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Another Corvette Nets \$1M for Karmanos

The 2014 convertible Corvette Stingray donated by GM to raise money for the Karmanos Cancer Institute was sold by the Barrett-Jackson car auction company April 5 for \$1 million to NASCAR team owner and Chevrolet dealer Rick Hendrick.

He said that while he might have paid a lot for the convertible – as well as the first 2014 Stingray coupe also sold to raise money for charity earlier this year – he owed a lot to Corvette for getting him into the car business in the first

place. He paid a total of \$2.1 million for both vehicles.

The Stingray convertible will be the first retail production vehicle of this seventh-generation Corvette to come off the production line. It features a 6.2L engine with a manual transmission.

GM brought back the Stingray name at the 2013 Detroit Auto Show in January. The General Motors Foundation is a longtime supporter of Karmanos, with nearly \$6 million in support over the last 15 years.

The auction was part of Barrett-Jackson's 10th annual Collector Car Auction, held at the South Florida Fairgrounds in Palm Beach. Those unable to attend were able to bid by visiting www.barrett-jackson.com. Hendrick received a letter of authenticity, as well as the ability to select the color.

"When we asked ourselves how best to assist the Karmanos Cancer Institute in its valiant



2014 Corvette Stingray

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Peyton Manning

Buick Drafts Quarterback Peyton Manning

Out of the huddle and into the limelight once again, Denver Broncos quarterback Peyton Manning returns to help lead Buick to high scores.

Manning returned to TV screens across the country during the recent NCAA Men's Basketball Final Four.

The commercial spot, called "Blindsided," is Manning's second contribution to the "Experience Buick" campaign. It focuses on safety features of the 2013 Verano compact luxury sedan.

"We're talking about the new Verano," said Manning, "but using important football lingo.

"Last year we were calling audibles and this year it's a spot called 'Blindsided.' "No one

wants to be blindsided, especially a quarterback.

"Usually, you have one guy protecting the blindside, but these features are so good, it's really like having 11 guys blocking your blindside."

Manning points to the 2013 Verano safety features, such as a standard Rear Vision Camera and an available safety package that includes Side Blind Zone Alert and Rear Cross Traffic Alert. These two technologies share a set of radar sensors hidden in the corners of the rear bumper that can help drivers avoid crashes when changing lanes or backing up.

Rear Cross Traffic Alert senses cross traffic up to 65 feet away

that may not be visible to the driver when backing out of a parking space or driveway.

The driver is alerted with a red directional arrow displayed on the Rear Vision Camera screen along with three directional beeps.

Why would Buick employ a football star to sell the Verano's safety features?

"Peyton Manning is approachable, and that's synonymous with what Buick is – an approachable, down-to-earth luxury brand," said Tony DiSalle, vice president of Buick Marketing.

"And while he's certainly elevated and premium in terms of his position in the NFL, he's easy to relate to and likeable."

Auto Suppliers Provide Manufacturing Muscle to Economy

by Jim Stickford

Auto suppliers play a huge role in the nation's economy and the people at the Motor & Equipment Manufacturers Association (MEMA) have the paperwork to prove it.

MEMA recently issued a report titled, "Moving America Forward." The document breaks down just how much the motor vehicle manufacturing industry contributes to the national economy, both in terms of jobs created and sustained and in dollar value added.

The report states that 734,000 people with a labor income of \$58 billion work making auto parts. The industry indirectly supports an additional 1.2 million workers who generate \$86 billion in labor income.

All told, according to MEMA, once the direct effect, the indirect effect and the induced effect (defined as the impact of spending by employees supported by auto parts manufacturing) has been added up, a total of 3.6 million jobs have been created, with a labor income of \$226 billion for a total value added to the economy of \$364 billion.

Dave Andrea, senior vice president, industry analysis & economics for the MEMA subsidiary Original Equipment Suppliers Association (OESA) out of Troy, said the report was issued for a very specific reason.

"The study confirms what our past reports have stated – the continued importance of the automotive supplier sector in both the national and local economies," Andrea said. "We put out the report to look at and show the economic significance of the overall supplier base to the

national and local economy."

The report shows that Michigan leads the way in terms of jobs created by the auto supplier industry. MEMA estimates that figure to be 102,000. Ohio is second, with 89,000 and Indiana is third with 79,000 jobs.

