

GM Tech Center to Host Bearing Burners Car Show

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new auto parts for hot rods.”

If recent shows are anything to go on, Jacob said, they expect about 20,000 attendees, 350 show cars to view and 3,000 vendors for the swap meet.

“The Bearing Burners Auto Club (BBAC) is one of seven clubs that make up the Michigan Hot Rod Association and we are the oldest recognized club, dating back to 1949,” Jacob said. “The BBAC has about 30 members and the Car Show & Swap

Meet is the biggest event we put on. We work on it all year long.”

While attendees will have the chance to view some classic Detroit iron, they will also be able to speak with fellow enthusiasts and look for the parts they need to get their rides running.

Those who bring vehicles to display will be able to participate in contests divided into 40 separate classes. All participants will get a goody bag, Jacob said.

There will also be a “used-car corral” for those who just might be in the market to buy a vehicle.

There will be food vendors and face painters for the kids, but the event sponsors are serious about there being no pets allowed on the site.

Other restrictions include no barbecue, no golf carts, scooters, mopeds or alcohol. These rules will be strictly enforced, Jacob said.

The best in show vehicle will receive a \$500 prize, which is sponsored by Harris Mechanical. Wanda Automotive Refinish will sponsor the “best paint award.”

There will also be special awards for the best street rod, the best GM car, the best Ford car and the best Mopar vehicle.

Other sponsors include Ring Pinion Shop, Detroit Performance Center, Jake’s Automotive Classic and Muscle Car Center, Dearborn Brand Meats, Cars Inc., *The Cruis’news*, King Speed & Color Automotive, St. Clair Glass and Mirror, Jax Wax, Harris Mechanical Heating & Cooling, and Lafata Auto Body.

For more information, visit www.mhraonline.org.

SAE Holds ATS Viewing Event

The Society of Automotive Engineers is holding a Cadillac ATS vehicle event on Tuesday, May 14, at the San Marino Club, 1685 Big Beaver in Troy, from 5:30 to 8:30 p.m.

Speakers who will talk about the car include David Masch, the ATS’ chief engineer, as well as Kris Keary, GM, who helped design the powertrain.

Registration for the event closes on May 10. The social hour is sponsored by Continental. Visit sae-detroit.org for information.



Nicholas Martin, left, honors Chevrolet Zone Manager Michael Stinson, holding the American Carbon Registry's Corporate Excellence Award.

GM Honored for Eco-Friendly Initiatives

General Motors’ demonstrated commitment to reducing its carbon footprint and mitigating climate impact is being recognized by the nonprofit American Carbon Registry.

“In addition to energy efficiency and waste reduction gains, GM announced the Chevrolet Carbon-Reduction Initiative – one of the largest voluntary commitments to greenhouse gas reductions in U.S. history,” said registry Director John Kadyszewski.

“The company is going beyond business as usual to spread awareness of the benefits of a reduced carbon footprint.”

American Carbon Registry awarded its Corporate Excellence Award to GM and recognized several of its environmental efforts.

This included GM’s reducing manufacturing emissions by 60 percent since 1990, recycling 90 percent of its manufacturing waste, reducing water and fossil fuel use and investing hundreds of millions of dollars to build fuel-efficient vehicles like the Chevrolet Volt and the Cadillac ELR.

“Our commitment to the environment is company-wide and broad in scope,” said GM Director of Sustainability David Tulaszkas.

“Every day, our 200,000-plus GM employees around the world make progress in our efforts to improve the sustainability of our vehicles and the plants that build them.”

Through the Chevrolet Carbon Reduction Initiative, Chevrolet is investing in local, community-based carbon-reduction projects throughout the United States with a goal to reducing up to 8 million metric tons of CO2 emissions, which is equivalent to the estimated CO2 emissions in 2011

from driving the 1.9 million vehicles sold in the United States between Nov. 18, 2010 and Dec. 31, 2011.

The initiative will retire carbon credits from a variety of projects, including a National Forest Foundation project to restore 250 acres of the San Juan National Forest in Colorado, as well as the IdleAir project helping long-haul truckers avoid running their engines to power accessories during their rest breaks at truck stops.

“The Chevy Carbon Reduction Initiative takes Chevrolet’s commitment to the environment a step beyond providing fuel-efficient and electrified vehicles

from plants that do not send any wastes to landfills,” said Chris Perry, vice president of Chevrolet Marketing.

“It’s about connecting with our customers in a different way, a way that directly impacts them and the communities in which they live and work.”

For more information on GM’s environmental commitment, visit www.gm.com/environment and its GMBeyondNow.com environmental blog.

Got News?

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

United Way – ‘Thanks GM’

United Way Worldwide, the country’s largest privately funded nonprofit, recently presented GM with its Summit award.

The honor is the result of GM and the GM Foundation’s dedication to making a difference in communities across the U.S., particularly in the area of education.

The GM Foundation has pledged \$27.1 million to United Way for Southeastern Michigan to create a “Network of Excellence” within seven metro Detroit high schools and increase graduation rates from 50 to 80 percent over five years. Attendance rates at all seven schools improved last year – an early indicator for improved graduation rates.

“General Motors and the GM Foundation have made a tremendous commitment to education and ensuring that all people are given the tools they need to be successful in life,” said Brian Gallagher, United Way Worldwide president and CEO. “The company, its foundation and employees are investing resources and volunteer hours in our schools and students to measurably improve graduation rates. We applaud their leadership, generosity and dedication to creating the next generation of leaders and innova-

tors.”

Last year, GM employees also contributed more than \$5.8 million through the company’s United Way campaign, plus teamGM Cares Volunteers who tracked their service hours provided nearly 1,200 hours of service to the Network of Excellence schools.

GM employees mentored students, performed mock job interviews, provided job shadowing and worked on many other service projects throughout the community.

GM also partnered on an innovative “Get Schooled Detroit Attendance Challenge.” The winning high school increased attendance 8.56 percent and won Detroit native and musician Big Sean as Principal for the Day.

Chevrolet also provided a Network of Excellence teacher with the use of a Chevrolet Volt for one year after she won an essay contest regarding the “Innovative use of Technology in the Classroom.”

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