

Oakland Tech News™

AUBURN HILLS AND ENVIRONS

VOL. 31 NO. 9

News of the Automotive, Technology and Supplier Community

MARCH 11, 2013



Kevin McDaniel

'40 under 40' a Catalyst

by Lauren Quirk

The Elite 40 under 40 award is designed to highlight Oakland County leaders under the age of 40 who have achieved success and excellence in their field and community.

Kevin McDaniel has been recognized with the Elite 40 under 40 award.

McDaniel, a fourth-generation resident of Auburn Hills, was first

sworn in as a councilman for Auburn Hills at the young age of 28. Now 34 and raising the fifth generation of Auburn Hills residents with wife Erika, McDaniel was recently re-elected to his second four-year term in November 2011.

The Elite 40 under 40 program was established by Oakland County Executive, L. Brooks Patterson.

CONTINUED ON PAGE 2



2014 Corvette Stingray Convertible

Avenger, 4-Door 200 Top Safety Picks

Exceptional safety parameters featured in a couple of Chrysler cars earned third-party validation recently when the Dodge Avenger and its twin, the Chrysler 200 four-door earned the Insurance Institute for Highway Safety (IIHS) Top Safety Pick+ award for 2013.

The Chrysler mid-size passenger cars are among 13 cars to earn the Top Safety Pick+ award among 29 vehicles tested to date by IIHS. The award goes to vehicles which offer superior crash protection.

"Models that earn Top Safety Pick also offer outstanding protection in many crashes," said Adrian Lund, IIHS president. "These vehicles are much safer choices than most vehicles on the market just five years ago."

The Dodge and Chrysler cars are among the 13 IIHS Top Safety Pick+ vehicles to earn good or acceptable ratings in the new IIHS

small overlap test, as well as top marks in other IIHS categories.

CONTINUED ON PAGE 2



2013 Chrysler 4-Door 200 and its twin the Avenger are top safety picks.

Wow! Stingray Convertible, Coupe on Road Late 2013

Chevrolet revealed the 2014 Corvette Stingray convertible at the Geneva Motor Show, featuring an all-new, fully electronic top that can be lowered remotely using the car's key fob. The top can also be opened or closed on the go, at speeds of up to 30 mph (50 km/h).

"The convertible has been a part of the heart and soul of Corvette since the very beginning in 1953," said Ed Welburn, GM vice president of global design.

"With the all-new Corvette Stingray, we designed and developed the coupe and convertible simultaneously. As a result, the

Corvette Stingray offers an open-top driving experience with no compromise in performance, technology or design."

The Corvette Stingray coupe and convertible arrive in global markets in late 2013, with left-hand-drive models to be offered in Europe, the United Kingdom, the Middle East, Japan and Russia.

Changes to Corvettes for export vary only in equipment required to accommodate a respective market's regulations, such as lighting, headlamp washers and outside mirrors.

CONTINUED ON PAGE 2



Falcon F7

Mid-Michigan SAE Event Features Lemke with Falcon F7

Attendees at the Monday, March 18 gathering of the Mid-Michigan Section of SAE (Society of Automotive Engineers) are in for a special treat.

Jeff Lemke, founder of Falcon Motor Sports in Holly, will be on hand to showcase his \$225,000 sports car, the Falcon F7. Lemke will bring an F7 to the event, held at Holiday Inn – Gateway Centre in Flint.

SAE contact Mark Pope said Lemke will tell how he got started and talk about and answer questions about the F7.

The Falcon F7 is rated at 620

horsepower, weighs less than 2,800 pounds, and has drawn accolades from automotive sources such as *Motor Trend*: "Midwestern, Mid-Engine Missile" and *Forbes*: "One of the hottest cars at the Detroit Auto Show."

The F7 also drew a lot of attention when it "held court" at the 2012 Woodward Dream Cruise.

According to the Falcon Motor Sports website, the primary goal is "to manufacture high-quality, hand-crafted, high-performance street machines for high-end automotive enthusiasts with a passionate, renegade spirit."

The car utilizes a chassis from the Chrysler Viper, has a carbon fiber body and is powered by a GM engine, Pope said. The car and other details can be viewed at www.falconf7.com.

