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## Stingray Has 'More Performance, More MPG'

Being sporty shouldn't preclude being efficient. At least that's the message Chevrolet is sending out with the 2014 Corvette Stingray.

"The Corvette Stingray establishes the benchmark for modern performance cars by using technologies to deliver more performance and more miles per gallon," said Tadge Juechter, executive chief engineer for the Corvette.

"We expect more and more performance cars will follow Corvette's example."

The vehicle will deliver up to an EPA-estimated 17 miles per gallon in the city, 29 mpg on the highway, he said.

Juechter added that the EPA estimates make the new Stingray the most fuel-efficient sports car on the market as no other car

offers more than 455 horsepower and greater than 29 mpg highway.

The EPA estimates are for the Corvette Stingray equipped with an all-new, seven-speed manual transmission, Juechter said.

The estimates reflect an average of fuel economy in both the default "Tour" mode, which delivers 28 mpg highway, and driver-selectable "Eco" mode, which delivers 30 mpg highway.

For Stingrays equipped with the seven-speed manual transmission, Eco mode enables Active Fuel Management, which disables four of the cylinders for improved fuel economy during light engine loads.

For Corvette Stingrays equipped with the six-speed automatic, Active Fuel Management is active in all drive modes until

the driver engages the manual-shift mode using the steering-wheel paddles, he explained.

Fuel economy estimates for Corvette Stingrays equipped with the six-speed automatic will be finalized soon.

The highway rating represents an 11 percent increase in fuel economy over the previous Corvette, while the all-new 6.2L LT1 V8 delivers 455 horsepower, a 6 percent increase over the previous Corvette.

The LT1 delivers 460 horsepower with the available dual-mode exhaust.

By comparison, the Porsche 911 Carrera S delivers 400 horsepower, and an EPA-estimated 27 mpg highway, Juechter said.

According to Juechter, sports cars with more than 455 horsepower typically offer significantly



2014 Corvette Stingray Convertible

lower highway fuel economy estimates than the 2014 Corvette Stingray. The coupe version goes on sale beginning this fall, while the convertible will be in dealership showrooms by the end of the year.

Sports cars that deliver more than 29 mpg highway based on

EPA estimates typically deliver significantly less engine output, said Monte Doran, GM's Corvette spokesman.

For example, the Porsche Cayman offers 30 mpg and 275 hp while the BMW Z4 sDrive28 delivers 34 mpg and 241 hp, Doran said.



Jim Palmer

## Campbell Ewald Joins Lowe, Names Jim Palmer as CEO

Interpublic Group has made a number of changes in its Detroit-headquartered Campbell Ewald advertising and integrated marketing agency.

Effective immediately, Jim Palmer will assume responsibility as CEO. Kathleen Donald, the agency's current president, will become chief operating officer, taking on additional management responsibilities.

Campbell Ewald will join Lowe, serving as the U.S. hub for the Lowe and Partners Worldwide network, and will be renamed Lowe Campbell Ewald.

Lowe and Partners is a global network of advertising and communication agencies with presence in more than 80 countries around the world. Clients include General Motors, Unilever, IKEA and Idea! Telecom.

"These are exciting developments in the evolution of Campbell Ewald that position the agency for the future and place it on the global stage," said Michael I. Roth, Interpublic's CEO.

"Jim Palmer has been a key driver of client growth at the agency for some time now and recently led the IPG team that won the Cadillac assignment. He'll be a strong CEO for Lowe

Campbell Ewald, working alongside Kathleen, Chief Creative Officer Mark Simon and a cohesive senior team."

Roth added that the formal linkup between Campbell Ewald with Lowe brings a strong, full-service U.S. agency together with a global network led by Lowe Chairman Tony Wright and CEO

CONTINUED ON PAGE 2

## Fehan's 2012 SEMA Custom Camaro 1-LE Inspires Chevy Racing, Brand Confidence

by Irena Granaas

He may be holding down a full-time "day job," but Bob Fehan doesn't let that get in the way of his lifelong passion - designing and building (and sometimes racing) specialty vehicles, a passion Fehan has pursued with spectacular success for more than 35 years.

