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BorgWarner Presents Award To Engineers

The 47th annual BorgWarner Louis Schwitzer Award has been presented to engineers Dale Harigle and Brett Schilling from Bridgestone Americas Motorsports for the Firestone Firehawk Indy 500 Race Tire.

Designed to withstand the harsh environment of the IZOD IndyCar Series, the Firestone Firehawk Indy 500 Race Tire features improved compounds and construction designed to increase performance and improve endurance.

Firestone tires have been at the Indianapolis 500 since Ray Harroun's inaugural victory in 1911.

The Firestone race tire team has been the Indianapolis 500's exclusive tire supplier since 1995.

The Firehawk Indy 500 Race Tire features a high-grip tread compound created with Firestone additives and raw rubber.

Presented by engineers to engineers, and initiated in 1967, the BorgWarner Louis Schwitzer Award recognizes individuals for innovation and engineering excellence in race car design associated with the annual Indianapolis 500.

2013 Ford Fusion Energi Awarded 5 Stars by NHTSA

The 2013 Ford Fusion Energi has earned the highest possible "five-star" Overall Vehicle Score from the National Highway Traffic Safety Administration (NHTSA).

The five-star rating is the U.S. Government's highest-possible safety rating and is determined only after severe testing procedures as part of NHTSA's New Car Assessment Program (NCAP), which combines vehicle performance in frontal and side-impact crash tests and resistance to rollover.

The Fusion Energi plug-in hybrid joins the Ford Fusion and the Ford Fusion Hybrid, which already received five-star safety ratings. NHTSA has elected to test plug-in vehicles separately from vehicles powered by gasoline internal combustion engines as the market share of electrified vehicles is increasing.

"The Fusion Energi combines the highest possible safety ratings from NHTSA and great fuel economy, two things we know customers are looking for in their vehicles," said Steve Kenner, global director of the Ford Automotive Safety Office.

"Our strategy is to provide our customers with a range of powertrain options in our vehicles, while still leading in fuel economy in every segment that we compete."

He said the Fusion Energi gets an EPA fuel economy rating of 108 MPGe, which is five MPGe better than the Toyota Prius.

Chrysler Welcomes FIRST Robotics Teams to Tech Center

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it," Zaror commented.

Brian Ha, 18, a senior at Lake Orion High School and member of the FIRST Robotics team, the Lake Orion Dragons, spoke in an interview about his experience with the program.

Ha said he's been a part of the FIRST Robotics program at his school since his freshman year. He started as a programmer as a freshman and by his junior year Ha had moved on to the fabrication and design team.

"Teamwork is everything," he said. "I make sure everyone is organized and that they know what to do. I am the team's fabrication and design leader and I organized everything."

"I had to bridge the gap between the CAD and the shop group, and made sure they could talk coherently together."

Ha has set his sights on a career in electrical engineering and computer science and will be attending the University of Michigan in Ann Arbor.

He said he's grateful for the

leadership skills he gained as a result of being part of FIRST Robotics.

"I got what I wanted done and I didn't need to yell at anybody to get it done," he said.

Summing up, Ha calls his FIRST participation "The experience of my life."

After a late-morning session of robot demos and contests, where the 'bots threw Frisbees toward slots to win points, students helped themselves to a pizza and salad lunch, followed by another key Chrysler speaker.

"Congratulations to all of you on your investment in FIRST Robotics," said Mark M. Chernoby, senior vice president, Vehicle Engineering.

"More importantly, I hope you have a little bit of appreciation of what goes into things mechanically as well as from an engineering standpoint."

Chernoby advised keeping grades high and said he "can't emphasize enough the importance of GPA," but added that for many students, attending their local community college or a



A member of the Lake Orion Dragons preps his team's robot.

smaller college for the first two years is a practical option.

"We want to see all you guys go to college and graduate," he said, putting an emphasis on the perks of getting a bachelor of science

in engineering.

"The engineering job market is red hot right now, and given the current U.S. economy it won't slow down anytime soon," said Chernoby.

Four Chrysler Models Ranked Tops for 2013 Quality Index

by Irena Granaas

It wasn't so long ago that Chrysler trailed behind its domestic rivals in product quality. In fact, in a *Consumer Reports* reliability ratings report cited in a Feb. 3, 2011, article in *Moneywatch*, Chrysler ranked last among manufacturers.

But the automaker has staged an impressive comeback in that regard, and, for evidence, one need seek no further than the recent awards given to four Chrysler vehicles in Strategic Vision's annual Total Quality Index.

"In today's competitive market, customers expect and deserve a highly reliable vehicle," said Doug Betts, senior vice president - Quality at Chrysler. "This particular study recognizes that to excel in overall quality, it's important to also deliver well-crafted, exciting vehicles and ensure customer satisfaction after the sale."

"These honors show that customers appreciate the innovations in the all-new Dart as well as the ongoing improvements we're making throughout our product lineup."

