

## Tech Center News

31201 Chicago Road South  
Warren, Michigan 48093  
586-939-6800

Reader Input or feedback:  
News@TechCenterNews.com  
To Inquire about advertising:  
Ads@TechCenterNews.com

Deadline: Thursday 5:00 p.m.  
for the next edition of Monday

William Springer II, publisher  
and interim news editor;  
Lisa A. Torretta, operations

Tech Center News is a trademark  
of Springer Publishing Co., Inc.

www.TechCenterNews.com

## Author Johnson Talks Mysteries

Michigan notable author D.E. Johnson will be at the Warren Civic Center Library to talk about his award-winning series of historical mysteries set in Detroit in the early 1900s.

The event will be held Wednesday, Jan. 23, at 6 p.m.

Call 586-574-4564 for information.

## Cadillac ATS ‘Car of Year’ Award Called ‘Very Meaningful’

CONTINUED FROM PAGE 1

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.

Marketing Director 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 when compared with other cars in its segment.

Vurpillat explained the car is built on an all-new architecture

## FIRST Students Offered Grants from Chrysler Foundation

*(Editor’s note: This is the first in a series that will focus on the local schools that received grants for their robotics team.)*

Gentlemen – and ladies: Start your robots!

The 2013 FIRST (For Inspiration and Recognition of Science and Technology) robotics season officially started Jan. 5 and the Chrysler Foundation is offering grants totaling \$147,000 to 25 elementary, middle and high school teams in Michigan and three other states: Alabama, Arizona and Indiana; as well as in Ontario, Canada.

These grants will help teams offset costs of participating in the competition such as registration fees, parts and materials and team apparel.

The Chrysler Foundation will also give away \$29,000 in additional funds to boost the championship runs of those teams who qualify to compete at the FIRST Championship, slated for April 24-27, in St. Louis, Mo.

Last year, nine teams received additional funds.

This year, the Chrysler Foundation has committed \$181,000

to FIRST teams and programs.

“The FIRST program is an ideal platform for inspiring the next generation of science and technology leaders that are vital to our industry, as well as many others,” said Mark Chernoby, head of Vehicle Engineering and vice president – Executive Coordinator, Chrysler Group LLC.

“We hope that by engaging students at an early age, we can provide the spark that inspires them to become tomorrow’s engineers.”

The Chrysler Foundation has awarded \$6,400 grants to the following schools and teams:

**Michigan –**  
Andover & Lahser High Schools (Bloomfield Hills)  
Ann Arbor Huron High School  
Birmingham Seaholm & Birmingham Groves High Schools  
Bishop Foley Catholic High School (Madison Heights)  
Chelsea High Schools  
Dundee High School  
Goodrich High School (two robotics teams are based at this school)  
Grand Blanc High School  
Hartland High School  
Lake Orion High School

Macomb Academy of Arts and Sciences (Armada)

Notre Dame Preparatory (Auburn Hills)

Oakland Tech Northeast (Pontiac)

OSM Tech Academy at Clarkston High School

Oxford Community Schools Pontiac High School

Rochester Adams and Stoney Creek High Schools (Rochester Hills)

Walled Lake Schools

Warren Consolidated Schools

**Arizona –**  
Kingman High School

**Indiana –**  
Western High School (Russia-

ville)

**Ontario, Canada –**  
Sandwich Secondary School (LaSalle)

The Chrysler Foundation also awarded a \$5,000 grant to the “FIRST in Michigan” program to support district and statewide robotics competitions. Home Middle School (Fenton) will receive a FIRST Tech Challenge grant for \$1,500. A FIRST Lego League grant for \$2,500 will go to the Huntsville, Ala., City School System.

“The Chrysler Foundation and Chrysler Group are proud to help students discover the rewards and excitement of education and careers in science, engineering, and technology,” said Jody Trappasso, senior vice president – External Affairs, Chrysler Group LLC and president – The Chrysler Foundation.

“We are equally proud of our employees who generously mentor students and serve as competition coordinators.”

