

Tech Center News

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‘Evening of Glitz’ At NAIAS Raises \$4 Million for Kids

NAIAS officials reported that the Jan. 18, 2013 Charity Preview, presented by Charter One / RBS Citizens, raised \$3,920,700 for nine children’s charities during an evening of what sponsors called glitz, glamour, gorgeous gowns and, more than anything, confident smiles. The 2013 tally represents more than a 30 percent increase in funds raised over 2012 - the highest amount since 2008. Officials estimate that 13,069 people attended the preview.

“I’m tired and my feet are sore, but I am thrilled that the people of Detroit and Southeast Michigan have once again opened their hearts for our kids,” said Jim Seavitt, chairman, NAIAS 2013. “I have seen, from personal experience, the benefits that these funds provide, and I couldn’t be prouder to be part of one of the greatest events which provides us the opportunity to do so much for so many.”

Benefitting charities include Boys and Girls Clubs of Southeastern Michigan, Boys and Girls Hope Detroit, Children’s Center, The Children’s Hospital of Michigan Foundation, The Detroit Auto Dealers Association Charitable Foundation Fund, a fund of the Community Foundation for Southeast Michigan, The Detroit Institute of Children, Judson Center, March of Dimes Metro Detroit, and Think Detroit PAL.



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GM Trumps CES Rivals with Next Generation Vehicle Apps

Citing its easy-to-use, smart-phone-inspired interface, tech news provider CNET chose Chevrolet’s next-generation MyLink infotainment system as its 2013 Best-of-CES Award in the Car Tech category, beating in-vehicle app frameworks from Ford and Garmin.

Chevrolet’s next-generation MyLink will debut on the 2014 Chevrolet Impala this spring, followed by other 2014 Chevrolet models such as the all-new Silverado full-size pickup. The award was presented Thursday at the Consumer Electronics Show.

“Cabin tech interfaces receive a lot of criticism for being clunky,

ugly and slow, but Chevrolet may have cracked the code by copying the smartphone,” wrote CNET Senior Editor Wayne Cunningham. “The newest generation of the MyLink infotainment system runs smoothly and employs icons that look, and can be rearranged, like those on a smartphone.”

In addition to icons covering everything from navigation to phone to music apps such as Pandora, Chevrolet’s next-gen MyLink is designed to accommodate new features and enhancements and be highly customizable.

It also represents Chevrolet’s

first use of natural language voice recognition that allows customers to safely place calls, enter destinations, browse media, play music and control other functions simply by telling the vehicle what to do.

Another first for Chevrolet is that the system can store up to 60 favorites, including radio stations (AM/FM/XM), contacts, destinations, music and other popular media.

This feature is convenient for those who travel to the same destination regularly and want to save locations such as hotels and restaurants.

“Impala buyers will love the ease,

convenience and flexibility of the new MyLink system,” commented Chris Perry, vice president, Chevrolet marketing. “Chevrolet customers are the real winners because we’ve provided them with useful and intuitive technology.”

MyLink will be standard on Impala LT and LTZ and available on Impala eAssist.

On its eight-inch screen, customers can fling through lists, swipe and click and drag in the same way they would do on a tablet.

Those with compatible smartphones can pair them with MyLink using Bluetooth or a USB connection.

Ford Atlas Concept Offers Glimpse at Future of Pickup Trucks

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Further fuel savings are designed to accrue for the Ford Atlas Concept from a series of aerodynamic elements, including:

Shutters behind the grille stay open when extra engine cooling is required in, for example, high ambient temperatures, then close automatically to improve aerodynamics when the truck is cruising at steady highway speeds.

Somewhat similarly, shutters in the wheels are hidden to improve appearance when the vehicle is at rest or traveling at low speeds but close automatically at highway speeds to improve aerodynamics. These shutters are powered by self-charging batteries that use energy from the wheels’ motion.

A front-end wind spoiler lowers at highway speeds to improve underbody airflow but raises at low speeds to improve ground clearance.

Auto-deploying running boards aid entry when the truck is stationary then fold up against the truck when it is moving to improve the truck’s aerodynamics and ground clearance.

These aerodynamics-based fea-

tures together are estimated to save more than 2 mpg on the highway without diminishing towing or hauling ability.

Ford Atlas Concept features aimed at improving vehicle capability, durability and productivity cover a wide range and show signs of having been developed with direct input from pickup truck owners. Among the innovations are:

Trailer Backup Assist – A segment first, the feature allows drivers to maneuver the truck and back a trailer by using a single twist knob and without requiring use of the steering wheel. Dynamic Hitch Assist – By showing visual cues on the truck’s central display screen, this feature helps align the truck’s hitch precisely with the trailer coupling – another example of eliminating difficult maneuvering challenges.

Tie-down points are integrated within the cargo box walls and load floor, along with 110-volt electrical outlets in the box to charge power tools.

360-Degree Camera – Shown for the first time on a full-size pickup truck, the camera’s bird’s-eye view helps position the vehicle in tight parking places and

among obstacles on a job site.

Tailgate Step/Cargo Cradle – The already popular Ford Tailgate Step is modified to enable it to act also as a cradle for lifting and holding extra-long cargo items above the truck, thus freeing up usable bed space.

LED Lighting – Advanced LED lighting is used for headlamps and taillamps, and also for Cargo Box and Side Mirror lighting applications; benefits are better road illumination, better lighting of a job site, longer life, and minimal battery drain.

Hidden Cargo Ramps – Lightweight ramps stowed below the cargo box can be quickly removed and positioned to assist loading wheeled items.

“We wanted the concept to reflect how Ford trucks help customers in both their worlds – professionally and personally,” said J Mays, Ford group vice president and chief creative officer. “Every surface and feature in the vehicle has been crafted for purpose and capability while retaining an unmistakable Built Ford Tough look.”



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