

Oakland Tech News

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Farmers' Market Open for Summer

Last Thursday marked the kickoff of the 2013 Farmers' Market in downtown Auburn Hills.

From now through Oct. 10, the Farmers' Market offers a place to shop for locally grown fruits and vegetables and locally produced products.

Hours are 3-7 p.m. This year, the market will accept Bridge Cards and SNAP benefits.

The market is located at the southeast corner of Squirrel and Auburn roads.

CEMA Car Show To Benefit ADA, Forgotten Harvest

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the show is free to all spectators. The Chrysler Museum will be open for the event. A voluntary donation of any amount the visitor chooses to give is requested for admittance.

In keeping with the theme of this year's show, members are putting together an indoor presentation called, "Racing Through the '60s," in which several successful local Detroit-area drag racers talk about that dynamic period of time in the sport of drag racing. The show will be held in the building's auditorium.

Powertrain Cuts Noise, Boosts MPG

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computer continuously selects the optimal lift profile based on conditions such as engine speed and load.

"Intake Valve Lift Control works so seamlessly, drivers aren't likely to notice it at all," said Mike Anderson, General Motors' global chief engineer for Ecotec engines.

"What they will notice is a fuel economy improvement of up to one mile per gallon."

The EPA-estimated fuel economy for the 2014 Impala with the new 2.5L engine is 21 mpg city and 31 mpg highway.

The redesigned large sedan's 2.5L engine with direct injection is engineered to be one of the quietest and most refined in the segment, according to GM officials, who say the development team reduced engine noise intensity by 40 percent by specifically targeting the 2.5L's noise frequency signature.

Officials say the development team pushed radiated noises into a higher frequency range well above 2,000 hertz – which is more pleasing to the ear, particularly in the high-load operating ranges where engine sound is most intense.

The refinement-enhancing changes and improvements over previous Ecotec engines, according to GM, ranged from the comparatively simple – such as integrating a sound-absorbing cover into the intake manifold and specifying quieter drive chains – to more fundamental

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

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\$10,000 on average in aftermarket parts and accessories to enhance and customize their cars, Farrell said.

"We focus on grassroots dealer marketing, and basically we help dealers partner with organizations in their local area to help build a relationship between potential customers and the dealership," Farrell explained.

"For instance, we have a program called Drive for the Kids, and it partners dealers up with local elementary schools in their area to do a test drive/fundraising program."

The Drive for the Kids Chrysler dealer program has been around continuously since 1993. Since its inception, the Chrysler-sponsored program has helped raise nearly \$ 4.5 million for worthy school programs across the country.

Farrell said LxForums will do about 300 of the events this year, matching dealerships with local elementary schools, and conducting vehicle test drives at one of their events. Details on the program are at drive4kids.com.

Farrell said the company has a similar program for the Dodge brand for high schools, called the Dodge Booster Club Fundraiser, at dodgeboosterclub.com.

Farrell explained the LxForums website started about eight years ago "as a way to bring guys and gals who are car enthusiasts together to talk shop."

With its broad spectrum of LX platform car and Mopar enthusiast members, many of whom are quite knowledgeable and experienced in doing their own customization and modifications, the website serves to:

- enable members to have more fun with their cars;
- help keep them engaged with the aftermarket community and suppliers and manufacturers of aftermarket equipment and services;
- allow this online community of enthusiasts to have a unified voice with Chrysler and Mopar, the parts, service and customer

architecture items, such as relocating the balance shafts from the cylinder block to a cassette within the oil pan.

Impala's passengers get a quieter driving experience due in part to active noise-canceling technology and a more refined sound as the engine revs to its 7,000-rpm peak – a sound that GM Noise and Vibration Engineer Tom Slopsema likens to the precision purr of a sewing machine.

"We focused on reducing the overall engine noise level and placing the remaining noise in a higher frequency range," Slopsema said.

"No fastener, cover or internal engine part was left unexamined in our quest to make this engine one of the quietest in the industry."

Impala offers three fuel-efficient powertrains, including the 3.6L V6, the new Ecotec 2.5L four-cylinder and the Ecotec 2.4L with eAssist.

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care organization with Chrysler.

"It's such an awesome resource, because they can go online and ask questions, and they're going to receive from three to a dozen responses," said Farrell-Kelly. "It's really great to see people sharing such a common passion (for these vehicles). It's really neat."

Farrell said PSI has been in business since 1991. About two years ago, he and his sister took over the business from their father. Both siblings had previously put in about 12 years with the company before each went off to do his/her own thing.

Before coming back to PSI, Farrell-Kelly worked for a company called George P. Johnson, a display company that does auto shows, and Farrell worked for IBM.

"So then we both came back to work here and we specialize in dealer event marketing," Farrell said.

When Farrell launched the website eight years ago, it started as a club for Magnum owners, Farrell explained, adding, "We're older than Facebook."

"We quickly understood that because the Magnum, Charger and the 300 all shared the same parts and structure, it made sense to open up our audience to all owners of these cars and not simply Magnum," he continued.

"So the site started to grow and we always had a focus on building a knowledge base of technical information so guys could work on their own vehicles."

"We also concentrated on having offline and real-life events, for example, because we have 30 to 50 chapters around the country."

"We use our website to promote the Chrysler LX Spring Fest in Irvine, California, every year,



Brother/sister PSI owners Dave Farrell and Susie Farrell-Kelly

which draws about a thousand cars and probably three thousand people, along with a whole host of Chrysler executives," Farrell said.

The company also does work with driving events before the Woodward Dream Cruise and special events at the Chrysler Museum. The brother/sister team have such passion for the Chrysler brand that they went on a factory tour of the Brampton facility and passed out hats and T-shirts to all the employees working on the assembly line as a thank-you for all their skill and hard work, a gesture they say was much appreciated by everyone at Brampton.

Both siblings can relate to their customer base and website fan base as Chrysler muscle car

fans themselves. In fact, one year, brother and sister drove identical 2008 black Dodge Chargers.

After Farrell-Kelly got married, had a child and "inherited" two children plus dogs, she exchanged the Charger for a Dodge Durango midsize SUV because the family needed a more spacious vehicle.

Currently, Farrell's ride is an appropriately menacing all-black 2012 Dodge Charger.

"It's exciting for us to be involved in an industry that we love and then to be able to help schools that are in such need of funding for their band and their art program – so it's exciting for us to help these communities while working with an industry that we really, really enjoy," said Farrell-Kelly.

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