

AH Library Seeking to Learn About Patrons' Passions for 2013 Events

The Auburn Hills public library is participating in a year-long celebration titled, "Geek the Library."

Library director Stephanie McCoy said they kicked off the campaign on Jan. 19, when local residents had the opportunity to visit the library and meet with staffers to talk about what the patrons are "geeks" about.

"Everyone has something they are passionate about – something they geek," McCoy said. "In my case, it's horror movies. I love the classics from the 1980s that feature Freddy and Jason. So if you're like me, you could have stopped by the library between noon and 4 p.m. on Jan. 19, and I could have helped by recommending some classic horror

that you might enjoy.

"Whatever you geek – fun or serious – the library supports you. This campaign highlights the vital role of public libraries in the community, and it provides opportunities for people to engage with the campaign and share their stories."

McCoy said the year-long event is sponsored and funded

by Bill and Melinda Gates. Bill Gates is the founder of the computer software giant Microsoft. The idea is to ultimately promote literacy, McCoy said.

She said the library also wants it known that they support local businesses and she urges business owners to stop by and talk about what they are "geeked" about.

"I just want to say that if some business person is geeked about a particular business software program, we are limited in what we can do because we don't want to be seen as endorsing a particular commercial product," McCoy said.

The Jan. 19 event was just the first of many that will be held in 2013, McCoy said.



2013 Cadillac ATS

Cadillac ATS Named Car of the Year: Exclusive Interview

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In an exclusive interview, Jim Vurpillat, director of global marketing for Cadillac, discussed the number one factor judges mentioned in selecting the ATS for the award.

"We talked to a number of them and one of their judging criteria is how well does the car deliver on what the people who are going to buy cars in that segment want," he said. "In this case, for the ATS and other compact luxury sedans . . . They want styling, they want performance and they want fun-to-drive . . . They (judges) consistently cited the ATS for its performance and fun-to-drive nature. They said, 'It's just so much fun driving this car,' and that set it apart from the cars it competes against and all the other candidates for Car of the Year."

Chief competitors in the compact luxury sedan segment are the BMW 3 series, the Mercedes C-Class and the Audi A4. Vurpillat confirmed that this latest award is a major morale booster for the Cadillac team.

"Having this kind of award and recognition is validation for all the effort and all the work that was put into developing this car. It's a pretty daunting task when you set out to take on the world's best, and take on a car like the BMW 3 Series," he said.

"There's a lot of validation so we feel a lot of pride that we're delivering that . . . The other aspect is that it gives momentum to the brand, and for people who maybe haven't considered Cadillac in the past, maybe this can start to be the impetus to get on more consideration lists from customers. So it means a lot to us."

The secret to success for the ATS is its unique architecture, which results in a vehicle that is nimble and very lightweight even among cars in its segment. Vurpillat explained the car is built on an all-new architecture developed from the ground up, with an all-new suspension system. The basic car is rear-wheel-drive, and an all-wheel-drive version is also available.

"A lot of focus on the architec-

ture was making sure it was extremely lightweight because we wanted to deliver fun-to-drive dynamics, and one of the best ways to do that is to be light, not to be too heavy . . . The ATS comes into the segment the lightest in its class, and then you combine that with some great powertrains and great engines, you end up with an extremely nimble, great-handling, fun-to-drive car, so the architecture for us was vital for delivering what the customer wants."

The compact sports sedan is also playing a vital role in expanding Cadillac's customer base by bringing in buyers to the showroom who haven't considered a Cadillac in the past.

"For us, the ATS is so important because the compact luxury sedan is the largest segment in the luxury class and one where we haven't had an entry, so that's important from a size perspective and in terms of volume," Vurpillat said. "But at the same time, it's also the segment where most people come into (the luxury segment) for the first time. So part of the ATS's role is to bring new buyers into the Cadillac brand, and in the first three months of sales, that's what we've seen – over 65 percent of the customers who are buying the ATS are new to the Cadillac brand, and that's something that we're really excited about, so it's really fulfilling that role of being the entry point into the brand."

The Cadillac ATS is assembled at the Lansing/Grand River Assembly Plant, which also builds the Cadillac CTS, a mid-size luxury car available in three basic styles: the sedan; the two-door coupe and sport wagon package, with the new ATS coming in somewhat smaller from a size perspective.

The ATS comes with three basic engine choices: a base 2.5-liter 4-cylinder engine; a 2.0-liter turbocharged version, which Vurpillat said is expected to represent the engine of choice for about 50 percent of ATS sales; and a top-of-the-line 3.6-liter, direct-injected V6 that gives customers a lot of that "fun-to-drive" oomph that Car of

the Year judges cited.

Trim packages for the ATS span a fairly wide segment, starting at \$33,990 and going into the low \$50,000 range.

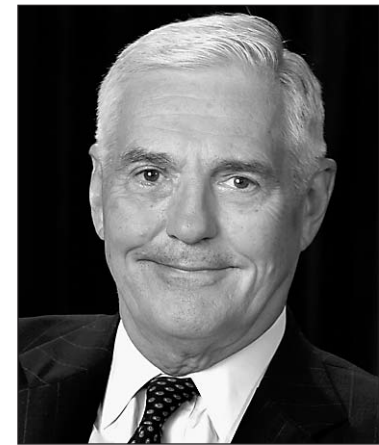
Lutz Receives First 'Design Catalyst Award' from EyesOn Design at Cobo

A Detroit auto legend was honored with the first Design Catalyst Award, one of the EyesOn Design Awards presented at the North American International Auto Show (NAIAS) in Detroit last week.

The inaugural award was presented to Bob Lutz, dubbed the "ultimate car guy" for his forthright leadership and passion in helping to transform the global automotive industry. Lutz held key executive positions at all three of Detroit's automakers.

The Design Catalyst Award honors an individual who recognizes and enables great design in the global automotive industry. Lacks Enterprises is the lead sponsor of the new award.


"We are thrilled to be sponsoring this new Design Catalyst Award and, in particular, to having it presented to Bob Lutz, a true innovator and leader in the industry throughout his storied career," said James Ardern, di-



Bob Lutz

rector of Business Development, Lacks Enterprises, Inc."

Lacks Enterprises, a technology provider worldwide of complete turnkey solutions in thermoplastic design, injection molding, plating, painting, assembly, logistics and supply chain management, is located in Grand Rapids Twp.




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