

# Oakland Tech News™

AUBURN HILLS AND ENVIRONS

VOL. 31 NO. 1

News of the Automotive, Technology and Supplier Community

JANUARY 14, 2013

## Faurecia Offering Thin Seat Shell For Steel Frame

by Jim Stickford

They say build a better mouse-trap and the world will beat a path to your door. Well, the international parts supplier Faurecia believes that same principle applies to car seats.

Mike Miner, product line manager for Faurecia, said the company recently showed off its urban rhythm seat at the recent Los Angeles Auto Show.

"Seats are one of the main things where the driver interfaces with the car," Miner said.

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## C of C Mixer Thursday For Young Professionals

Young professionals looking to meet like-minded individuals should check out the Auburn Hills Chamber of Commerce's Young Professionals mixer.

The event will be held on Thursday, Jan. 17, between 5:30 and 7:30 p.m. at the Applebee's on 750 Brown Road in Auburn Hills.

Tickets are \$10. Those interested in attending can register by going to the Chamber's Web site – [auburnhillschamber.com](http://auburnhillschamber.com).

For more info, contact Rachael at [rjay@auburnhillschamber.com](mailto:rjay@auburnhillschamber.com).

## Spark, Sonic Infotainment: Tuneln to 'Add Dimension'

The North American International Auto Show isn't the only January event where Chevrolet wants to make a splash.

The brand was at the Consumer Electronics Show (CES) in Las Vegas last week showing off the infotainment systems, ones normally associated with more expensive cars, that will be available in the Spark and Sonic.

The small cars will pack a world of infotainment choices with the addition of streaming audio powerhouse Tuneln and its global network of 70,000 stations. Chevrolet will demonstrate Tuneln capability – in a 2014 Spark EV – at the Consumer Electronics Show.

Enabled by a smartphone app compatible with the standard MyLink Radio on uplevel Spark and Sonic models, Tuneln will give customers all over the world access to global, personalized infotainment controlled through the car radio. It means a customer living in Chicago can dial in a talk radio station in Africa and a customer in South Korea can listen to his favorite electronic music station in Europe or jazz station in New Orleans.

MyLink is currently standard on the 2013 Spark LT and Sonic



*The Chevrolet Spark comes equipped with a full-color, seven-inch touch screen radio – nearly double the size of any other vehicle in the segment – and features the new MyLink infotainment system.*

RS and LTZ models. It is available on the 2013 Sonic LS and LT. MyLink will be standard on the 2014 Spark EV when it goes on sale in summer 2013.

"We listened to customers around the world when we developed MyLink for Spark and Sonic, and we believe Tuneln will be a big hit with those who crave customized connectivity and entertainment," said Cristi Landy, director, Chevrolet small cars and electric vehicles.

"Our Spark and Sonic buyers will have a fantastic solution for tuning in to their favorite radio stations from around the world."

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2013 Charger Sport V6 AWD

## 2013 Charger Sport V6 AWD Delivers Aggressive 370 HP

Dodge is launching the 2013 Charger AWD Sport just in time to combat winter driving conditions.

The Charger's new AWD Sport package comprises two powerful engines delivering up to 370 horsepower. Dodge officials say the new Charger package is the segment's most advanced all-wheel-drive system for V6 fuel economy, new "blacked out" exterior accents for a menacing look, and first-time-available-to-Charger AWD paddle-shifters with "sport mode."

"With the instant success of the sinister-styled Charger Blacktop,

the new Charger AWD Sport delivers a similar aggressive look with the added capability of all-wheel drive," said Reid Bigland, president and CEO – Dodge Brand.

"The new Charger AWD Sport offers the unmistakable combination of up to 370 horsepower, the most sophisticated all-wheel-drive system in its class, best-in-class V6 fuel efficiency, and a style that sets it apart from any other car on the road, all at an amazing value."

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## Author Turns the Page with New Chevrolet History Book

by Jim Stickford

As metro Detroit prepares to look to its future via the 2013 North American International Auto Show, local author Michael W.R. Davis has taken the time to look back at the last 50 years of Chevrolet's history.

His book, "Images of America: Chevrolet 1960-2012," was just published by Arcadia Publishing and should be on the "Local Interest" shelves of area bookstores and businesses.

