

GM's New Gen-5 Engine Boosts Stingray, Silverado, Sierra Performance

by Jim Stickford

GM's booth at the 2013 Society of Automotive Engineers (SAE) 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 sys-

tem, 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 sys-

CONTINUED ON PAGE 2

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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.

Auto.tech.connect Scores Big At The Palace of Auburn Hills

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."

The next auto.tech.connect event is scheduled to take place on Sept. 26 at Bar Louie in Auburn Hills.

Chrysler Shuffles Leadership for Ram, Dodge and Fiat

Chrysler has made several changes in its key management team, effective April 15.

"These appointments are part of the Chrysler Group's strategy to continuously reinforce its leadership ranks as we continue on our path to achieve our business targets," said Chrysler Chairman/CEO Sergio Marchionne.

"They are a further confirmation of the depth of our talent pool and of the exceptional opportunities that are available to our people as part of their career development."

Reid Bigland, who served most recently as president/CEO of the Dodge Brand, has been named president/CEO of the Ram Truck Brand. Bigland, who has been with Chrysler since July 2006, came to the automaker from South Carolina-based Freightliner Custom Chassis Corporation.

He continues as head of U.S. Sales, and as president/CEO of Chrysler Canada. Bigland, who was born in Kamloops, British Columbia, Canada, holds both American and Canadian citizenship.

Replacing Bigland as presi-

dent/CEO of the Dodge Brand is Timothy Kuniskis, whose most recent job title was head of the Fiat Brand for North America. Kuniskis came to Chrysler in 1992 and has earned a series of positions requiring increasing responsibility in the company's business center operations and marketing organization.

Chrysler named Jason Stoicevich as the new head of the Fiat Brand, North America. Along with his new responsibility, he retains his position as director of the California Business Center. In his 10 years with Chrysler,

Stoicevich has served in a variety of positions in Chrysler's business center operations and has gained experience.

Bruno Cattori has been named president/CEO of Chrysler de Mexico. Prior to this announcement, Cattori served as director of retail sales and fleet for all Chrysler Group brands in Mexico.

Prior to his rejoining Chrysler in early 2012, he was president/CEO of Mercedes-Benz Mexico. Cattori began his career at Chrysler in 1988 and has held a series of positions with increasing responsibility.



Reid Bigland



Fred Diaz

Dodge Teams Up with Syfy to Sponsor New TV Show

The Dodge brand has partnered with Syfy and Trion Worlds for "Defiance," the first-ever convergence of television and online gaming featuring an interconnected world and storylines that coexist throughout a scripted drama television series and an online game.

As the exclusive automotive sponsor, the Dodge brand partnership includes vehicle integrations in the TV show (Dodge Charger), which debuted April 15 and online video game (Dodge Challenger), launched April 2, as well as custom co-branded advertising and promotions crossing multiple media platforms, including television, digital, social media, mobile, gaming and on-demand. "Defiance" allows Dodge a prime opportunity to speak to its socially engaged customers.

"Dodge has a long history of innovation, and this new partnership with Syfy is the latest example, as it represents the first-ever merging of TV and online gam-

ing," said Tim Kuniskis, president and CEO - Dodge Brand, Chrysler. "While 'Defiance' is set in the year 2046, the featured Dodge Charger stays true to its DNA. It has timeless performance and technological capabilities needed to survive in a futuristic world, while the Challenger video game integration allows enthusiasts to interact with the iconic muscle car in ways they might not have imagined possible."

"We couldn't be more thrilled by Dodge's partnership with 'Defiance,' Syfy's biggest, boldest and most ambitious project in our 20-year history," said Chris Czarkowski, Syfy's VP of Ad Sales. "As a forward-thinking brand, Dodge was able to leverage the innovative opportunities with this groundbreaking experience to completely and organically engage our valuable consumers with their brand."

Both the television series and game are standalone experiences that unfold concurrently in one

world. However, they also seamlessly intertwine to create a dynamic interactive experience in which the show impacts the game, and the game influences the show.

Two Dodge Chargers, with exterior modifications to fit the futuristic storyline, are the hero ve-

hicles driven by main character Nolan (Grant Bowler), the city of Defiance "law-keeper." The vehicles are integrated into the storylines beginning with the sixth episode, becoming main characters in the story.

CONTINUED ON PAGE 2



Two Chargers star in a Syfy/Trion Worlds interconnected experience.

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