Strategic Vision Vice President Christopher Chaney said, "Dodge Dart's leading in the small car segment is extraordinary when you consider how much focus,

Detroit Electric Adds Two New Senior Managers

Detroit Electric, the recently launched U.S.-based electric vehicle (EV) manufacturer, has made two appointments within its senior management team as it gears up for customer deliveries in late summer of its first production model, the SP:01 high-performance electric sports car, which was recently unveiled at the Shanghai Motor Show.

Ronald J. Gardhouse joins Detroit Electric as Group chief financial officer, taking on overall responsibility for financial management within the business. Martyn Anderson takes on the role of project director for the SP:01, leading the engineering team that will be working on its final development stages.

Gardhouse joins Detroit Electric having held a succession of leadership positions with Chrysler. Anderson served as chief engineer for Vehicles & Dynamics for Group Lotus for 35 years in all areas of vehicle development.

design and competitive engineering exists within this important segment."

Chrysler spokesperson Ann Smith attributed the quality improvements to the company's investing heavily in quality processes, as well as overall product improvements Chrysler has made over the past several years.

"We started really overhauling our entire product line in 2011," she said. "And this survey is based on owner feedback . . . It mentions when people had a problem with their vehicles, but this survey, unlike some other ones, takes into account the positive experiences people have with their vehicles, too, so it really gives you more of their overall impression of these vehicles' quality."

Smith explained that at Chrysler, quality goes into the design of the vehicle, but also into the manufacturing process every step of the way.

GM Creates 'Student Corps' to Help Develop Career Skills

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GM Student Corps members were selected based on leadership potential, overall energy, enthusiasm and grit, school activities, citizenship and academic performance. At the end of the summer, leaders from each student team will formally present their programs and results to Reuss and his staff. In addition, the GM Student Corps experience will be chronicled in a documentary filmed by UDM Professor Jason Roche.

The students representing 11 United Way Network of Excellence Schools will work in teams of 10 to develop and implement service projects in Detroit-area neighborhoods. Helping to train and mentor them are 60 GM retirees and 12 GM student interns from the University of Detroit Mercy, where many students major in service-based programs. Employee volunteers from TeamGMCares also will assist throughout the summer.

The teams are currently planning their projects. Work is scheduled to begin in mid-June and conclude in August.

"Improving the quality of life in our communities means more than writing a check," said Reuss.

"It also requires investing in our young people, teaching them how good it feels to see their hard work help others, and providing them with the skills they need to lead and succeed as professionals and as citizens."

"Really, every employee has a hand in the quality of our vehicles," she said. "We're certainly happy with (the quality awards)."

She added, "It's nice to see that both a vehicle like the Dart,

which is an all-new vehicle, but also vehicles like the Town & Country and the 200 Chrysler convertible, that have just sort of been steadily updated through the years, also got recognition from their owners."



2013 Chrysler 200 Convertible ranked best convertible under \$30K by owners in recent Total Quality Index survey.

"Once you serve, you're hooked for life."

A unique aspect of the GM Student Corps is that it unites people from a range of age groups and walks of life to work toward a common goal - improving local neighborhoods - while helping students develop career skills.

Schools participating in the GM Student Corps are: Central Collegiate Academy, Detroit Public Schools Cody Campus, East Detroit High School, Hamtramck High School, Harper Woods High School, Henry Ford High School, Madison High School, Melvindale High School, Detroit Public Schools Osborn Campus, River Rouge High School and Van Dyke Lincoln High School.

Reuss said the project is part of GM's larger efforts to help area students achieve. He said the idea came after the Champions Council on which he serves heard from students taking academic programs.

The students wanted to know what was available to them during the summer months. And they weren't adverse to making some cash and getting some work experience that looked good on their resumes. The result was The Student Corps.

He said the students will, in addition to working on their projects, also get life skills training from the retired GM employees. That's very important, too, Reuss said.

He credited former GM executive Mike DiGiovanni, who retired

in 2010 and is now a full-time professor of economics at UDM, with working with the GM retirees to help the program.

DiGiovanni said he grew up on the west side of Detroit and attended U-D High School and UDM College.

"I'm about as much of a Detroit-er as you can get," DiGiovanni said. "It's my honor to be here today. Mark is tapping me and other GM retirees to get The Student Corps off the ground. It's great to be in this building again and see it full of energy. We're passionate about getting this to work and working with the students."

Detroit Mayor Dave Bing said that GM has once again reached out to the community. The company was his first customer when he started out in the auto supply business more than 30 years ago, Bing said.

"Detroit is on the verge of a comeback," Bing said. "I know there are people who don't believe that, but we are. We see so many negative things, but today is the beginning of a new day."

Bing said that part of what will help Detroit's comeback is young people like the students attending the May 20 event going into public service.

He said he understood the value of private sector work, but people could really make a difference by entering public service as well, and government needs bright, dedicated young people willing to devote their time and talents to helping improve their local communities.