

Detroit Auto Scene®

NEWSPAPER OF THE BIG 3 AUTO INDUSTRY

VOL. 81 NO. 15

"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

APRIL 22, 2013

Chevy Donates Soccer Balls to Detroit Kids

Chevrolet will make a special delivery later this month of 1,350 "virtually indestructible" One World Futbols, bringing the "power of play" to children in Detroit with the help of Big Brothers Big Sisters of Metropolitan Detroit.

"We're applying our very global partnership with the One World Futbol Project at a very local level," General Motors North America President Mark Reuss said last week. "Thousands of children right here in Detroit will benefit from this donation."

Chevrolet teamed up with Big Brothers Big Sisters of Metropolitan Detroit to donate balls to the Detroit Police Athletic League and 23 Detroit Public Schools. The balls will be distributed beginning April 27 at PAL's summer soccer kickoff event at Historic Fort Wayne.

Chevrolet and the GM Foundation are both committed to supporting the City of Detroit. Over the past three years, the GM Foundation has granted nearly \$21.5 million to vital nonprofits and cultural institutions within the city, including United Way for Southeastern Michigan, Focus: HOPE, Karmanos Cancer Institute, the Detroit Symphony Orchestra, the Detroit Institute of Arts and the Michigan Science Center.

One World Futbols are designed to outlast and outplay hundreds of regular soccer balls, sustaining play in any environ-

ment. The ball never needs a pump and never deflates even when punctured, making it ideal for play in all types of terrain such as concrete, blacktop, dirt, rocky fields or grass, and harsh environments.

"Our mission at One World Futbol Project is to keep the spirit of play alive for youth around the world through the simple power of a durable ball," said Lisa Tarver, co-founder and chief operating officer at One World Futbol Project. "We are excited to join Chevrolet in making a positive difference for thousands of children around Detroit and witnessing the power of play in action."

The initiative is part of Chevro-

let's three-year partnership with One World Futbol Project that pledges to place 1.5 million One World Futbols with youth in war-stricken zones, refugee camps, disaster areas, and other underprivileged communities around the world.

Chevrolet is the founding sponsor of One World Futbol Project, which was established in 2010 and has since touched millions of young lives with the power of play in nearly 160 countries. One World Futbol inventor Tim Jahnigen was inspired to create the ball after watching news footage of kids in Darfur playing

CONTINUED ON PAGE 2



From left, Big Brothers and Big Sisters President and CEO Dara Munson, General Motors North America President Mark Reuss and Think Detroit PAL CEO Tim Richey hold "virtually indestructible One World Futbols."

AH's auto.tech.connect Scores Big at Palace

Nearly 50 people took part in the Auburn Hills Chamber of Commerce's third auto.tech.connect group event, held April 15 at the Palace of Auburn Hills during the Pistons' last home game of the season.

Attendees kept track of all the action from the high vantage of the Palace's new Club 300, where they not only enjoyed a wide view of the court but were able to network freely while watching the game.

Auburn Hills Chamber of Commerce Marketing Coordinator

Julie Knight explains that typically, auto.tech.connect is only open to those working directly in the line of manufacturing. But for this event, a broader audience was invited, including those who work in, are serving in, or who are interested in the automotive industry.

"We had a great crowd. It was a great turnout, and everyone was able to network freely in the space," said AH Chamber Marketing Administrator Rachel Jay.

The chamber introduced the program last fall as a means of

connecting members in what is one of Auburn Hills' core industries, with a focus on promoting collaboration and supporting common business goals.

Knight said using the Palace and the Pistons' game as a venue, and opening it up for this event to a more diverse audience worked out well.

"It definitely added to it, helping us get a bigger crowd," she said. "It diversified the event having all aspects of automotive and not just manufacturing and it gave us a broader aspect."



Attendees at the Auburn Hills Chamber of Commerce's third annual auto.tech.connect enjoyed a birds-eye view of the Pistons' final home game while moving about freely and networking at the Palace's new Club 300.



Chrysler Manager of Media Relations Eric Mayne shows off the new Cherokee at the SAE 2013 World Congress held at the Cobo Center.

Chrysler Centers Attention On Existing Technology

by Jim Stickford

The theme of this year's SAE World Congress at Cobo Center April 16-18 was "achieving efficiency."

It was the perfect venue to show how Chrysler has maximized current technology to create vehicles that are more efficient in terms of fuel economy and performance.

"We have the new 2014 Jeep Cherokee on display at the show because we're focused on optimizing existing technology," said Eric Mayne, manager of media relations for Chrysler Group Communications. "Just look at the 8-speed transmission we launched in 2011 on the Charger and the 300."

Mayne said these were the first "mainstream" cars to get 8-speed transmissions.

Now Chrysler is launching the new Cherokee in the third quar-

ter with a 9-speed transmission.

"This technology is normally only available on luxury brands," Mayne said. "This year, we're launching the Jeep Cherokee with a 9-speed and now we're beginning to see other OEMs just beginning to get into 8- and 9-speed transmissions. Chrysler is way ahead of the curve."

What's good about these transmissions, Mayne said, is that the vehicles that get them are achieving efficiencies normally on par with what vehicles get with hybrid systems.

"Automobile transmissions are proven and trusted technology," Mayne said. "People know what they are and they aren't afraid of them."

And, Mayne said, he urges people to look at how Chrysler has been able to incorporate Fiat's valve actuation technology into

CONTINUED ON PAGE 2

GM's New Gen-5 Engine Perks Up Performance in Silverado, Sierra And 2014 Corvette Stingray

by Jim Stickford

GM's booth at the Society of Automotive Engineers (SAE) World Congress at the Cobo Center April 16-18 showed off the company's new gen-5 small-block V8 engine.

Jeff Jocsak, a combustion system design & analysis engineer out of the Pontiac Powertrain headquarters, said the new gen-5 replaces the gen-4 engines used in GM's full-sized trucks.

The gen-5 debuted late last year with the launch of the new Silverado and Sierra trucks. It is also used in the new 2014 Corvette Stingray.

"What we're highlighting here at the SAE Congress is the new gen-5 small block engine," Jocsak said. "This is an exciting engine. We've introduced new technology to the small-block engine. Things like gasoline direct injection. The gen-4 engine had used port-fuel injection."

Under a port-fuel injection system, Jocsak said, the fuel injectors on the intake manifolds

have to be outside the cylinder to protect it from heat and pressure. But if it's possible to create a system where fuel is directly injected into the cylinder, "you get charge-cooling benefits," Jocsak said.

The fuel evaporates, producing lower engine temperatures, which then allows engineers to use higher compression ratios, Jocsak said.

The end result is that it increases horsepower. In this case, the gen-5 engine produces 450 hp versus the 430 hp produced by the gen-4 engine.

"We've also been able to pick up low-end torque. This is good because that's what helps 'launch' the vehicle when starting it up. And this technology has helped us with fuel economy as well."

Jocsak said what was nice about developing the gen-5 engine for the new Corvette Stingray is that now GM was able to use the technology in its high-

CONTINUED ON PAGE 2

Contact us at news@detroitautoscene.com