

GM's Kent – 'Safety is Top Priority in Buick'

While the 2013 Buick Encore small crossover brings a smaller footprint to the Buick showroom, it maintains the commitment to safety, joining all other current Buicks as an Insurance Institute for Highway Safety 2013 Top Safety Pick.

The Encore with all-wheel drive also received a 5-star Overall Vehicle Score for safety from the National Highway Traffic Safety Administration.

With every model sharing the IIHS designation, Buick is one of just a few brands with a full line of 2013 Top Safety Picks. The Verano, Regal, LaCrosse and Enclave all have a NHTSA 5-star overall rating.

The IIHS tests vehicles to determine occupant protection in front, side, and rollover crashes, and specifically tests seats and head restraints for neck protec-

tion in rear impact crashes. To earn a 2013 Top Safety Pick designation, a vehicle must be rated "good" in all four tests.

NHTSA tests for its 5-star safety ratings program include front, side and rollover testing, along with a side pole test simulating a 20 mph side-impact crash into a 10-inch-diameter pole or tree at a 75-degree angle just behind the A-pillar on the driver's side.

The Encore has 10 standard air bags, a standard Rear Vision Camera and the security of OnStar.

In a rollover crash, sensors in the vehicle deploy standard head curtain air bags prior to impact and leave them inflated for an extended period.

Encore's advanced body structure comprises more than 60 percent high-strength steel that provides a protective safety cage

around driver and passengers.

Other safety measures include standard four-wheel disc brakes with ABS, panic brake override, StabiliTrak electronic stability control, and a collapsible pedal system that reduces the risk of leg injury.

Available active safety features for the 2013 Encore include Forward Collision Alert and Lane Departure Warning.

These two technologies each use a single forward-looking camera to read traffic patterns and lane markers on the road in front of the driver.

Visual warnings and audible tones alert the driver to unsignaled lane changes or a slowed vehicle.

"Safety is a top priority in Buick's product renaissance, as evidenced by receiving these latest safety accolades for Encore,"



2013 Buick Encore

said Gay Kent, GM executive director of Vehicle Safety. "Our customers can have con-

fidence in the safety performance of every Buick for sale today."

Ford Employees Work on Having Better Ideas

When TechShop opened in Detroit a year ago, it was intended to foster additional innovation. Now, it has contributed to a 50 percent increase in patentable ideas by Ford employees.

Last spring, Ford helped bring TechShop to Detroit with assistance from Bill Coughlin, CEO of Ford Global Technologies, a wholly owned subsidiary of Ford Motor Company.

Leading Ford's intellectual property team – with a licensing arm – Coughlin articulates this vision to help drive innovation at Ford and beyond.

"There was a time not so long ago in this business where outside ideas were not readily considered," he said.

"Since TechShop memberships were added to help enhance Ford's invention incentive program, invention disclosures have increased by more than 50 percent."

The Employee Patent Incentive Program provides Ford employee inventors with a three-month free membership to TechShop Detroit. Approximately 2,000 Ford employees have incentive memberships.

Ford has a portfolio of more than 17,000 issued and pending patents around the world, and – as a technology company – needs to be at the very forefront of automotive innovation. With TechShop in close proximity, Ford's employees in Dearborn are able to easily and quickly build prototypes for almost any inventive idea they conceive.

"We're thrilled TechShop is helping to inspire new inventions and ideas from the employees at Ford, at such a strong pace," says Mark Hatch, CEO of TechShop.

"A full year of success in our partnership with Ford confirms our ability to deliver on our mission of helping makers and entrepreneurs of all ages build their dreams and explore new ideas.

"Over the last year, TechShop Detroit's vibrant and talented community of makers have shown their innovative spirit and entrepreneurial drive, and we can't wait to see the creative and exciting things to come."

From laser cutters to computer-aided-design workstations to 3D printers, TechShop is outfitted with the best tools. While much of this equipment is still well beyond the means of most tinkerers, memberships starting at \$99 per month enable everyone access to the tools.

TechShop Detroit is located in Fairlane Business Park in Allen Park. There are five other TechShops around the United States, with an additional three planned in the future.

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