FIRST was founded in 1989 with a mission to inspire an appreciation of science and technology in young people.

To learn about FIRST, visit www.usfirst.org.

## PPG Celebrates 50th Year of Electrostat

CONTINUED FROM PAGE 1

This interest in helping OEMs achieve better fuel standards goes beyond composite materials. PPG has worked on creating the latest generation of HI-SIL silicas that, when taking the place of carbon black in tires, improve mileage, said Kevin Braun, GM silica products for PPG.

These tires are more expensive, but he estimated that a driver who replaced his regular tires with tires that use silica would save between \$300 and \$400 a year in fuel expenses. That saved money in just the first year of the tires’ use would cover their extra cost.

The main point, Niekamp said, is that “green” goes beyond technology in the car. It also covers methods of vehicle construction. It’s a total effort in building a car that helps make it green, not just the mileage or emissions.

## Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

BIG 3 EMPLOYEE DISCOUNTS • BIG 3 EMPLOYEE DISCOUNTS



EXCLUSIVE CUSTOM PAINTING • AUTO DETAILING DONE FIRST CLASS  
ALL INSURANCE COMPANIES WELCOME  
LIFE TIME WARRANTY • DEEP DISCOUNTS ON DEDUCTIBLES

**FREE LOANERS**

“WE ARE MINUTES FROM THE TECH CENTER”

**586.795.4655**

6285 E. 14 MILE • EAST OF MOUND ROAD • 8-6 MON-FRI • 9-6 SAT

Specializing in hardwood floors for over 20 years...

# Timberland

**We Bring Samples To You!**  
**We Do Quality Work, Show Up On Time**  
**And Clean-Up Spotless Afterwards**

Call or email for an estimate!  
**800-878-7196**  
email: floorme@comcast.net

Call Toll Free  
Licensed and Insured

# WARREN URGENT CARE

**8am-10pm • 7 Days a week • 365 Days a Year**  
“Bringing Quality Urgent Care To Your Neighborhood”  
“We Care”  
**URGENT CARE FOR ACCIDENTS AND INJURY**  
**ADULT & PEDIATRIC ILLNESS**  
Digital X-Rays, EKG and Lab Work, On-Site Lab Service, Strep, Mono, Pregnancy & Urine Testing, Vaccinations, Sports & School Physicals, Occupational Medicine, Work-Related Injuries, Pre-Hire Physicals (BAT & Urine Screening)  
**SPECIAL ON SPORTS PHYSICAL \$25.00 State-of-the-Art Facility**  
**586-276-8200**  
31700 Van Dyke • Warren, MI 48093  
On Van Dyke Rd., between 13 & 14 Mile in St. John’s Windemere Park  
OTHER CONVENIENT LOCATIONS:  
Woodland Urgent Care 22341 W. 8 Mile Road Detroit 313-387-8700  
N. East Macomb Urgent Care 43900 Carlfield, Suite 121 Clinton Township 586-868-2600  
► **FLU SHOTS** ◀  
**ATTENTION**  
Chrysler, GM, Ford Employees, we’re within 2 miles of your plants  
**HAP & BCN**  
**NO Referrals Needed!**  
www.warrenurgentcare.com

# BRICK & BLOCK

**New or Repair**  
• Chimneys • Porches  
• Windows - cut in or fill in  
• Tuckpointing  
• Basements • Crawl spaces  
• Custom Fireplace  
**586-651-2419**

# Kouture

HAIR & WIGS

**MAKE THE RIGHT CHOICE**

TYPES OF WIGS WE CARRY:  
U-Part Wigs  
Full Lace Wigs  
Lacefront Wigs  
Handmade Wigs

**CUSTOM HAIR:**  
Any Color  
Any Texture  
Lengths - 12 to 32 in.

April Jones  
Custom Wig Designer

7233 East Nine Mile (Just West of Van Dyke)  
**586.806.5463**  
**WE ARE THE BEST**  
**CUSTOM HAIR COMPANY ANYWHERE...**