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Urban Car of Year Is ATS; Called 'Its Own Vehicle'

The Cadillac ATS has been named 2013 Urban Car of the Year by *Decisive* magazine. This award is part of the Urban Wheel Awards held annually each January at the North American International Auto Show.

The Urban Wheel Awards judging panel spent several months determining the best new vehicles for 2013 by driving and evaluating dozens of cars and trucks in a variety of North American urban settings before settling on the three winners – the ATS, Ram 1500 as Urban Truck of the Year, and Tesla Model S as Urban Green Vehicle of the Year.

Each of the three *Decisive* magazine winners will be featured in the winter issue of the magazine, which will also be online at www.decisivemagazine.com, in addition to all contemporary mobile platforms.

The ATS was chosen in part for its performance when tested in urban environments for comfort, ease of maneuvering and technical sophistication.

According to Urban Wheel Awards juror and syndicated automotive reviewer Arv Voss of Auto Impressions: "The ATS is its own vehicle – the most signifi-

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2013 Cadillac ATS

Charger Daytona 'Pays Homage' To Its Nameplate

The 2013 Dodge Charger R/T was introduced at the 2012 Los Angeles International Auto Show last week.

The vehicle is the re-introduction of the Charger Daytona and will be available in Charger R/T and Charger R/T Road & Track trim levels.

"With its 370 horsepower HEMI V8, rear-wheel drive and iconic design, the 2013 Dodge Charger is a modern-day muscle car, and the new Charger Daytona takes it to a new level by paying homage to the historic 'Daytona' nameplate," said Reid Bigland, president and CEO, Dodge Brand.

"It starts with a legendary HEMI



2013 Dodge Charger R/T

underfoot and one-of-a-kind interior and exterior styling enhancements that perfectly combine heritage, performance and value, starting under \$33,000 MSRP."

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AH Supplier FEV Plugs In To Energy Star Challenge

by Irena Granaas

FEV, a major developer of advanced powertrain and vehicle technologies, is looking to earn recognition for another achievement – saving energy and reducing greenhouse emissions at its Auburn Hills location.

The global supplier has accepted the Environmental Protection Agency's Energy Star challenge, which calls for improving the plant's energy efficiency.

The goal of the EPA's Energy Star Challenge is to see at least a 10 percent improvement in energy efficiency for the more than five million industrial and commercial buildings across the U.S.

And, since energy to power and heat these structures is usually obtained from burning fossil fuels, the expectation is as each business finds ways to boost energy efficiency, the fuel-burning reductions will help lower the amount of greenhouse gases these buildings emit into the atmosphere.

"As an engineering services provider focusing on the energy efficiency of powertrains and vehicles, the improvement of FEV's facility and operations is a natural step," said FEV spokesperson Mark Harlow. "The Energy Star Challenge offers numerous tools

that can help to identify sources of energy waste and proposes ways to minimize it."

Benefits of implementing these suggestions can be significant.

Energy Star was introduced by the EPA in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency.

According to EPA data, American families and businesses have saved nearly \$230 billion on utility bills while preventing more than 1.7 billion metric tons of greenhouse gas emissions from entering the atmosphere with help from the partnership.

The EPA estimates that if the energy efficiency of all commercial and industrial buildings went up by 10 percent, Americans would cut greenhouse gas emissions equivalent to those from about 30 million vehicles while at the same time saving about \$20 billion in utility costs.

"Many of us are taking steps to improve energy efficiency at home but may not realize that there are opportunities to save where we work, play and learn as well," said Gary Rogers, FEV president and CEO in announcing FEV's acceptance of the Energy Star Challenge.

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Ricardo Study Addresses Future Federal CAFE and GHG Regulations

by Ken Brown

No single "silver bullet" technology will achieve future CAFE and GHG emissions standards.

So said Mark Kuhn, manager of Ricardo Strategic Consulting, at a media briefing on the new federal and California corporate average fuel economy (CAFE) and greenhouse gas (GHG) emissions regulations for cars and light trucks that were approved earlier this year.

Kuhn added that a range of technologies will be needed to

enable varying types and sizes of vehicles to meet the targets.

The mid-November briefing was held at the Van Buren Township office of the Ricardo firm and covered the regulations that will be required starting with the 2017 model year and continuing, with increasing severity, through 2025.

Ricardo representatives also discussed how those regulations seem likely to affect vehicles in the U.S. market.

Included in the new rulings are combined car and light truck

CAFE standards of 35.5 mpg in 2017 and 54.5 mpg in 2025 (increases of 30 percent and 100 percent, respectively, from today's 27.3 mpg level).

Even tougher standards are expected to apply through the 2040/2050 time frame, but none has been announced.

Ricardo representatives added that with tougher regulations known to be coming in Europe and Japan, as well as in the U.S., manufacturers and suppliers around the world have not been "sitting idle."

As part of their study, Ricardo had met with ICCT (International Council on Clean Transportation) regarding progress in the European market.

In a series of presentations, Ricardo senior executives first explained that they had identified future technology packages and estimates of their effects on vehicle fuel consumption.

Then, the Ricardo team made projections on new technology needed for different types of vehicles, how much fuel consumption benefit to expect in each ve-

hicle class, the effects on consumer preferences and how the changes would affect the market.

Not surprisingly, much of the new technology focus is related to engine and transmission systems and configurations.

To meet the "short-term" requirements (2015-2017), the Ricardo team said it expected to see refinement and expanded availability of some features that are already offered on the market:

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From left: Cynthia M. LeBlanc, volunteer board chair, American Cancer Society; John R. Seffrin, chief executive officer, American Cancer Society; Cheri Ott, director, Human Resources Global Information Technology at General Motors; Tom Gilbert, Chevrolet regional marketing manager; and W. Phil Evans, volunteer president, American Cancer Society.

GM, Chevy Awarded for Their Aid in Fight Against Cancer

by Irena Granaas

General Motors Co. and Chevrolet were among 19 companies recently honored with the American Cancer Society's "Excellence in Philanthropy" award for their support of the Society's fight against cancer.

Part of the ACS's Corporate Impact Awards, the award is presented annually by the Society's Corporate & Systems Initiative.

The award goes to companies that have given \$1 million or more to ACS during the previous calendar year. Donations can include a combination of corporate contributions, in-kind support, cause marketing and sponsorship, employee giving and/or event fundraising.

Together, the 19 honorees contributed \$53.6 million in 2011 in support of the Society's mission.

GM and Chevrolet contributions to ACS during 2011 were more than \$1.1 million, said Jill

Elder, a vice president with the American Cancer Society for the Southeast Michigan area.

She said GM and Chevrolet have been giving their support to the Society and its mission for more than 10 years.

Elder added GM and Chevrolet were also involved again this fall in support of Making Strides Against Breast Cancer, and have already topped the \$1 million mark for 2012, and will definitely be honored again by ACS for these efforts in 2013. She said their support of ACS has been a long-standing tradition.

"GM and Chevrolet have supported Making Strides Against Breast Cancer and our Detroit Cattle Baron's Ball since 2003," Elder said, "and then throughout the years, teams developed across the country in support of Making Strides Against Breast Cancer."

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