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31201 Chicago Road South
Warren, Michigan 48093
586-939-6800

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William Springer II, publisher
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Lisa A. Torretta, operations

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New Tenants Land At Campbell Ewald

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<http://new.livestream.com/cefalcons/cefalcons>.

Evans said they also have set up a Tumblr page on the Internet. To see it, go to <http://cefalcons.tumblr.com>.

The three eggs are expected to hatch sometime in mid-May, Evans said.

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.

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NADA Says Fuel Economy is Major Influence on Buyers

New car and truck buyers ranked fuel economy, ownership costs, brand perception, safety and vehicle design as the five most important attributes considered when shopping for a vehicle, according to a recent survey by NADAguides.com. Factors were scored on a scale from 0 to 100, with a higher score indicating greater importance.

Both new car and truck shoppers ranked fuel economy as the most important factor. Car buyers placed a greater emphasis on fuel economy compared with truck buyers with scores of 89 and 84, respectively.

Car buyers gave vehicle design a score of 76, making it the second-most important factor considered behind fuel economy.

"The fact that car shoppers ranked vehicle design so highly is a reflection of the ongoing parity we've seen in the areas of quality, dependability and efficiency

among the brands," said Jonathan Banks, executive automotive analyst for the NADA Used Car Guide.

"As we've seen from the success of Hyundai and Kia over the past few years, inspirational design can change how consumers view a brand and act as a catalyst to increase new-vehicle sales."

Banks added that the restyles of the 2013 Honda Civic and 2014 Chevrolet Malibu, just one year after major revisions, were examples of how "manufacturers are keenly aware of the pronounced role of design in shaping the sales success of a brand."

With scores ranging from 67 to 72, brand perception, safety and ownership costs rounded out the top five most important factors considered by new-car shoppers. Performance capabilities received a moderate score of 56, a second place ranking for luxury

car respondents, just behind vehicle design.

New car and truck buyers responding ranked versatility/utility, incentive availability and advanced technologies as the three least important factors when

considering buying a vehicle.

For SUV and truck buyers, ownership cost was the second most important purchase attribute with a score of 83, which is just one point behind fuel economy in importance.

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 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 this year, recognizing each of their roles as the other founding members of AIAG.

'Look, Ma, No Hands!' As Cadillac Demonstrates Autonomous Tech

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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 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 im-

portant 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 simulator 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."

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