

2013 NAIAS Education Day will Feature Technology, Prepare Students for Future

With the rapidly growing use of wireless technology, smartphones and the Internet, today's youth are more connected and tech-savvy than ever.

The North American International Auto Show will focus on the various automotive-related technologies for students at all levels at its annual Education Day, Wednesday, Jan. 23, at Detroit's Cobo Center.

Now in its eighth year, NAIAS Education Day is a back-to-basics hands-on experience designed to attract students to the vibrancy of today's automotive industry.

NAIAS provides an in-depth auto show experience where students can view approximately 500 new vehicles on display, and explore various industry-related subjects they are studying (e.g., technology, graphic design, culinary arts, journalism, etc.) through tours and hands-on activities facilitated by experts in their particular field.

NAIAS 2013, one of the world's premier automotive events, takes place Jan. 19-27.

Students may become further engaged through pre- and post-show lesson plans found on the Education Day website, nias.com/ned.htm.

New for NAIAS Education Day 2013, the National Defense Education Program and STARBASE One will host student workshops for selected high school students focusing on Science, Technology, Engineering, Arts and Math (STEAM) education.

Also, Ally Bank will host workshops on credit and vehicle financing as part of its Ally Wallet Wise free financial education program. Wallet Wise teaches financial education basics in the areas of budgeting, credit, banking and investing, and financing a vehicle via in-person sessions and through online courses at

www.AllyWalletWise.com.

Select NAIAS Education Day high school students are invited to participate in Wallet Wise credit and vehicle financing session, which will teach the fundamentals of applying for and maintaining good credit, as well as the different payment options available when buying or leasing a vehicle.

"Ally is committed to advancing financial literacy through its Wallet Wise program, and we are pleased to be able to offer information on personal finances to high school students," said Gina Proia, chief communications officer and head of Ally's community programs.

"Financial literacy is an important aspect of consumer education at any age and the partnership with NAIAS is allowing us to help spread this knowledge to members of our local Detroit community."

NAIAS 2013 Chairman Jim Seavitt said he believes Education Day may help inspire some of the next generation of automotive leaders.

"Let's face it, STEM education is vital to our domestic automotive industry," said Seavitt. "It's one of the many aspects that students can explore at this unique educational event, and NAIAS is pleased

to provide this opportunity to our community of young people."

NAIAS Education Day is open to students of all ages, including college level. Companies involved include the National Defense Education Program, STARBASE One, Ally Bank, Automation Alley and The PNC Foundation, which specializes in early childhood education.

Also, with the support of the PNC Foundation, the NAIAS Education Day promises to bring STEAM education to more students than ever, even down to the earliest grade levels. As part of its "Grow Up Great" initiative, more than 200 select Detroit Public Schools preschoolers will attend Education Day.

"PNC's signature philanthropic initiative, 'Grow Up Great,' is one of the most comprehensive early childhood education programs in the nation," said PNC Regional President Ric DeVore. "PNC's support of NAIAS Education Day will help to provide learning opportunities at the very start of the educational process."

By registering early, participating schools also have the opportunity to receive a \$100 bus grant. The bus grant is available to the first 100 buses from applying schools.

NAIAS Debuts 59 Vehicles

DETROIT (AP) – Maybe it was the brand new, bright red Chevrolet Corvette gleaming in one corner, or the elegant BMW coupe in the other. Maybe it was just the free-flowing espresso at nearly every stand. But car companies were positively giddy this week as the North American International Auto Show opened in Detroit.

They have reason to be. U.S. new car and truck sales reached a five-year high of 14.5 million in 2012, and many executives and analysts think they'll climb to 15.5 million this year.

Credit is easier to obtain, interest rates are low and many people who held on to old cars during the recession are ready to buy.

To catch those customers' eyes at the Detroit show, car companies are unveiling 59 new cars and concepts. That's up from just 41 in 2012, a sign that automakers have more profits at their disposal and expect higher sales. Toyota, Nissan and Mercedes have larger, more elaborate displays.

Ford is luring visitors with the oldest surviving Ford in the world, a 1903 Model A, and the newest, a chiseled pickup truck concept called Atlas that could become the next F-150. General Motors can just sit back and watch the crowds gather around the Corvette.

The Detroit show, one of the

country's biggest, opens to the public Saturday. One lesson from this year's show: There are plenty of ways to squeeze more efficiency from cars and trucks.

Volkswagen is showing a plug-in hybrid SUV prototype called the CrossBlue that mates a diesel engine with two electric motors. It can travel 14 miles in all-electric mode and gets an estimated 35 miles per gallon while running on both gas and electricity. The Jeep Grand Cherokee is also making a jump to diesel power with a new, optional 3-liter V6 diesel that gets 30 miles per gallon on the highway, five better than the gas-powered V6.

Automakers are trying other tricks to save fuel as they face higher fuel economy requirements, even in muscle cars. The eight-cylinder engine on the 2014 Corvette kicks down to four at highway speeds.

The grille and wheels of Ford's Atlas concept pickup have shutters that automatically close at high speeds to cut wind drag. Many carmakers are replacing steel with aluminum, carbon fiber and other materials to save weight.

Jeremy Anwyl, vice chairman of the Edmunds.com auto website, said many people have been surprised by the resurgence of internal combustion engines as new technology makes them more efficient.



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Auburn Hills Auto Supplier Key to Engine Successes

For 19 consecutive years, Continental, a leading global automotive supplier with its North American headquarters based in Auburn Hills, has provided key powertrain technologies to the winners of the Ward's 10 Best Engines competition.

For the 2013 model year, eight of the Ward's "10 best" engines feature Continental technology. This selective group of engines is determined by the editors of *WardsAuto* magazine.

Together, they test drive a myriad of vehicles, ranking the horsepower, torque, observed fuel economy, relative competitiveness and NVH.

"We are extremely pleased to see that once again Continental's powertrain technologies have contributed to our customers' success," said Gregg Wiggins, senior vice president, powertrain, North America.

"Our goal is to provide propulsion systems that are safe, powerful, environmentally friendly and affordable – and this year's engine list demonstrates that ability."

The engines in the *WardsAuto* list feature a number of Continental's advanced engine technologies, including engine management systems, sensors and actuators.

The Ward's 10 Best Engines featuring Continental technology include the Audi S5 3.0L V-6 Engine, the BMW 135is 3.0L N55, the Ram 1500 3.6L V-6, the Honda Accord 3.5L V-6, the BMW 328i 2.0T, the Ford Focus ST/Taurus 2.0T, the Ford Shelby GT500 V8 and the Cadillac ATS 2.0T.