Davis is from Kentucky and attended Yale University. He worked as an auto reporter in the late 1950s and went to work for Ford for 25 years, starting in 1960.

During that time, he earned his masters in history from Eastern Michigan University and has written several books on the history of the auto industry.

His most recent work for Arcadia is actually part two. Part one dealt with the first 50 years of Chevrolet.

"I had written several histories for Arcadia," Davis said. "Then in December of 2011, they asked me if I could write something about Chevrolet's 100th anniversary."

Davis said he'd be happy to, and after examining the sheer volume of material available at GM headquarters and in the Detroit Public Library's Skillman branch in downtown Detroit, he went ahead with it.

He said that branch has a huge collection of documents pertaining to automotive history.

"That's where the National Automotive History Collection is kept," Davis said. "It's just about the largest public data base on auto history in the world. It's accessible to the public and is a



*Davis illustrates history with a '67 staged publicity photo to show "monumental changes during the '60s."*

marvelous place to go and dig up information.

"So I grabbed my laptop and my portable scanner and started to work. I am also a trustee there, so I have some privileges as well."

Davis also visited records kept at GM. At first, Arcadia said no to him writing two books, but, he said, on Feb. 1, 2012, they realized he was right and asked him to write two.

The first book dealt with Chevrolet's early years, including the company's growth from the lumber business in Flint. The second and most recent book is about the automaker's history from 1960 to 2012.

The Arcadia history books make heavy use of photographs, Davis said.

So he spent a lot of time writing 50- to 70-word captions that explain the photos in the book

by putting them in historical context.

The problem with that method, Davis said, is that it's difficult to develop themes and explore these issues in depth.

But difficult doesn't mean impossible, Davis said. He was able to use the history of Chevrolet over the past 50 years to examine what happened in the auto industry as a whole.

For example, he said that the 1960s was an interesting decade that saw the beginning of trends that still affect the industry to this day.

Trucks, for example, accounted for about 15 percent of sales at the start of that decade. Their sales reached about 30 percent by the end of the 10-year period. Today, when you include SUVs, truck sales account for more than 50 percent.

Davis said the 1960s also saw

the proliferation of vehicle options. In the old days, he said, you bought a Model T. There were no options packages differentiating types of Model Ts.

That changed in the 1960s. Davis called it a marketing ploy that gave consumers options, but forced dealers to invest heavily in carrying large amounts of inventory.

The 1960s also saw the beginnings of different kinds of regulations.

First there was safety, then emissions, then bumpers, then fuel efficiency. That decade also saw the first stirrings of a strong import segment.

Davis said that the Chevrolet book is now on bookshelves. It can be found at the local book section of Barnes & Noble stores, and, he said, his history books are popular in hobby shops associated with the car industry.

## Students Awarded In STEM Fields

The National Defense Industrial Association (NDIA) Michigan Chapter is now accepting applications for its 2013 science, technology, engineering, and mathematics (STEM) scholarship program.

The organization is awarding up to \$1,500 per recipient to high school and college students pursuing an education at a Michigan college in a STEM field.

According to David Rohall, NDIA Michigan Chapter director of STEM, and senior manager of business development, Lockheed Martin Missiles and Fire Control, the scholarship program is an integral part of supporting students continuing an education in STEM.

"Our chapter works to support and encourage students to pursue an education in the fields of science, technology, engineering and math," said Rohall.

"Offering these awards supports a viable workforce in Michigan and we are very pleased to assist and further the education of these deserving students."

Applicants must be U.S. citizens; have Michigan residency or an active-duty military parent serving in Michigan; current or planned enrollment in pursuit of a STEM-related bachelors or masters degree program; possess a minimum cumulative GPA of 2.75; demonstrate a growing interest in STEM; and be active within the school or local community.

The scholarship application and essay topics can be found at the NDIA Michigan chapter's website [www.ndia-mich.org](http://www.ndia-mich.org).

Competitive students will be contacted in May 2013 to arrange a personal interview with scholarship panel members.

**Got News? Contact us at [news@oaklandtechnews.com](mailto:news@oaklandtechnews.com)**