

Detroit Auto Scene

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Big 3 Auto Sales Continue to Gain Across the Board

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"Chrysler Group's best April sales in six years helped to maintain our sales momentum and drove us to our 37th consecutive month of year-over-year sales gains," said Reid Bigland, head of U.S. Sales. "Our sales last month were solid across the board with seven Chrysler Group vehicles recording their best April sales ever."

Ram Truck brand sales were up 49 percent, the largest percentage sales gain of any Chrysler Group brand in April. It was the brand's best April sales since 2007.

Dodge brand sales were up 18 percent, the brand's best April sales since 2008 and its 23rd consecutive month of year-over-year sales gains. Sales of the Dodge Durango full-size SUV were up 65 percent, its best April sales in eight years.

Improving Jeep production in April helped Jeep brand sales to rebound with a 2 percent year-over-year sales gain for the month, the brand's best April sales since 2007. All Jeep models in production recorded sales gains in April compared with the same month a year ago.

The Chrysler Town & Country minivan logged a 4 percent sales increase in April, its best April sales in three years. Chrysler brand sales were down 13 percent compared with the same month a year ago.

Kids' Bingo at Public Library

The Maybelle Burnette branch of the Warren Public Library is holding a bingo night for children between the ages of 3 and 7 on Thursday, May 9.

The event begins at 6:30 p.m. Attendees will have the chance to win prizes. To register, call 586-758-2115.

Chrysler Custom Challenge Invites Brand Fans to Post Their Car Re-dos

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Chehab, president and CEO – Chrysler brand. "We want to meet our top enthusiasts so we can not only share their passion, but reward them for their creativity, dedication and loyalty to the Chrysler brand."

Prizes up for grabs include a luxury vacation package for two, a trip to the 2014 North American International Auto Show (NAIAS) in Detroit, and a two-year lease of a Chrysler vehicle.

Entries will be available for public voting now through July 1 in the contest gallery. A combination of judges' scores and public votes will determine the winners.

Three finalists and 10 runner-up winners will be selected. Then, starting Sept. 10, professional videos of the finalists' customized vehicles will be shared

Semi-Autonomous Technology Adds to Cadillac Driving

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designed to ease the driver's workload on freeways only, in bumper-to-bumper traffic and on long road trips; however, the driver's attention is still required.

Cadillac's Super Cruise test vehicles use a fusion of radar, ultrasonic sensors, cameras and GPS map data, seamlessly integrated for a near-production appearance.

Super Cruise's development to date has included system testing on closed courses and in a driving simulator, as well as limited driving on real roads. When GM finishes testing the system, it expects to have accumulated hundreds of thousands of miles of driving in various environments, such as day and night driving and a variety of weather and traffic conditions.

Even when Super Cruise becomes available on production vehicles, driver attention will be required because the system will have operational limitations based on external factors such as traffic, weather and visibility of lane markings. When reliable data is not available, such as when there are no lane markings, the system will prompt the driver to resume steering.

"Super Cruise is designed to give the driver the ability of hands-free driving when the system determines it is safe to do so," said John Capp, GM director of Global Active Safety Electronics and Innovation. "Before we introduce this capability on a production vehicle, we must put the system through rigorous testing and technology refinement."

Many of the building block technologies for Super Cruise are

already available on the all-new 2013 Cadillac XTS and ATS luxury sedans, as part of the available Driver Assist Package. It is the first Cadillac system to use sensor fusion to provide 360 degrees of crash risk detection and enhanced driver assist features.

Super Cruise semi-automated driving capability also adds the integration of lane-centering technology that relies on forward-looking cameras to detect lane markings and other sensors to detect curves and other road characteristics.

Super Cruise will also use a series of alerts to communicate with the driver based on human factors research conducted on test tracks and in GM R&D's 360-degree motion-based driving simulator specifically designed to induce realistic driver behaviors.

Researchers used the simula-

tor to measure driver eye glance behavior and control interactions in computer-generated automated driving situations.

Human factors studies provide increased understanding of how vehicle system design impacts the driver. Conducting tests in a simulator allows for evaluation of technological solutions, such as the driver alert steering wheel and monitoring systems, long before production.

"Drivers may be tempted to engage in secondary tasks during semi-automated driving, and we need to make sure we understand the changing conditions," said Daniel Glaser, GM Safety Center engineering specialist. "In our simulator studies, we are developing techniques to manage secondary task behavior to assist in our development of techniques for the road."

Industry Group Presents Chrysler with AIAG Award

AIAG (the Automotive Industry Action Group) has presented its inaugural Pioneer Award to Chrysler, honoring the automaker's 30-year support of AIAG and the industry as a founding member of the Southfield-based, not-for-profit, member-supported organization.

The award, which was presented during an April 24 ceremony at AIAG's 2013 Corporate Responsibility Summit, recognizes Chrysler's historical and ongoing support of industry collaboration in the areas of corporate responsibility, supply chain management and quality.

"As AIAG celebrates 30 years of providing an open, neutral, legal and professional infrastructure that allows the industry to work together, we are paying tribute to the visionary pioneers of our organization, beginning with Chrysler," said J. Scot Sharland, executive director of AIAG.

"Chrysler continues to demonstrate its commitment to AIAG, and the auto industry as a whole, by providing the expertise and resources to drive business process improvements and create efficiencies that move the global supply chain forward."

"Chrysler is honored to be the first recipient of the AIAG Pioneer Award," said Bill Hall, director of Chrysler's Sustainability and Business Continuity.

"At Chrysler Group, we believe that our future, and the future for all of us, rests on conducting our business in a responsible manner, with proper respect and care for the environment, the communities where we operate and the stakeholders with whom we interact.

"We embrace the partnership with AIAG for the opportunities it offers to work closely on environmental, social and governance

topics with our supply chain."

During the ceremony, former Chrysler executive and longtime AIAG volunteer Chuck Koehn presented the Pioneer Award to Bill Hall and symbolically "passed the torch" of AIAG involvement.

As a further sign of appreciation to Chrysler, AIAG is making a \$5,000 donation to Chrysler's

designated charity, Detroit Area Pre-College Engineering Program (DAPCEP).

Dr. Lorenzo Smith, associate dean of Oakland University's School of Engineering and Computer Science and DAPCEP board member, accepted the donation from Chrysler.

AIAG will present the Pioneer Award to Ford Motor Company

and General Motors in individual ceremonies later in the year 2013, recognizing each of their roles as the other founding members of AIAG.

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