Fehan, vice president of Engineering at Gibbs Sports Amphibians in Auburn Hills, took some time out of his busy schedule recently to talk about his latest creation, the customized 2012 Chevrolet Camaro 1-LE.

He built the race car in partnership with Chevrolet Performance to campaign at major track events and auto shows.

Past and present credentials include owner/president at Bob Fehan Motorsports Inc., vice president of Manufacturing at Gibbs Technologies and senior manager of Manufacturing at Chip Ganassi Racing with Felix Sabates.

The Camaro 1-LE took its first bows in November at the 2012 SEMA (Specialty Equipment Market Association) Show in Las Vegas, where the striking red-and-black race car won the People's Choice award at the premier automotive specialty products trade event.

"And I got a very nice award from Mr. Ruess himself (Mark Ruess, president of GM North America)."

More than just auto enthusiast eye candy, the 1-LE was built from the get-go to hold its own on city streets and race tracks, and has been amped up even fur-

ther by Fehan, aided by Chevrolet Performance and others.

Fehan said he was very impressed by the car itself, and then how well the stock vehicle performed right off the showroom floor.

"It just whet my appetite like you wouldn't believe, and then, when I got behind the wheel, it absolutely blew me away, how well it performed, its handling, braking and how it cornered," he said.

"It was like driving a Go-Cart. I just couldn't believe GM could build a stock vehicle like that and sell it.

"I couldn't wait to start working on it."

Fehan lent his creative touch to the car's exterior and interior, added various engine modifications, and some requisite safety and other modifications required for racing.

The award-winning result speaks for itself, as was demonstrated just recently.

As he was driving the Camaro 1-LE to his Auburn Hills office to be photographed for this article, pulling onto I-75 northbound, other drivers were racing to get next to him, "winding their windows down and giving me a



The 2012 SEMA Chevrolet Camaro 1-LE Track Event/Race Car

thumbs-up at 80 miles per hour."

With performance enhancements and eye-catching details added by Fehan, and legendary Chevrolet Camaro racing DNA built into the stock vehicle, the 1-LE seems to be fulfilling its mission as ambassador for Chevro-

let, the Camaro brand and Chevrolet racing.

Here are some specs provided by Fehan about the 2012 SEMA Chevrolet Camaro 1-LE Track Event/Race Car SCCA T-2 CLASS,

CONTINUED ON PAGE 4



A 2004 prototype of GM's hydrogen fuel development efforts

## GM, Honda Collaborate on Clean Mobility Technology

GM and Honda have entered into a long-term, definitive master agreement to co-develop next-generation fuel cell system and hydrogen storage technologies, aiming for the 2020 time frame.

"This collaboration builds upon Honda and GM's strengths as leaders in hydrogen fuel cell technology," said Dan Akerson, GM chairman and CEO. "We are convinced this is the best way to develop this important technology, which has the potential to help reduce the dependence on petroleum and establish sustainable mobility."

GM and Honda plan to work together with stakeholders to further advance refueling infrastructure, which is critical for the long-term viability and consumer acceptance of fuel cell vehicles.

According to the Clean Energy Patent Growth Index, GM and Honda rank No. 1 and No. 2, respectively, in total fuel cell patents filed between 2002 and 2012, with more than 1,200 between them.

Takanobu Ito, president & CEO of Honda Motor Co., said, "Among all zero CO2 emission technologies, fuel cell electric vehicles have a definitive advantage with range and refueling time that is as good as conventional gasoline cars."

"Honda and GM are eager to accelerate the market penetration of this ultimate clean mobility technology, and I am excited to form this collaboration to fuse our leading fuel cell technologies

CONTINUED ON PAGE 2

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