But, Andrea said, the latest report shows that auto supplier jobs are spreading from North to South. Tennessee with 48,000 jobs and Kentucky with 41,000 jobs now outrank Illinois with 37,000 jobs.

States like Alabama with 30,000 jobs and Texas with 29,000 jobs now surpass states like Pennsylvania – 21,000 jobs, and New York – 19,000 jobs.

"The intended audience of this report is the public policy sector," Andrea said, "at both the national and local levels. We want them to know just how important the auto supplier sector is in our economy."

The report, Andrea said, also demonstrates just how big the multiplier effect is on the econo-

my. Those suppliers' employees eat at restaurants near where they work. The manufacturers buy steel and chemicals from companies. These companies hire drivers to haul the supplies to the suppliers.

He went on to say that the suppliers pay property taxes that support communities. Workers need teachers for their children and stores to make purchases in. It's important that policymakers



Dave Andrea

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Semi-Autonomous Driving is 'Right Around the Corner'

by Jim Stickford

It's not quite the car from the TV show, "Knight Rider," but technology to help drivers avoid accidents will be pretty much standard in the next generation of automobiles.

And that plays right into the strengths of TRW Automotive, said John Wilkerson, senior communications manager at the auto supplier.

Several forces are in play causing the addition of new technologies to passenger vehicles, Wilkerson said. First, there are new government regulations in the North American, European and Asian markets concerning safety and mileage.

In order meet higher mileage and safety standards, vehicles will have to incorporate new technology, Wilkerson said, so TRW's new generation of camera technology becomes very valuable.

"TRW is a worldwide organization with 65,000 employees around the world," Wilkerson. "Our headquarters is in Livonia,

and last year's revenues were \$16 billion. Our mantra is 'safety' and 90 percent of our business is safety-related."

Tolgo Oal, vice president for global electronics at TRW Automotive, said they are able to make vehicles safer by making them smarter. They have electronic "brains" that can monitor and coordinate electronic systems within a car. This is an advancement because, previously, each system – whether it was tire monitoring or radar or cameras – had its own "brain." That meant more weight and the systems weren't synced.

Andy Whydell, senior manager – Product Planning for Global Electronics at TRW Automotive, said that a lot has changed in driver assistance technology over the last 10 years. And as CAFE standards have pushed cars to get better mileage, they've become less "safe." That's because the vehicles are lighter and lighter generally means not as strong.

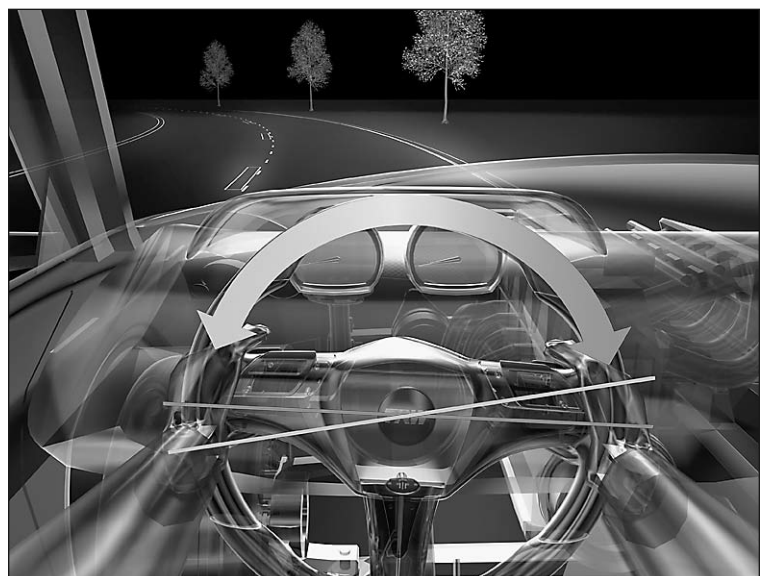
So putting in active safety systems is a way to counter that trend.

"Since 2009, highway fatalities have been dropping at a rate of about 900 deaths a year in the U.S.," Whydell said. "Technology could help lower that more. The U.S. government is heading toward policies that will actively push active safety technology in

cars. So we're seeing strong growth in the radar and camera market. We expect that by 2016 there will be 11.5 million cars with cameras in them."

Cameras allow drivers to see

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Lane Centering prompts the driver if the car strays into the next lane.

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