

# Tech Center News™

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## 'Look, Ma, No Hands!' – R&D Execs

GM is pushing ahead with technology that will make the semi-autonomous vehicle a practical reality.

Development of "Super Cruise," Cadillac's semi-automated driving system, is advancing to the next stage of development, including real-world driving assessment and trials.

Cadillac officials project this technology could make its way into production models later this decade.

Research and development in active safety has already resulted in advancements on the road today in Cadillac's new 2013 models, including the innovative Safety Alert Seat and Driver Awareness and Driver Assist features.

In this next phase of development, engineers will drive Super Cruise vehicles in more and more challenging driving situations to test the system in a wide variety of environments to help refine it.

"As we continually upgrade Super Cruise's enabling technologies, it is important to expose the updated system to different environments," said Jeremy Salinger, R&D manager for Super Cruise. "The best way to achieve reliable performance is to gather as much data as possible in the conditions our customers will experience."

Super Cruise is capable of se-

mi-automated driving, including hands-off lane following, braking and speed control under certain driving conditions. The system is 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 driv-

ing 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

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Jeremy Salinger, General Motors R&D manager for Super Cruise



Falcons have set up a nest on the Campbell Ewald roof in Warren.

## New Tenants for Warren's Campbell Ewald Building

Talk about your bird's-eye view.

The Campbell Ewald advertising agency reported that a pair of falcons have set up a nest with three eggs on the roof of their building on Van Dyke in Warren.

Mary Evans, the agency's communications specialist, said the falcons were first spotted on the roof back in 2004.

"After a couple of years of sporadic sightings, a Campbell Ewald employee took it upon himself to research, construct and install a homemade nest box on the roof in hopes of attracting a pair of birds," Evans said.

"That was in 2006, and now his

efforts proved to be successful. The birds are here, the eggs have been laid and, as a result, we can expect to see the parents return to the nesting site year after year, according to our contact in the Department of Natural Resources."

Evans said that when employees discovered the nest, they decided to set up a web-cam to monitor the situation.

It's now possible, Evans said, to watch in real time what is happening. All anyone needs is an Internet connection. To view the birds, they just have to go to

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2013 Chevy Malibu



2013 Ford Fusion



2013 Ram

## Big Three Looking at Big Sales Year Ford Up 18 Percent, GM and Chrysler 11 Percent

April showers bring May flow-ers may or may not be true, but the wet weather didn't stop Detroit's OEMs from having a great sales month.

Mike Wall, director of automotive analysis for IHS Automotive in Grand Rapids, said that while he hasn't had the time to carefully review and analyze the April sales numbers, from what he's been able to see so far this year, look good for Detroit.

"April is shaping up as a decent month for Detroit," Wall said. "The figures are indicative of the economic recovery we're going through. With an 11 percent increase in sales for April, it looks like GM is picking up some market share."

And the Detroit OEMs are doing very well, Wall said, when compared with Toyota, which reported a 1.1 percent decline in April sales over last year.

Overall, 2013 looks to be a fairly decent year for new car sales, Wall said. IHS expects there to be about 15 million new vehicle purchases and the Big Three look appear to be doing well, growing market share as well as selling more cars.

Ford's April sales climbed 18 percent with gains across the portfolio – cars were up 21 percent, utilities up 16 percent, and trucks up 16 percent. Retail sales were up 27 percent.

"We are working harder than ever to keep pace with record demand for our all-new, fuel-efficient Fusion and Escape – with sales growth particularly strong on the coasts," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. "F-Series pickups also continue to build on

their momentum as the housing and construction industries rebound."

Fusion continues its strong sales run with best-ever April sales results of 26,722 vehicles, a 24 percent increase over record year-ago April levels. The strongest retail sales increases for Fusion continue to come from the Western and Southeastern U.S. – with the sales in the West doubling in April and the Southeast up 70 percent.

Escape also had its strongest April sales since its launch 13 years ago, reporting a 52 percent increase with 25,826 vehicles sold.

Sales of the Ford F-Series increased 24 percent, with 59,030 pickups sold. This represents the F-Series' best April sales results since 2006. It also is the 21st straight monthly sales increase for F-Series – with sales up 19 percent year-to-date.

In April, Lincoln sales increased 21 percent. The new Lincoln MKZ established an all-time monthly sales record, with 4,012 vehicles sold for the month – breaking the 4,000-vehicle mark for the first time ever.

General Motors sold 237,646 vehicles in the United States in April, up 11 percent compared with a year ago. Retail sales increased 10 percent, fleet sales were up 16 percent and the fleet mix was 28 percent of total sales.

"Car-buying conditions are strong and will continue to release pent-up demand," said Kurt McNeil, vice president of U.S. Sales Operations. "We're very optimistic because GM's market share is growing, the economy continues to move forward and

important car and truck launches are just getting under way."

All four GM brands posted higher total and retail sales. Crossovers were up 14 percent; trucks, which include pickups, vans and SUVs, were up 17 percent; and car sales were up 6 percent. Large pickups were up 23 percent.

Strong sales of the all-new Chevrolet Spark and double-digit sales increases for the Buick Verano, the Chevrolet Sonic and the Chevrolet Cruze drove a 31 percent increase in sales of GM mini, small and compact cars. The new Chevrolet Malibu achieved its best sales and retail segment share since launch.

Chevrolet dealers began receiving their first shipments of the all-new 2014 Impala in mid-April, and the all-new 2014 Chevrolet Silverado 1500 and GMC Sierra 1500 crew cabs will begin arriving in dealerships in the summer. Buick is launching redesigns of the Regal and LaCrosse in late summer and Cadillac will launch an all-new CTS luxury sedan in the fall.

Chrysler Group reported U.S. sales of 156,698 units, an 11 percent increase compared with sales in April 2012 (141,165 units) and the group's best April sales since 2007.

The Jeep, Dodge, Ram Truck and FIAT brands each posted year-over-year sales gains in April compared with the same month a year ago. The Ram Truck brand's 49 percent increase was the largest sales gain of any Chrysler Group brand in April.

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