Tech Center News

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Schaeffler Helps **OEMs** by Building **Better Bearings**

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and building the bearings needed to make the transmission work.

That process takes between six months and a year, Modi

Schaeffler was able to do what it did for Chrysler by designing smaller parts using new materials. This enabled the company to make stronger, lighter and smaller bearings.

And the number of different bearings that go into a transmission are considerable, Modi said, noting that there are ball bearings, thrust bearings, planetary bearings, and they all had to be redesigned to fit Chrysler's ninespeed transmission specs.

Faurecia's Sales Ranking Surges from 8th to 5th Place

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new, expanded North American headquarters facility (also in Auburn Hills) to be completed sometime in 2014.

In the North American market, 32 percent of Faurecia's sales are generated by emissions control; 31 percent by interior systems; 34 percent by automotive seating and 3 percent by automotive exteriors.

The company's acquisition in June 2012 of the Automotive Components Holdings (ACH) interior systems business at the Saline, Mich., plant helped lift Faurecia to the number one position among interiors suppliers last year, while contributing significantly to its rise in the rankings overall among North American suppliers.

The former Saline ACH interiors business represents nearly \$368 million of Faurecia's sales.

"Faurecia's acquisition of the Saline business reinforced our leadership position in interior systems and our global partnership with Ford Motor Company," said Heneka.

"It strategically fits with Faurecia's key priorities, directly tying to our core focus, continuous improvement in operating performance, global customer expansion, technology leadership strategic growth plans.

"We see tremendous opportunities ahead for Faurecia, employees, local communities and other kev stakeholders.'

In 2012, while light vehicle production was growing at a fast rate in North America. Faurecia sales outpaced that rate, growing by 41.3 percent in 2012 alone.

The new headquarters facility soon to be under construction positions Faurecia North America in a more highly visible, easily accessible, more spacious location that is tailored to the company's needs.

The new facility will be situated at 2800 High Meadow Circle in Oakland Technology Park near I-75 and University Drive

Upon the building's completion in the spring of 2014, up to employees will be transferred to the building from three smaller Michigan facilities: the current Faurecia Automotive Seating Technical Center on Meijer Drive in Troy; Faurecia's Oakland Shared Services Center on Squirrel Road in Auburn Hills; and its Oakland Technical Center for Automotive Exteriors on W. Entrance Drive in Auburn Hills.

Faurecia North America currently accounts for nearly 30 percent of the Nanterre, Francebased supplier's global sales, and is one of the regions growing most rapidly for Faurecia's overall sales.

Ford, GM, Chrysler, Fiat, Volkswagen, BMW and other automotive OEMs are Faurecia cus-

Edmunds Predicts Strong June 2013 Automobile Sales

Edmunds.com, the premier resource for car shopping and automotive information, forecasts that 1.365.496 new cars and trucks will be sold in the U.S. in June for an estimated Seasonally Adjusted Annual Rate (SAAR) this month of 15.5 million light vehicles. The projected sales will be a 5.3 percent decrease from May, but a 6.3 percent increase from June 2012. This month's sales performance is expected to deliver the biggest volume and SAAR for the month of June since

"Within the last month, we saw a slowing stock market and a stalled unemployment recovery. but the automotive market continues to shine through it all," said Edmunds.com Senior Analyst Jessica Caldwell. "The first

half of 2013 was every bit as strong as the auto industry could expect at the beginning of the vear, and there's no reason why the next six months can't maintain the same momentum.'

Edmunds forecasts that GM will sell 252,071 vehicles in June 2013, up from last year's 248,750. Ford should sell 231,493 against June 2012's 207,204. Chrysler sales should be around 159,496, up from the previous year's 144,811.

Edmunds.com estimates that retail SAAR will come in at 12.7 million vehicles in June, with fleet transactions accounting for 18.4 percent of total sales.

An estimated 3.07 million used cars will be sold in June - a SAAR of 37.2 million (compared with 3.12 million – or a SAAR of 36.6

million – used car sales in May). Chrysler's spat with NHTSA over Jeep recalls earlier this month had some industry observers wondering how it would impact the brand's sales.

In fact, Edmunds.com projects that Jeep sales will fall 5.0 percent year over year in June, but that could be attributed to the discontinued Liberty, which is being replaced by the Cherokee later this year.

Chrysler's overall sales are projected to jump 10.1 percent this month over last year, thanks to a strong showing by Dodge and Ram, which are each expected to climb 25 percent during the month of June.

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'Coolest Under \$18K' List Names 3 Detroit OEMs' Cars

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Coolest Cars runnerup."

KBB said consumers would like the car because it delivers "an outstanding mix of style and substance" and that the 2013 Ford Focus enriches its fundamentally solid and efficient basic package with the availability of class-leading technologies, including My Ford Touch, active park assist and a PowerShift dual-clutch 6-speed automatic transmission, as well as offering a pure electric alternative.

The Dart also rated high in the eyes of KBB's reviewers.

They stated that, while the Dart is an American car with Italian roots, it is the product of both the Chrysler Group and Fiat.

KBB reviewers wrote, "The multinational compact sedan of-

fers its own unique combination of and Mazda Mazda3." personalization and performance, including all the tech you need."

KBB also said of the Dart that it was Dodge's first compact model since the Neon, and that the 2013 Dart "is an impressive exercise that's stylish, roomy, well-finished and offers loads of powertrain and personalization possibilities.

"With a host of new techno touches, innovative user-friendly features and multiple trim grades including a late-arriving, performance-oriented R/T variant this engaging front-drive sedan can be tailored to meet almost any set of buyer preferences.

"Given its equally aggressive pricing, the 2013 Dodge Dart is poised to be a major player in a super-competitive market segment that includes established heavyweights like the Chevrolet Cruze, Ford Focus, Honda Civic

KBB said of the Spark, "The only all-new nameplate on this year's list is also the first car in the world to integrate with Apple's Siri assistant via 'Eyes Free' mode. Press a button on the steering wheel and ask Siri to read you text messages or sports scores, or compose your own message via voice. Connectivity is cool.'

KBB elaborated further by saying in its review of the Spark, "America's rising gas prices have made this model more relevant. That being said, the Spark's miniscule size, edgy styling and smart packaging are what really make it stand out."

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