

# Tech Center News™

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## Buick Shows Off Bold Choice with Its Dinosaur Ads

The new Buick Encore commercial is designed to make a big statement about being small. The new luxury small crossover commercial, called "Dinosaur," debuted last week on ESPN.

In the spot, which is meant to show how nimble the crossover is, Buick demonstrates how the Encore makes its way through city streets crowded with the oversized "dinosaurs" traditionally perceived as the standard in the luxury segment. The maneuverable Encore has a turning circle of 36.7 feet – almost a foot and a half less than a Mini Countryman – but still seats five or offers as much as 48.4 cubic feet of storage with the rear seats folded.

"There's a misconception in the luxury car market that the best amenities and technology are limited to larger vehicles," said Tony DiSalle, vice president of Buick Marketing. "With vehicles like the Encore and Verano, Buick is redefining customers' expectations with a great combination of content, efficiency and passenger space in a smaller overall package."

Tippett Studio of Berkeley, Calif., worked with Buick to create the life-like animals rendered in the ad.

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## Fouts Disputes Magazine Story As Erroneous

by Jim Stickford

When Warren Mayor Jim Fouts gave his state-of-the-city address at Andiamo's Banquet Center on March 13, he spoke for the city and against a *Forbes* magazine article that named Warren as the seventh-worst city in the country.

Fouts said that the article got several things wrong, including lumping Warren together with surrounding cities to create a "greater Warren" metro area.

Fouts went on to say that Warren, despite a loss in property tax revenue that hit the city in 2008, has been able to do more with less. The city has hired police officers and added fire equipment to its inventory.

But Warren citizens, he said, passed three millages over the past couple of years to raise revenue for fire and police, libraries and other essential city services.

But even with all this good work, Fouts said, the city is threatened by a new tax law – passed by Michigan's lame duck legislature in the last days of 2012 – which will eliminate the business property tax. In Warren's case, this tax accounts for 20 percent of revenue.

Cities like Warren with large industrial plants depend on this tax for revenue, Fouts said. He added that he has run for office as a non-partisan candidate, but the laws that were passed by the Republicans are just bad for the city.

"Michigan has cut taxes for businesses by \$2 billion over the last couple of years," Fouts said.

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Student mathletes competed at the MATHCOUNTS competition held at the VEC lobby at the GM Tech Center.

## GM 'Counts' as Host of Math Competition

The top 145 "Mathletes" from across Michigan rolled into Warren recently to compete in the MATHCOUNTS State of Michigan Championship.

The March 9 event, administered by the Michigan Society of Professional Engineers, was hosted by GM at the Vehicle Engineering Center once again this year.

MATHCOUNTS, now in its 30th year, is the top math enrichment program in the country. The GM Foundation has been a strong supporter of the national program since its inception and has helped ensure that MATHCOUNTS reaches out to a diverse population of middle-school students.

Students participating in the

state championship competed in a series of written tests to identify the top school team and top 10 individuals. The top 10 students then competed on stage in what organizers called the "Countdown Round."

This unique and exciting competition is similar to a spelling bee, but instead of spelling words the students are required to solve rather difficult math problems in mere seconds. The top students are so adept that they often buzz in with an answer before the moderator can even finish reading the question.

The highest-scoring four individuals in the Countdown Round win a paid trip to the 2013 MATH-

COUNTS national championship to represent Michigan. The championship will take place on May 10 in Washington, D.C.

This year, the Countdown Round was moderated by Dr. Gary McDonald, former MATHCOUNTS director/officer and retired GM R&D executive.

In addition, Gary Smyth, executive director, GM Global R&D Laboratories, gave a welcome address to the crowd of more than 400 students, parents, teachers, and volunteers. Smyth highlighted why math is important for future careers in the auto industry as well as to the nation's economic prosperity.

He illustrated his points by de-

scribing how GM uses math to develop its products.

At the March 9 event, the Countdown Round was won by Ankan Bhattacharya from Achieve Charter Academy in Canton. Spencer Liu and Freddie Zhao from Boulan Park Middle School in Troy finished second and third. Kuvam Shahane from Van Hoosen Middle School in Rochester finished fourth. These four will represent Michigan at the national finals in May.

Boulan Park Middle School, coached by Mark Martin, was also the top-scoring team on Saturday, so Martin will coach the state team at the MATHCOUNTS national championship.

## STEM Education Talked About by Women's Panel

GM hosted more than 100 Detroit area high school Science, Technology, Engineering and Math (STEM) students at "Women in Electrification" panel promoting STEM education as part of National Women's History Month.

The panel featured GM women working in a variety of areas to help develop and market electric vehicles such as the Chevrolet Volt, Chevrolet Spark EV and Cadillac ELR. From electric motor development to helping establish a national charging infrastructure to marketing EVs to a new generation of customers, these women will help alter the course of automotive history.

Hosted at the GM World Headquarters by Detroit Free Press columnist Rochelle Riley, the panel will focus on how a strong background and interest in science, technology, engineering and math have positioned these women to help create many of GM's most design-forward and technologically advanced vehicles.



Detroit Free Press Columnist Rochelle Riley (l to r), moderates a panel discussion with General Motors Assistant Chief Engineer MaryAnn Jeffers, GM Director Advanced Vehicle Commercialization Policy Britta Gross, Chevrolet Small Car Marketing Director Cristi Landy and GM Release Engineer Charging Components Alisyn Malek during GM's Women In Electrification event.

"We know the next great shortage in the U.S. will be scientists and engineers. Cultivating more STEM graduates is imperative to the success of our country and auto industry," said Ken Barrett, GM's chief diversity officer. "A

key component of GM's global business strategy is to attract, engage, develop and retain the most talented workforce. A diverse workforce is also critical to our success.

"In fact, GM is one of the

largest employers of female engineers in the country. We have more than 2,200 women engineers working for us right now (in the U.S.), and we need more.

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