

Chrysler Employee Car Show to Benefit ADA and Forgotten Harvest

The Chrysler Employee Motor-sport Association will hold the 24th Annual CEMA Charity Car Show Saturday, June 8, at the Chrysler Museum.

The 2013 event will benefit the American Diabetes Association

(ADA) and Forgotten Harvest, which rescues surplus, prepared and perishable food that would have otherwise been discarded and donates it to local emergency food providers.

This year's theme is a celebra-

tion of "Muscle Cars – Past and Present." All makes and models are welcome to join in, and CEMA also encourages local car clubs to participate.

"We have five local clubs coming right now and would be able

to accommodate more. Advance notice would be appreciated so we can plan for it," said CEMA planner Marc Rozman.

Any additional auto clubs who wish to participate can make contact with Rozman in advance

of the June 8 charity car show at rozdodge@wowway.com or they can go to www.cemaclub.org.

There will be a food vendor on site, and, as in previous years,

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New GM Powertrain Handles Performance and Economy

The new 2014 Chevrolet Impala, say GM officials, is designed to reduce both sound to the passenger and the cost of filling up, thanks to precision noise reduction and a new advanced valvetrain technology on the Ecotec 2.5L four-cylinder engine, arriving in dealerships this month.

Chevrolet officials say they expect the 2.5L model to be a popular choice among Impala buyers because more than two-thirds of Chevrolet cars sold in the first quarter of 2013 had a four-cylinder engine.

"Impala customers have three engines to choose from, appealing to a wide array of needs," said Chris Perry, vice president, Chevrolet Marketing.

"But the 2.5L model in particular offers both improved fuel economy as well as an accessible

starting price of \$27,535."

Chevrolet officials say they expect the new flagship sedan to be more fuel-efficient, due in part to the 2.5L engine's Intake Valve Lift Control technology.

In older engines, valves operate strictly based on mechanical camshaft rotation, opening and closing the same way all the time. Chevy's new system allows the valves to open and close by varied amounts and at different times depending on power demand to provide greater fuel efficiency or power.

When the technology operates in low-lift mode, the engine pumps only the air it needs to meet the driver's demand. The system switches to high-lift mode at higher engine speeds or under heavy loads, providing the full output capability of the engine.



Ecotec 2.5L I4 with Valve Lift Control

Impala's 2.5L engine, which delivers SAE-certified 196 horsepower and 186 lb.-ft. of torque, achieves variable valve lift using an all-new rocker arm that switches between low and high lift intake cam profiles.

The mechanism is actuated by an oil control valve through a dual-feed stationary hydraulic lash adjuster. It's the first of its kind for low-friction, roller-type, finger-follower valvetrains in gasoline engines. The engine's

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Car 'Guys' Brother-Sister Act Serves Mopar Muscle Fans

by Irena Granaas

For the exceptional owners out there who love nothing better than to be seen in their customized Chrysler hot rods, it's nice to know there's a whole community of like-minded folks with whom they can share their interests and get tips and ideas.

Dave Farrell and his sister Susie Farrell-Kelly are owners of St. Clair Shores-based Promotion Services, Inc. (PSI). Farrell is the creative force behind LxForums, which they tout as the largest resource dedicated to modern Mopar muscle on the Internet.

Their father Lee Farrell, a Chrysler retiree, founded PSI as a marketing company and Dave and his sister have been gradually taking over the business for the last five years. They became majority owners two years ago.

"We are a supplier to the automotive industry and our primary client is Chrysler," Dave Farrell said.

The Lxforums.com website has been around for about eight years, serving about 60,000 members and boasting more than 4.25 million web postings.

"I started the Lxforums.com eight years ago as a hobby and it turned into a much larger entity than I had ever imagined," Dave Farrell said.

The LxForums site is the go-to site for Chrysler muscle cars based on the popular LX platform and manufactured at the automaker's Brampton, Ontario, Assembly plant. LX platform vehicles include the Chrysler 300, Challenger, Magnum and SRT8.

