



Ryan Romanik of The Gentlemen Mutineers plays the harmonica track in a 2014 Chevrolet Impala while engineer Mark Pastoria of Harmonie Park Studios records the music.

2014 Impala Quiet Enough to Record Music

Simon & Garfunkle sang about the "Sounds of Silence" and that's just what Chevrolet wants to give to its 2014 Chevy Impala buyers.

To prove that point, Frankie Turner, lead singer of Detroit-based blues-rock band, The Gentlemen Mutineers, recently sang in the 2014 Chevrolet Impala, using the full-size sedan as a "mobile studio" to record an "Impala Mix" of their party anthem, "Detroit Throttle."

"The Corktown wobble, the Motor City slide, some Detroit throttle with that good time vibe, we'll get in the Impala and take that ride, 'til we feel like we're 25 miles above the sky," Frankie sang while Mark Pastoria of Harmonie Park Studios recorded it onto a laptop computer. In addition to the chorus, the band also recorded harmonica and trombone tracks in the car for the song.

The bustling city sounds of Detroit Tigers' game-day traffic, construction noise and live music in the park proved practically inaudible inside the Impala, said the Grammy Award-winning audio engineer.

"I'm amazed at how quiet the Impala is," Pastoria said, after playing the vocal recording through Impala's audio system. "It was important that we wouldn't hear background noise while recording, and with all that was going on outside the car, I am astounded that we couldn't hear any of it. The Impala rocks."

The new Impala is quiet by design, due in part to a technology that audiophiles know well – the active noise-cancelling technology used in high-end headphones. Active Noise Cancellation is standard on new Impalas with four-cylinder powertrains and helps make the redesigned flagship Chevrolet's quietest full-size sedan ever, said Chad Lyons, Malibu and Impala spokesman.

Active noise cancellation even helps owners of the new Impala save money at the pump by using three ceiling-mounted microphones to detect low frequency engine noise during idling, Lyons said. The frequencies are processed by an onboard computer that directs counteracting sound waves through the audio system's speakers and subwoofer.

This technology allows the engine to operate at the fuel-conserving range of 1,000 to 1,500 rpm, and helps eliminate the need for some sound-deadening materials, all of which contributes to improved fuel efficiency, Lyons said.

Impala also uses a variety of sound-buffering and -absorbing materials to minimize wind, road and engine noise, including:

- Acoustically laminated windshield and front-door glass;
- Liquid-applied sound deadener applied to the floor pan and trunk;

- Triple-sealed doors with acoustic perimeter water deflectors;
- Sound-absorbing carpet and dash mat;
- Acoustic foam baffles inside body cavities and between inner and outer quarter panels;
- An isolated engine cradle.

"Having a quiet cabin makes it easier for Impala's voice recognition software to understand commands," said Kara Gordon, a General Motors' noise and vibration performance engineer. "A quieter cabin also makes it easier for front and backseat passengers to have a conversation at normal speaking levels."

Voice recognition is part of the MyLink system that comes standard on LT and LTZ models, and helps drivers safely place calls, enter destinations and control other functions while keeping their eyes on the road and hands on the wheel, Lyons said.

To make the Impala as quiet as possible, Gordon worked with Stephanie Ernster, a GM noise

and vibration engineering specialist and friend since their college days at Michigan State University, Lyons said.

Ernster tested Impala's interior acoustics with a mannequin-like binaural recording device called an Aachen Head. Named for the headquarters of Head Acoustics GmbH in Aachen, Germany, the tool uses specially calibrated microphones to precisely record a dynamic range equal with human hearing during test drives on a variety of road surfaces at GM's Milford Proving Ground.

"Achieving a high level of acoustic refinement requires the most advanced tools available and many hours of road testing," Ernster said. "The new Impala benefitted from both, resulting in a quiet driving experience that is truly something to sing about."

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College Contest Set to Inspire Career in Auto Industry

Why would you want to work in the automotive industry?

If college students can answer that question in the form of a one- or two-minute video, they have a chance of winning a \$5,000 first-place prize. Second prize is \$3,000 and third is \$1,000.

Students must highlight the diverse aspects of the industry that "make it an attractive, or 'cool,' industry to work in."

Submissions must address one of three themes – green, technology or design – and present the industry in a positive and "cool" manner.

The contest is supported by the SAE International and is open to all students currently enrolled in a university in the U.S. or Canada. No specific curriculum is required – "just enthusiasm and creativity," say the organizers.

The Original Equipment Suppliers Association (OESA), with the support of Deloitte, is launching the contest to encourage college students to pursue careers in the automotive industry.

The contest is termed, "Generation Auto" (#GenerationAuto).

"The automotive industry is high-tech, fast-paced and exciting," said Neil De Koker, president and CEO of OESA. "We just need to get more students to hear this message and learn that automotive is a cool place to work."

"We think having this contest will create buzz with the next generation of talent."

Video submissions can be uploaded to <http://platform.votigo.com/fbcontests/profiletab/Gen-eration-Next-Automotive-is-Cool> through Oct. 25, where site visitors can vote for their favorites.

The 25 videos with the most votes on Oct. 25 will move on to the second round of judging. In round two, a panel of industry and local leaders will rate the selected videos on a set of criteria, including message, accuracy and creativity.

For the final round of judging, the three videos with the highest ratings will be viewed and voted on by those attending the OESA Annual Outlook Conference on Nov. 12. Winners will be announced at the conclusion of the conference.

"Deloitte has interviewed hundreds of manufacturing CEOs and other senior leaders in support of our initiatives exploring what enhances the ability of manufacturers to compete on a global scale," said Craig Giffi, vice chairman and U.S. Automotive sector leader at Deloitte.

"Consistently, those leaders tell us that talent-driven innovation is the most important factor driving the competitiveness of their organizations."

"Yet, those same leaders also express concern with their ability to find highly skilled workers armed with strong STEM knowledge and creative problem-solving skills."

"Programs like OESA's video contest help dispel old perceptions of the industry, and are critical to encouraging students to consider rewarding, long-term career opportunities in today's high-tech automotive sector."

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