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News of the Automotive, Technology and Supplier Community

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Jeep Brand President Mike Manley introduces the 2014 Jeep Cherokee Limited, left, and the Trailhawk.

Jeep Cherokee Primed to Grow SUV Sales

In what was likely the most anticipated Chrysler event of the year for Jeep fans, the Jeep Cherokee brand made its grand re-entrance at the New York Auto Show March 27.

Chrysler had announced re-

cently that the storied Cherokee name was returning to the Jeep brand after an 11-year absence, replacing the Jeep Liberty.

With this latest Jeep lineup, which includes the trail-rated Cherokee Trailhawk, the Limited,

the Sport and the Latitude, Chrysler hopes to grow its sales in the competitive mid-size SUV segment, the largest SUV segment in North America.

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auto.tech.connect Welcomes Everyone in Auto Industry

The Auburn Hills Chamber of Commerce's auto.tech.connect group, comprised of OEMs, Tier I and Tier II suppliers, is offering the business community a high-impact networking event at the Palace of Auburn Hills' new Club 300 on Monday, April 15, during the Palace's "Cars & Stars Night."

The event is held on the Detroit

Pistons' last game of the season against the Philadelphia 76ers.

Networking starts at 6:30 p.m. in the new open-air social Club 300 space, which offers a great view of the basketball court, along with a generous amount of room to mingle.

The game starts at 7:30 p.m. A cash bar is available. Those inter-

ested in attending should pre-register by April 12. Call 248-853-7362 or www.auburnhillschamber.com.

While auto.tech.connect is typically only open to persons working directly in the line of manufacturing, the chamber is welcoming a broader audience to this event, including those who are in or serving the auto industry.

Reuss Talks Performance At Z28 Debut in N.Y.C.

This year, according to GM's Mark Reuss, Chevrolet is the only brand in the U.S. to compete in stock car, open wheel, and sports car racing.

Reuss, president, General Motors North America, made the remarks as he revealed the 2014 Chevrolet Camaro Z28 at the New York Auto Show March 27.

Reuss added that 2013 has been a special year for Chevrolet.

Last year, Reuss said, Chevrolet "was the winningest brand in motorsports, and the best-selling performance brand in America."

He added, "And every weekend we take what we learned on the

track and apply it to the cars you can buy in our dealerships, which helps explain why Chevrolet accounted for one out of every four performance cars sold last year."

On Dec. 13, Chevrolet introduced the new Silverado. Exactly one month later, Chevy introduced the all-new, seventh-generation Corvette Stingray.

"Several of our latest track-tested technologies combine to make this the most powerful, most capable, and most fuel-efficient standard Corvette ever made," Reuss said.

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GM's Mark Reuss introduced the new 2014 Chevrolet Camaro Z28 at the recent New York International Auto Show.

Have You Ever Heard of Pickleball? They're playing It at the Rec Center



Mark Talerico of Ferndale reaches high with his paddle to return a volley during a pickleball game at the Auburn Hills Rec Center.

GM, Ford, Chrysler Among \$8M Donors Aiding Detroit Police, Fire and Rescue

The public and private sector have gotten together to make Detroit a better city.

Detroit Mayor Dave Bing announced on March 25 that Detroit's corporate community is supporting his Active and Safe Campaign with an \$8 million contribution.

Mayor Bing said the funds will be used to replace the entire fleet of 23 ambulances for the Detroit Fire Department's Emergency Medical Services (EMS) Division and provide 100 new patrol cars for the Detroit Police Department.

Mayor Bing was joined at a news conference by Roger Penske, founder and chairman of Penske Corporation, and by other members of contributing corporations and foundations who are working in conjunction with the Downtown Detroit Partnership.

The Active and Safe Campaign was launched by Mayor Bing with a goal of raising \$60 million to support Detroit's many recreation centers and to provide the latest equipment, technology and training for Detroit's first responders.

The eight corporate donors who are giving the \$8 million to acquire new public safety vehicles are: Blue Cross Blue Shield of Michigan; Chrysler Group; Ford Motor Co.; General Motors Company; Quicken Loans; The Kresge Foundation; Penske Corporation; and Platinum Equity. In addition, FirstMerit Bank will

serve as the financial partner in the collaborative project.

"I am delighted that Detroit's corporate community has once again stepped up to improve not

only public safety, but the lives and well-being of Detroit's citizens," Mayor Bing said.

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Chevrolet Caprice PPV



Dodge Charger Pursuit



Ford Taurus Interceptor



Horton Terrastar EMS Ambulance

Contact us at news@oaklandtechnews.com