The meeting schedules a sign in starting at 6 p.m.; dinner at 7 p.m. with the main program kicking off at 8 p.m. Ticket prices are \$20 students; retirees, \$25; \$30 members; and \$35 guests.

Reservations are due by noon on Thursday, March 14. Tickets can be purchased online at www.midmichigansae.org or call Bernard Santavy at 810-635-7948.

Ford Capitalizes on Growing AWD Demand

In an announcement boasting of greatly improved All-Wheel Drive (AWD) sales, Ford stated that it is capitalizing on the popularity of all-wheel-drive technology, with its AWD sales growing 72 percent since 2009, outpacing the industry growth rate of 53 percent.

In 2012, more than 20 percent of the industry's new car and utility vehicles were sold with AWD systems.

Originally introduced on the 2013 Escape, Ford's new intelligent AWD system is now available on Edge, Explorer, Flex, Fusion and Taurus, making Ford unsurpassed in the number of AWD vehicle offerings for a non-luxury brand.

Based on Polk retail registration data, nearly 37 percent of Ford vehicles that are available with AWD were equipped with the technology in 2012.

"All-wheel drive acceptance continues to grow in the East and Great Lakes regions, as expected, but nationwide AWD sales have grown, particularly in the Pacific Northwest over the past six

years," said Erich Merkle, Ford sales analyst.

The increase in demand by American car buyers is seen throughout the country, as improved technologies like Ford's intelligent all-wheel-drive system is keeping customers calm and confident on the road.

In fact, AWD is the No. 1 purchase consideration for Ford customers looking to buy a small utility vehicle in the Northeast and Mid-Atlantic states – outpacing well-established factors such as reliability, value for the money and fuel economy.

In total, 20 percent of all retail cars and utilities purchased nationally in 2012 had AWD, according to Polk data. AWD sales were at a five-year high in 2012 in the East, Southeast and Central regions, with considerable growth also seen in the Pacific Northwest over the last six years.

Better system, same price Even with the addition of an improved AWD system, Ford has not increased the cost for its technology.



2013 Ford Explorer AWD

"While we continue to make our technology better, this doesn't come at an added cost for our customers," said Mike Murphy, global small car and SUV marketing manager. "Ford is enhancing the confidence and capability that driver's desire."

This advanced Ford-developed software behind the new intelligent AWD system preemptively reassesses conditions about 20 times faster than it takes to blink an eye, readjusting the power split to give the driver the precise blend of handling and traction – at all times.

Golf League Spots Open

The Auburn Hills Chamber of Commerce kicks off its 2013 Corporate Golf League on Wednesday, May 8, at the Fieldstone Golf Club of Auburn Hills.

Those participating in the special 16-week activity will be able to enjoy nine holes of golf with a cart, discounts and promotions on golf merchandise and golf fees. They will also receive a practice facility punch card discount and be able to attend receptions on the first and last night of play. As an extra bonus, an 18-hole round of golf will also be included for all registrants.

"The Corporate Golf League provides an opportunity for companies to represent themselves on the course each week, rotating players as they choose," said Auburn Hills Chamber Executive Director Denise Asker. "The League includes weekly games and competitions, and is designed to offer benefits to employers seeking to expand their strategic network."

The League will mix companies week after week and has room for

24 businesses. The 16-week program, facilitated by Katie Ackert of Reliance One, is open to Chamber members for \$525. The cost for non-Chamber members is \$600. A spot in the League may be reserved with a \$200 deposit, and full payment must be made by April 1, checks or cash accepted.

To register contact the Auburn Hills Chamber of Commerce at 248-853-7862 or email Rachael Jay at rjay@auburnhillschamber.com.

Fieldstone Winery Networking Event

The Auburn Hills Chamber of Commerce will host the "Grapes and Gathering" event for local business community members.

The event will be held Thursday, March 21, 4:30-6:30 p.m. at Fieldstone Winery in downtown Rochester.

Following the event, attendees are invited to have dinner at the Royal Park Hotel. To reserve a seat for the dinner, call the hotel directly at 248-652-2600.

Got News? Contact us at news@oaklandtechnews.com