Members spend \$2,000 to

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Market Demand Averts Summer Shutdowns at Big Three

Memorial Day is often considered the start of summer and, in the past, Detroit OEMs closed down production plants for a couple of weeks in July and August.

But, times have changed and the summer production schedules of GM, Ford and Chrysler reflect that fact.

"Historically, most plants across North America would schedule summer shutdown periods in early July as standard process to accommodate plant work needed for model year changeover, providing opportunity for facility maintenance and employee vacations," said Bill

Grotz, GM communications manager for Manufacturing and Labor.

"Today, plant downtime scheduling is driven by specific vehicle life cycles and market demand. This approach gives us more flexibility and enables quicker response to market conditions.

"Shutdown periods will vary by plant based on launch timing of new or refreshed models across the portfolio and our ongoing efforts to align production with market demand."

Ford will produce an extra 40,000 units by idling select plants for only one week during what has been the traditional

two-week summer shutdown.

"To meet surging customer demand for our top-selling cars, utilities and trucks, we are continuing to run our North American facilities at full manned capacity, and we will add 200,000 units of annual straight-time capacity this year," said Jim Tetreault, vice president of North America Manufacturing.

"Approximately 75 percent of our plants are running at a three-crew, three-shift or four-crew pattern in order to ensure we're getting more of our products into dealerships."

To meet demand for Ford vehicles, the company will add nearly

3,500 hourly jobs in 2013. With its latest announcement of more than 2,000 new jobs at Kansas City Assembly, as well as more than 1,400 new jobs at Flat Rock Assembly, Ford is three-quarters of the way to its plan to create 12,000 hourly jobs in the United States by 2015.

Chrysler spokesperson Jodi Tinson said that in order to meet demand for some of the company's most popular models, several Chrysler assembly plants will not observe a summer shutdown. Two of the three plants – Jefferson North and Conner Avenue – are in Detroit. The third is the Toledo North plant in Ohio.

Tinson said that, additionally, all engine, transmission and stamping plants, with the exception of Indiana Transmission Plant II, will work through the summer.

"It's not that unusual for Chrysler to not have a summer shutdown at a particular plant anymore," Tinson said.

One reason is that in previous eras new models were launched in September. So it made sense to close the plants down so that they could be retooled for the new model production.

Now, routine maintenance is done as needed, even when a plant is in production.



Racecar driver Tony Kanaan celebrates his success at the Indy 500 winner's circle.

Kanaan, Chevrolet Achieve Firsts with Indy 500 Victory

Racecar driver Tony Kanaan won his first Indianapolis 500 this year, the first Indy 500 win for Chevrolet since 2002.

It was also the first trip to Victory Lane for the Chevrolet V6 2.2-liter, direct-injected, twin-turbocharged, purpose-built IndyCar engine.

Kanaan, the 2004 IZOD IndyCar Series champion, started this year's race in 12th position, and led 34 laps.

But the key move came when he took the lead on a lap 197 restart, and was stretching his advantage over the field when the caution flag flew again on lap 198 of the 200-lap race.

Kanaan, who was making his 201st career IndyCar start, took the checkered flag with the race under caution. It was the 97th running of the famous race.

"Congratulations to Tony Kanaan and the No. 11 Chevrolet-powered KV Racing Technology team for winning the 2013 Indianapolis 500," said Jim Campbell, GM's U.S. vice president of Performance Vehicles and Motorsports.

"Tony drove a great race, and the team executed flawlessly. Their total focus was on driving to the front of the field. Tony and the No. 11 team demonstrated tremendous teamwork, perseverance and a never-give-up attitude all day.

"In addition to Tony Kanaan's Indianapolis 500 victory, congratulations to Andretti Autosport Chevrolet-powered drivers Carlos Munoz, Ryan Hunter-Reay and Marco Andretti on finishing second through fourth, respectively, at the Brickyard."

Contact us at news@oaklandtechnews.com