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2013 Chevrolet Equinox



2013 GMC Terrain

Millionth Terrain/Equinox Rolls Off The Former CAMI Assembly Line

As if the fans of the GMC Terrain and Chevy Equinox didn’t have enough to celebrate earlier this month, the 1 millionth of these small SUVs rolled off an assembly line in Ingersoll, Canada.

The 1 millionth of the small SUVs is a quicksilver metallic 2013 GMC Terrain Denali.

The Denali is a recent addition to the lineup of GM vehicles that use the same architecture and underpinning, joining the GM Terrain and Chevy Equinox, both introduced in 2009 as 2010 models.

Since the small SUVs launched, they’ve sold approximately 140,000 models in 2009 and more than 280,000 units in 2011.

So far in 2012, they’ve outsold the competition – the Honda CR-V, Kia Sportage/Hyundai Tucson and Ford Escape.

Why the popularity of GM’s three small SUVs? Alan Batey, vice president of GM Sales, Service and Marketing, explains, “Small SUVs attract buyers with

diverse personal preferences but a common need for space and versatility. With Equinox and Terrain, we can deliver on those core attributes while offering two very different design and packaging propositions.”

According to Kelley Blue Book, the crossover utility vehicle segment, which includes the Terrain and Equinox, will increase in sales up to 10 percent by 2015.

The CAMI plant where the Terrain/Equinox are built was constructed in the late 1980s as part of a partnership between GM and Suzuki. The Japanese manufacturer ended production and sold its interest to GM in 2009.

CAMI, originally known as Canadian Automotive Manufacturing Inc., got its start in 1986, with production at the plant beginning in 1989. Suzuki was the last of GM’s Japanese partners. The company took over the plant just after coming out of bankruptcy,

Sshhh, Says GM Engineer to ATS Sounds

To some, automotive “luxury” means lush interiors with comfortable seats and high-tech gadgets. But to vehicle performance engineers, like James Murphy, it also means quiet.

There are some noises, Murphy admits, that are perfectly acceptable, but others, like wind noise and the sounds of passing cars, are simply annoying.

It’s these irritating sounds that Murphy and his team worked to block in the 2013 Cadillac ATS, by employing a range of active and passive sound-canceling technologies.

The combination of these technologies work together to reduce the ATS’s overall sound levels by 3 decibels while idling, making the vehicle nearly 50 percent quieter.

“Not all noise is unwanted, especially in a vehicle like ATS,” said Murphy. “While wind rush penetrating a closed window is undesirable, the driver does want to hear the vehicle respond with power during spirited driving.”

On the active front, Cadillac sound engineers worked with audio experts from Bose to create sound management technology that offsets low frequency boome noises between 40Hz and 180 Hz.

“Imagine that feeling that goes through your chest at a rock or



The plush, quiet interior of the new 2013 Cadillac ATS sport sedan

hip-hop concert,” said Kent Ting, noise and vibration engineer. “That is similar to the boom noises the Bose active sound management system addresses by providing a cancelling noise signal.”

Three Bose microphones constantly monitor sound quality and deliver counterbalance of noise through the vehicle’s speakers to cancel unwanted noises.

The most impressive of the active technologies is a Bose Active Sound Management system of three microphones to detect and address noise within the cabin.

The microphones are strategically placed to “hear” what passengers hear, above the interior door frame for the front driver

and passenger and at the rear driver’s side.

When unwanted noises are detected, the system delivers counter-balance sounds through the cabin speakers, offsetting low-frequency noises between 40Hz and 180Hz.

On the “passive” noise-canceling front, the ATS provides quiet with sound-deadening materials all around the vehicle, addressing irritating noises like rain hitting the roof, wind rush and traffic noises from the windows and windshield, and even the sounds of tires on the road and the “tick-tick-tick” sounds of the engine idling.

The Cadillac ATS sport sedan is available in dealer showrooms now, and starts at \$33,990.

