

## Tech Center News

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## Cadillac Goes Rogue with New Ad Agency

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ternational network," he said.

In addition to a new creative agency, Cadillac recently added public relations and integrated marketing communications firm FleishmanHillard to the team to provide strategic communications counsel to the brand and help reach new customers in fashion, luxury, and technology.

"Cadillac is taking a modern approach (to marketing communications) by mobilizing its agency partners in truly strategic rather than executional roles," said FleishmanHillard President & CEO Dave Senay.

"Driving the new Cadillac narrative and executing communications brilliantly in the places our buyers live is our mandate, and we look forward to collaborating with our new colleagues and agency partners."

Stroberg said that when Cadillac made the announcement about switching ad agencies, it generated interest in the media.

"I understand that this is a matter of interest," Stroberg said. "But it's also a matter of business. For us, choosing a new agency was a serious process that took some time."

"And there was a lot of effort that the agencies put in. Right now, the XTS is breathing new life into the Cadillac portfolio and having an agency that can be global and help coordinate Cadillac's messaging of the brand around the world is a good thing."

## Chevy Cruze's New Turbo 'Overboost' Revs on Demand

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to the greater cylinder pressures that come with a turbo-diesel engine.

A lightweight aluminum cylinder head and aluminum intake manifold contribute to the engine's ability to deliver balanced ride and handling.

Turbocharging is an increasingly popular choice with automakers and car buyers.

According to LMC Automotive, a provider of automotive forecasts, turbocharged passenger vehicle production in North America is expected to double by 2018, from 14 percent in 2013 to 29 percent.

The increase in car production, LMC Automotive officials say, is mainly due to increased diesel production, as well as four-cylinder turbo gas engines replacing V6 engines.

"Cruze's turbo-diesel engine is powerful, efficient and clean," Siegrist said.

"It will change perceptions of what a diesel car can be while giving customers another fuel-efficient choice in the Chevrolet lineup."

## Do-It-Yourself Technology Makes Diagnosing Easier

In the old days, it used to be easy for do-it-yourself mechanics to figure out what was wrong with their cars, but the addition of electronic components to engines made that task more difficult.

Thanks to U-Scan technology by the Warren-based Bosch Automotive Service Solution's Actron brand, that's all changed.

Jim Fish, Bosch vice president, Product Management IAM Diagnostics Automotive Aftermarket Solutions, said, thanks to the system developed by Bosch, it's now possible for people to diagnose problems with their vehicles.

"Bosch has developed a plug-in module that can be inserted into diagnostic connector ports that come with modern cars," Fish said. "This module is linked to an app that people download onto their smart phones or tablets."

"The module then scans the vehicle's internal computer systems

to determine what problems the vehicle may have. The information is then sent to the smart device."

Part of what makes the U-Scan system work so well, Fish said, is that it is hooked up to a large data base that has records of millions of repair jobs collected by technicians over the past several years. This information is used to help better diagnose problems and help suggest solutions.

"In the automotive aftermarket, there can be a level of distrust people have toward some technicians," Fish said. "With U-Scan, people can be better prepared to make decisions on how their vehicles are repaired."

Fish said that he doesn't believe it when people say their technicians are crooks. But vehicles have become so complicated that, until now, people were unable to take a look at their own engines to see what the trouble was.

That can be frustrating to



Bosch's Jim Fish demonstrates the U-Scan diagnosis module.

them and makes it easy for them to be suspicious.

The U-Scan device and app is just the first step, Fish said. Bosch wants to build new capabilities around the system and around the "do-it-yourself" concept.

The U-Scan costs less than \$100 and can be purchased at auto parts stores.

The only equipment a user needs to make the U-Scan system

work is a smart device such as a phone or tablet.

"This is targeted at people who want to be informed about their vehicle before they take it to their technicians for work," Fish said.

"If the diagnosis determines that the problem is a particular part, it might be possible for the user to purchase the part and replace it himself, maybe saving him a couple hundred bucks."

## Volt-Owning GM Employees Get Charge at Tech Center

Three EV charging stations have been installed at GM's Warren Tech Center campus.

The four new photovoltaic (PV) solar installations include a ground-mounted solar array and three solar Electric Vehicle charging stations.

"General Motors is committed to promoting the use of 125 megawatts of renewable energy by 2020, which includes solar installations," said GM's Manager of Renewable Energy Rob Threlkeld.

"As the leading automotive user of solar power, we understand the importance of solar projects like this, and we continue to work with companies such as Empower Energies (who installed the projects) to activate new projects at our facilities around the globe."

The newest installation is a 49kW ground-mounted array situated on the north side of the pond adjacent to the GM Vehicle Engineering Center. This solar array is outperforming energy production expectations.

The three EV charging stations now operational on the Warren Tech Center campus are located in parking areas adjoining the Vehicle Engineering Center and the Advanced Engineering Center. The latest of these solar EV charging stations is situated in the parking lot across from GM's new IT Center.

"GM is a very sophisticated renewable energy customer with a world-class engineering background," said Lou Pellatiro, Empower Energies VP, EV Solar Charging Operations.

"Each of these arrays was installed on a different schedule. We are always highly motivated to deliver on time, on budget, and to specification. That's what we do. It sure is nice to achieve that for General Motors."

These solar charging stations enable Chevy Volt-owning GM employees to power up their vehicles while they spend their work-day engineering next-generation EV technologies or taking existing vehicles, such as the Chevy Volt, to market.

"These EV charging stations may be small in stature by today's solar-industry standards," said Len Jornlin, Empower Energies CEO, "but they represent a huge commitment to Clean Transport Infrastructure, and our ability to scale the technology domestically and abroad using our expertise and extensive relationships, including strategic partners such as China Triumph International Engineering Company (CTIEC)."

Installations such as the solar charging stations at the Warren Tech Center enable Empower Energies and market leaders such as GM to refine product design while honing commercial understanding of EV owner requirements.

According to Wang Congxiao,

CTIEC director, New Energy Engineering, "Working together on projects like these enables both parties to deliver on the promise of these new technologies."

Empower Energies has installed 22 similar canopies for Chevy dealers from Joliet, Ill., to Ankeny, Iowa, to Dublin, Calif., as well as at GM and other commercial facilities across the country, with more being commissioned every month.

"GM has made significant commitments to renewable energy," Jornlin concluded. "We've been pleased to work hand-in-hand with them on these four solar projects to help them deliver on that commitment. And we look forward to working with GM on other renewable energy and energy efficiency projects."

## Computer Skills Classes to be Taught

The Warren Public Library is making it easy for area residents to update their skills thanks to computer training classes.

Those Warren residents interested in learning how to use Word 2010 software can sign up for a class that will be taught on July 1 and July 8 at the Warren City Center Library between 9:30 and 11:30 a.m.

Attendees will learn the basics of Word 2010 software, including

how to create and edit documents, insert pictures and tables, as well as how to format text.

Those who wish to attend the class are expected to be able to use a mouse and a computer keyboard.

The classes are free to Warren residents and will be held in the Civic Center Library's computer lab. Class size is limited. To reserve a space, call 586-574-4564.



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