

GM Introduces Chan to the Auto World

GM has a new president of its Global Connected Consumer unit. Her name is Mary Chan and as part of her introduction to the automotive world, the automaker recently released a Q&A about her job and what her goals are.

Chan joined General Motors 13 months ago in the newly created role of president of Global Connected Consumer. She has responsibility over global infotainment, as well as OnStar's global business operations, reporting to GM Vice Chairman Steve Girskey.

She came to GM from Dell Inc., where she was senior vice president and general manager of Enterprise Mobility Solutions & Services. Chan has a background in the consumer electronics/enterprise solutions business and experience in the global wireless networks space. She is driving the setup and execution of GM's strategic global infotainment plans, including OnStar's global expansion, and the integration of all in-vehicle connectivity services and solutions across the GM vehicle brands.

Q. You've spent most of your career in the wireless industry. Why did you choose to join GM? What is the biggest challenge you're facing?

A. "Our collective challenge is the speed at which we can bring to market the connected functionalities that our customers expect in their next vehicle purchase and we must do it well, with the best quality and user-experience possible. We really need to aggressively work as a team, across GM, to lead the industry in this area."

"I worked in the wireless industry for 24 years before joining GM. I covered the area of wireless infrastructure and consumer services and led the early deployment of the wireless broadband technology known as 4G LTE."

"It's exciting to be able to leverage the wireless ecosystem here at GM with our connected car initiative."

Q. The Global Connected Consumer business group that you lead combines connectivity, telematics and infotainment. What's the future of OnStar in this new environment?

A. "OnStar's future is brighter



Mary Chan

than it's ever been – it remains the core enabler for GM's expanded offering of connected services. We pioneered the connected car 17 years ago with OnStar and our strategy continues to center on built-in connectivity. The broader Global Connected Consumer organization at GM allows us to combine advancements in wireless connectivity and the power of OnStar, with new innovations in infotainment and telematics to engineer tomorrow's connected car.

"We've invested in high-speed connections across GM vehicles and in delivering an application framework for collaborative innovation with third-party developers. These investments will allow us to continually deliver new capabilities that not only build on OnStar's heritage in safety, security and telematics, but also offer new options for entertainment, information and efficiency."

"Our customers tell us that safety and security are the most important services we provide, but there is also strong interest in a wide range of other services that connectivity makes possible. We can deliver a broad range of enhanced offerings through the connectivity and developer collaboration that we're enabling today. Our goal is to expand the suite of connected services offered in our vehicles with careful consideration to make sure these new features and services are relevant, add value for customers."

Q. What is the Global Connected Consumer's long-term vision for the connected car? Why

does it matter for consumers? For GM?

A. "We believe that built-in, high-speed connectivity will be a major competitive advantage in the near future. We're confident that consumers want and need the types of services that can only be delivered through a truly connected vehicle, as opposed to one that depends on a third-party connection. Our unprecedented commitment to bringing that connectivity to GM vehicles puts us ahead of the competition."

"Our job at GCC is to realize the potential of this investment. We're doing this in two ways. First, we're identifying and building the applications and capabilities that make our cars better and enable GM owners to do new things or to do things better. Second, we're fostering an ecosystem of developers and third parties that will work with us to turn additional potential applications into realities."

"For example, connected applications could one day allow us to increase fuel economy, decrease vehicle maintenance costs and provide more accessibility and choices to customize the vehicle after purchase. The connected car is all about giving people choices, adding convenience and doing it in a safe and simple way."

Q. Couldn't you innovate just as much by using the connectivity from a smartphone or tablet, rather than a built-in connection?

A. "Built-in, high-speed connectivity is critical because of its ability to use vehicle information and connect remotely. This does not mean customers cannot still use their devices and integrate them. We will offer both options, but the bigger value and opportunity is with the built-in connection."

TRW's Advanced Safety Technologies Are on Display at IIA in Frankfurt

The "local" automotive supplier chain is more global than ever, as evidenced by TRW Automotive Holdings Corp. highlighting how its most advanced active, passive and integrated safety technologies are laying the foundation to enable semi-autonomous driving at this September's Internationale Automobil-Ausstellung (IAA) International Motorshow in Frankfurt.

Peter Lake, executive vice president, Sales and Business Development for the Livonia-based TRW Automotive, explained: "The automotive industry is entering a period of immense change as the market aims to significantly reduce the number of road-related fatalities this decade and beyond."

"While advanced safety technologies have been offered on luxury vehicles for several years, their fitment is now being spurred across multiple vehicle segments by a combination of regulatory mandates, New Car Assessment Program ratings, insurance incentives and consumer demand."

"Technologies in production today are becoming increasingly sophisticated – in addition to warning drivers, they are now actively intervening in critical situations and helping to prevent or mitigate accidents. We have a technology roadmap to support the move toward semi-au-

tonomous driving: from warning, through assist and up to auto-pilot-style driving, with the driver in the loop and the systems able to take control of the vehicle in certain conditions."

Among the full suite of technologies to be displayed are driver assist systems, including TRW's next generation S-CAM 3 video camera and AC1000 radar; intelligent controllers such as TRW's safety domain ECU which can integrate multiple chassis and driver assist functions; actuators – including integrated brake control and electrically powered steering; and adaptive occupant safety technologies and improved rear seat safety solutions.

TRW will highlight a number of new safety technologies:

- Next-generation S-CAM 3 video camera with six times the processing power of the current S-CAM camera to provide higher performance and a number of advanced new functions;

- TRW's AC1000 next-generation radar family will be suitable for front, rear and side sensing applications and will also be able to detect pedestrians;

- Next-generation Safety Domain ECU to gather, process and act on the increasing levels of data created for high-level safety functions;

- Rear seat passive safety technologies.

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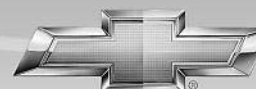
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