Auto Industry Analysts Expect Sales Dip, Then Month’s Rise After Super Storm

by Jim Stickford

The effects of Hurricane Sandy, which devastated the East Coast on Oct. 27 and 28, will be felt for months by millions on the Eastern Seaboard and across the country – and car dealers and manufacturers are no different.

Ricky Beggs, vice president and manager of Black Book, said the giant storm will have an effect on both the new- and used-car side of the automotive business.

“This storm will definitely have an effect on new-car sales,” Beggs said. “Right now, experts are predicting new-car sales of around 14.8 million for 2013. The Eastern corridor hit by the storm includes a huge population segment.”

These people will either put off buying a new car while they dig out from the wreckage, said Beggs, or they will have to buy cars to replace those damaged in the storm.

“Right now, manufacturers don’t have a lot of inventory on hand to ship east,” Beggs said. “Production levels have been kept very tight and OEMs have been manufacturing to the market, not to the plant. In past years, in order to keep a production line running, OEMs were making cars just to make cars even if the market wasn’t there for the vehicles being made.”

That practice, Beggs said, has pretty much died out. The upside is that the OEMs don’t have giant parking lots with inventory they haven’t been able to sell. That keeps costs down. The flip side of that is when they need to rush inventory to someplace after an emergency, they don’t have that inventory on hand. They have to manufacture it, and that takes time.

“Manufacturers can’t change



Hurricane Sandy devastation depicted in this uprooted Jersey scene.

production schedules overnight,” Beggs said. “They’ve been producing to market demands, which means they don’t have a lot of inventory to ship right now.”

Beggs said that a lot of people who are traditionally used-car

buyers might move up to the new-car market in the wake of Hurricane Sandy. That’s good news for OEMs. But they probably won’t see those sales until

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Party-goers attending last year’s Hob Nobble Gobble.

Hob Nobble Gobble, Set for Nov. 16, To Raise Funds for America’s Parade

Fall in Michigan means gorgeous leaves, cooler temperatures, and sadly, an end to summer carnivals.

Fall is also when The Parade Company holds its annual fundraiser, the Hob Nobble Gobble, and this year is no exception.

The carnival is indoors, where attendees can support their favorite Detroit Thanksgiving tradition – America’s Thanksgiving Parade – and enjoy an evening of fun, food and friends.

This year’s Hob Nobble Gobble will be held from 6:30 to 10:30 p.m. on Friday, Nov. 16 – only five days before the parade itself – on the 50-yard line at Ford Field.

The Hob Nobble Gobble will feature:

- Live entertainment by Jay Sean and deejay Jazzy Jeff
- A Frank Sinatra tribute by Mark Randisi
- Local celebrities
- Food and carnival rides
- Games for kids of all ages.

That’s right: the carnival rides Detroiters have longed for since summer ended – like the Para-

trooper, Giant Swinging Ship, Bumper Cars, Tilt-a-Whirl and Ferris Wheel – will be there.

“We look forward to the annual Hob Nobble Gobble, a magical evening that marks one of our most important fundraising events,” said Tony Michaels, president and CEO of The Parade Company.

“We are extremely grateful for the generosity of our sponsors and supporters that continue to make America’s Thanksgiving Parade one of the greatest and largest parades in the United States.”

The Master of Ceremonies for this year’s Hob Nobble Gobble will be Paul W. Smith of News/Talk 760 WJR.

The event, sponsored by PVS Chemicals, will also be aired live during primetime, 8-8:30 p.m. on WDIV-TV Local 4.

Tickets for the Hob Nobble Gobble fundraiser are now on sale and prices start at \$200 per person.

For more information, or to purchase tickets, visit www.theparade.org or call 313-923-7400.

AAIA Award-Winning Delphi Device Communicates Data to Owner, And to Designated Service Center

Delphi Product & Service Solutions (DPSS) was recently named the first Automotive Aftermarket Industry Association (AAIA) Telematics Challenge winner for the company’s connected car solution technology.

The award was presented to DPSS in Las Vegas on Oct. 30 during the Automotive Aftermarket Products Expo (AAPEX).

DPSS’ connected car solution technology was developed



Delphi’s CCST

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