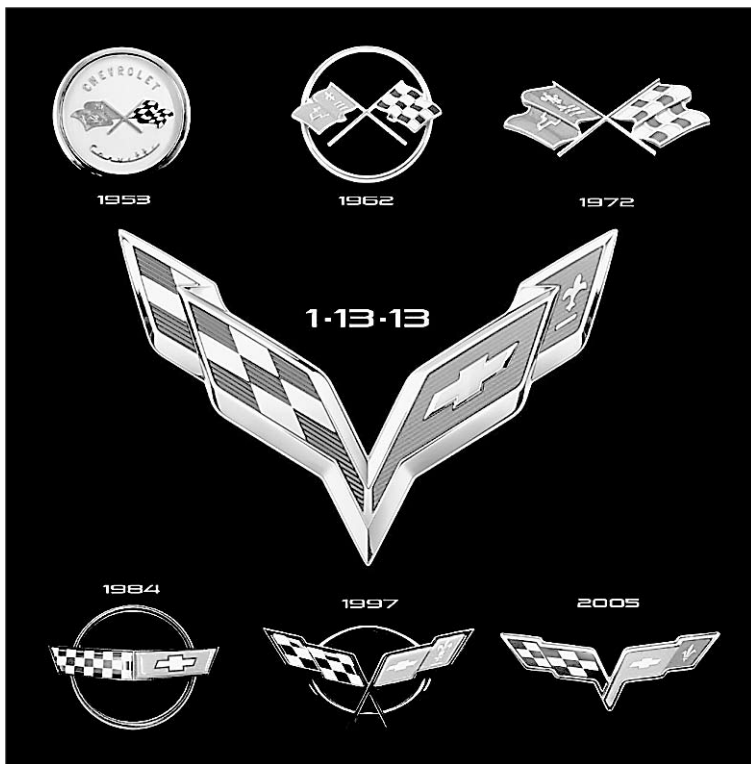
Silverstone, 56, has served at Ford Credit for 33 years and will continue Ford Credit's strategies to improve and expand its business and profitably support Ford's growth plans.

"Bernard's broad global experience and consistent delivery of profits and distributions will ensure Ford Credit's continued value to the Ford enterprise," Bannister said. "Bernard also is deeply committed to building on our strong relationships with Ford dealers, customers and employees."

Silverstone was named to his present position as chief operating officer of Ford Credit in January.

He previously led Ford Credit's marketing and sales operations globally and the company's International Operations, which covers all Ford Credit business outside the U.S. and Canada. Before that, he served as chairman of Ford Credit Europe.

Silverstone joined Ford Credit Britain in 1979 and has held a wide variety of staff, operations and leadership positions in the North American, European and Asia Pacific regions.



How the new Corvette logo has evolved over the years.

Chevrolet Releases 2014 Corvette's New Crossed-Flags Logo at Racetrack

Chevrolet has confirmed that the next-generation Corvette will debut on Sunday, Jan. 13, the night before the kickoff of the 2013 North American International Auto Show in Detroit.

To give the Corvette-hungry consumer a sneak peek at what the all-new Corvette will look like, Chevrolet released the new crossed-flags logo for the 2014 Corvette at Road Atlanta last week.

In a statement, Ed Welburn, GM vice president of Global Design, explained the need for an update to the iconic logo, featured on more than 1.5 million Corvettes since the original in 1953.

"The new crossed flags design reflects the character of the next Corvette," he said.

"The flags are much more modern, more technical, and more detailed than before, underscoring the comprehensive redesign of the entire car."

Aside from giving the world design clues for the new Corvette, the updated logo, say GM officials, reflects just how "all-new" this seventh-generation Corvette will be.

According to Tadge Juechter, Corvette chief engineer, "There are only two carryover parts from the C6 used in the C7 – the cabin air filter and the rear latch for the removable roof panel."

Chevrolet is also offering Corvette enthusiasts a chance to attend the C7 reveal in Detroit, releasing a limited number of tickets on the National Corvette Museum website.

Though tickets sold out in record time, officials say, there is a wait list should more tickets become available.

For more information on tickets, contact Roc Linkov at roc@corvettemuseum.com, or wait for the public reveal on Sunday, Jan. 19 at the North American International Auto Show.

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Penna's Site of HFHC Boutique Event

The Henry Ford Health System is holding "A Night to Knock Your Socks Off" special benefit on Tuesday, Oct. 30, in Penna's of Sterling in Sterling Heights to raise money for Henry Ford Macomb Hospital's Women's Health Services programs.

The event begins at 5 p.m. and goes until 10 p.m. The celebration features an evening of boutique shopping.

After attendees have had a chance to shop, they will be served a five-course dinner, which will be followed up with entertainment provided by humorist Kay Frances.

Shopping opportunities will continue after the performance until 10 p.m.

More than 20 vendors will be on hand to show off their jewelry, clothing accessories and more. Individual tickets are \$65 and there are also sponsorship opportunities available.

For more information on the event and how to order tickets, call 586-263-2968.

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