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

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

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GM Improvements Net EPA Awards

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Additional 2012 accomplishments included:

- Tracking energy use on a real-time basis for U.S. manufacturing sites, resulting in nearly 2.5 million points of energy data, which are monitored every minute to create real-time energy performance indicators.
- · Managing energy in its operations by retro-commissioning two assembly plants' heating, ventilation and air conditioning systems to save \$5 million in
- Applying similar processes elsewhere in the United States to save \$3 million

New 2014 Buick LaCrosse Makes Debut at N.Y. Auto Show

New radar- and camera-based safety features are among the highlights of the new 2014 Buick LaCrosse introduced recently at the New York International Auto

Buick officials called the vehicle the "evolution of the landmark luxury sedan that established the brand's modern sedan lineup with design leadership and technological innovation."

The full-size LaCrosse offers new interior and exterior design cues, advanced safety technologies and enhanced in-vehicle connectivity.

New front and rear styling, featuring signature wing-shape LED daytime running lamps and LED wraparound tail lamps, is designed to complement "sculpted exterior" design.

The interior is also designed to be more contemporary, with new seats, enhanced materials, redesigned central instrument panel and console - and an all-new, available Ultra Luxury Interior Package. The cabin also incorporates Buick's next-generation IntelliLink infotainment system, with intuitive controls and natural voice recognition.

The radar- and camera-based safety features are meant to help surround the new LaCrosse with protection. They include Side Blind Zone Alert, Lane Change Alert, Lane Departure Warning, Forward Collision Alert, Rear Cross Traffic Alert and Automatic Collision Preparation.

GM's patented Safety Alert

Seat works with these features, providing seat vibration pulses indicating the direction of a potential crash threat.

Adaptive Cruise Control is also offered. It senses traffic in front of the LaCrosse to adjust vehicle speed, including stopping the vehicle in heavy traffic and accelerating again.

'We evolved the interior and exterior design, increased luxury amenities and materials, and enhanced the safety and personal technologies to give customers more reasons than ever to rediscover Buick," said Tony DiSalle, U.S. vice president of Buick Mar-

Globally, LaCrosse sales have exceeded 500,000 since its 2009 introduction and U.S. sales topped 57,000 in 2012, making it a better seller than many other full-size luxury sedans, including Lexus ES, Acura TL and Lincoln

The 2014 LaCrosse is offered in front-wheel-drive and all-wheeldrive models and offers two powertrains: a 2.4L engine with eAssist light electrification technology or a 3.6L direct-injected V6. Each is paired with a six-speed automatic transmission.

All models feature Buick's QuietTuning engineering process that reduces blocks and absorbs noise from the LaCrosse's cabin, making it "one of the quietest in the segment," Buick officials say.

The new LaCrosse will be on display March 29-April 7 at the New York International Auto Show, It



2014 Buick LaCrosse

goes on sale this summer.

"The warm color combinations, premium interior materials and advanced technology in the 2014 LaCrosse provide the interior environment our discerning luxury customers are seeking," said Ven Lai, Buick creative designer for color and trim.

The new Ultra Luxury Interior Package features "premium semianiline leather." It covers the seats, console armrest and door armrests and is complemented by synthetic suede on the headliner and door pillars.

Got News?

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

Auburn Hills auto.tech.connect Invites All Automotive People to the Palace

The Auburn Hills Chamber of for non-members, and include a Commerce's auto.tech.connect group, comprised of OEMs and 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 he evening of 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. Tickets are \$40 for members, \$45 game ticket and appetizers.

A cash bar is available. Those interested in attending should pre-register by April 12 by calling 248-853-7362 or by going to 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 automotive industry.

The chamber introduced the program last fall as a means of connecting members in one of Auburn Hills' core industries. promoting collaboration and support of common business goals.

GM, Ford and Chrysler Among \$8M Donors to Detroit

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paign, and Detroit's neighbor-Chairman and Downtown Detroit Chairman Vice Partnership Roger Penske.

'This is a great day for the city," he said. "Through extraordinary efforts of local business leaders and the Downtown Detroit Partnership, we are pleased to help Mayor Bing and the police and fire departments bring new police cruisers and EMS units to the streets of Detroit.

These vehicles will enhance the visibility of the police and fire departments' efforts in the city and improve the safety and security of our neighborhoods."

"This generous contribution from Detroit's corporate leaders is a gift to the residents of Detroit, as well as to our EMS Division," said Detroit Fire Commissioner Donald Austin.

"After years of challenges with aging EMS units that rotate in and out of service, a brand new fleet of ambulances will allow us to provide a higher level of emergency services to Detroit's citizens."

Detroit Police Chief Chester L. Logan said an additional 100 police cars will greatly enhance the efforts of DPD officers who patrol the city's streets.

"Having access to 100 new vehicles will make our police force more responsive to citizens and will help lift the morale of our of-"We are ficers," Logan said.



grateful to the corporate leaders who made this possible."

This public safety announcehoods, said Penske Corporation ment follows the mayor's introduction last week of the Detroit One initiative, which brings together local, state and federal law enforcement and the community in an effort to reduce violent gun crimes in the city by 25 percent this year.

GM spokesman Greg Martin said that this project was just one of several that the company is involved in through its foundation. GM also recently donated \$2 million to the Detroit Economic Growth Association: \$2.5 million to the College for Creative Studies; \$2.5 million Focus:HOPE; \$450,000 to the Karmanos Cancer Institute, and \$500,000 to the Michigan Science Center.

So when the suggestion came from the Penske group to help out the city of Detroit, GM was more than willing to lend a hand, Martin said.

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"Chrysler Group is very excited about the prospect of participating in this important project and appreciates the Downtown Detroit Partnership's strong support for the city of Detroit," said Peter Grady, vice president of Chrysler's Network Development and Fleet

"We believe in the city of Detroit and its people, and are confident that our commitment of Dodge Charger Pursuit police vehicles will aid in the effort to make the city safe and secure."

Tom Gores, CEO of Platinum Equity, Palace Sports and Entertainment, added, "Having grown up in Michigan, I've always felt a special connection to the City of Detroit. Our companies are part of the fabric of this community, and it's nice to be involved in a cause that will improve the quality of life for all Detroiters.

"I am especially excited about the leadership group heading this initiative, and I look forward to its success.'

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