



Chrysler employees volunteer to help preserve the natural beauty of Belle Isle Park in Detroit.

Chrysler Employees 'Clean Up' Belle Isle

Belle Isle Park in Detroit is a regional resource and the people at Chrysler have spent some time helping keep the place nice.

Kevin Frazier, Communications manager of External Affairs & ITM at Chrysler, said more than 100 Chrysler Group employees partnered with the Belle Isle Conservancy on July 25 to help preserve Belle Isle Park in Detroit.

Frazier said employees, most of whom were from the automaker's Powertrain Manufacturing Group, devoted six hours to helping preserve one of the city's jewels by potting native plants in the greenhouse, removing invasive plant species – such as honeysuckle – and clearing dead wood and brush from along the canals and forest.

"Chrysler Group believes in the city of Detroit and its people," Jody Trapasso, president – The Chrysler Foundation, said.

"Giving our employees the time and resources to make a difference in the community is part of our ongoing commitment to playing a positive role in the city

of Detroit's revitalization."

Marcy Hayes, a spokesperson for the Belle Isle Conservancy, said the group formed last year out of four different organizations – The Friends of Belle Isle, the Belle Isle Women's Committee, the Belle Isle Botanical Society and the Friends of the Belle Isle Aquarium.

The mission of the Conservancy is to "protect and preserve and restore and enhance the natural environment of Belle Isle," Hayes said. The group also wants to preserve historical buildings and enrich the character of Belle Isle as a public park that is available to everyone.

"Our goal is to get people energized about the park and to make sure that it's used and that it's relevant to the people of metro Detroit," Hayes said.

"I'm proud to say that we've introduced the park to a lot of people. So when Chrysler contacted us and volunteered the time of its employees, we were grateful for their help. I want to thank the company and the people for their time and effort."

Frazier said Chrysler recognizes that volunteerism is an essential part of making a positive, lasting impact in the communities where its employees live and work.

In response, employees have answered the call to support the community in many ways, including: collecting and delivering food to community food banks; beautifying playgrounds, community centers and neighborhoods; donating generously at company-organized blood drives, participating in charity walks and runs, and supporting Habitat for Humanity, United Way and many other organizations and programs.

Also, Chrysler executives lend their time and talents by serving on boards of various community institutions and organizations, Frazier said.

Ram Black Express Pickup Termed 'Menacing,' 'Sinister'

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"The Black Express is a truck that definitely gets noticed going down the road," he said. "Especially from the front, it says very much with the bi-functional halogen projectors and the blacked-out grille. It has a very sinister look.

"You'd recognize it in your rear-view mirror."

Cappa said the truck can have strong appeal for someone looking for their first truck or their first vehicle.

"It is a value package," he said. "The fact that it comes standard with a Hemi and 20-inch wheels and a great grouping of features right at the bat for under \$30,000, you've hit a piece of the market where someone's looking for an entry-level vehicle that looks good right out of the lot. You don't have to modify it.

"The Black Express is an incredibly good-looking truck."

Cappa said the idea for the truck started a while back with the Ram Tradesman. The idea was to create a truck for somebody who had a vocational job and could use that as their work truck.

But over time, Chrysler would hear from customers who said when they went to re-sell their truck, after they'd used it for a certain period of time, trucks with a V6 engine offered a lower return on their investment, but owners were able to get more money for similarly equipped trucks with a V8.

Thus was born the Tradesman with a standard Hemi V8 included as part of the value package, as well as a bed liner and tow hitch.

"We quickly found out there was another market that we had-

n't thought about," Cappa said. "... that would be the sport truck folks, people who want something fun to drive – a two-wheel-drive, regular cab, short bed truck with a Hemi in it, standard, and it comes with a standard bed liner and a tow hitch, so what could we do to build on that... so we came up with the Ram Express.

"The Ram Express, which started as that truck, but then we threw on 20-inch wheels, body-colored bumpers and dual exhaust. It still gets the standard Hemi, but it's just a great value package – here you can get a two-wheel-drive truck with 20-inch wheels and a Hemi for 25 grand, so it was a winner right away.

"So we had the work truck for the tradesman, then we had the fun truck and an appearance package with the Express, and a great value, standard value, for 25 grand," Cappa said.

As time went by, the Chrysler marketing people started to realize that a lot of people were clamoring for these trucks in different cab variations. So the company introduced both models in quad cab and crew cabs. Now consumers can choose from the Tradesman and the Express model that are both available in two-wheel drive and four-wheel drive, and in regular cab, quad cab and crew cab.

Cappa noted Chrysler expanded the availability of the popular Express model. He said the Black Express was the next step, born when someone in the design team wanted to offer a great-looking truck in a completely blacked-out package along with edgy headlights and a menacing look at a great value.

Cruze Diesel Engine Improves Performance and Emissions

Using diesel technology doesn't mean a loss of engine power, according to a Chevy engineer.

The 2014 Chevrolet Cruze Clean Turbo Diesel's advanced 2.0L engine uses a variable-swirl intake system that allows it to create a "perfect storm" of air and fuel.

That combination helps enhance performance while reducing emissions.

"Variable swirl helps put the 'clean' in Cruze Clean Turbo Diesel," said Mike Siegrist, 2.0L turbo diesel assistant chief engineer.

"It increases the mixture-motion of air and fuel in low-speed, low-load driving, like when you're doing the commuter crawl to work every day.

"It contributes to Cruze Diesel's great fuel economy, and helps give drivers the most torque for the least amount of fuel at the lowest emission and noise levels."

In Cruze's variable-swirl intake manifold, each cylinder has two separate intake ports, with one of them controlled by a valve.

During variable swirl, each throttle valve varies how much it opens to create mixture-motion of air and fuel within each cylinder.

General Motors' Powertrain team devoted countless hours to making sure they calibrated the actuator to precisely open and close the valves for optimal performance.

As a result of this and other advanced powertrain technologies, Cruze's clean diesel engine offers a segment-leading EPA-estimated 46 mpg highway and a range of more than 700 miles per tank.

That range is better than any non-hybrid or gasoline-powered passenger car vehicle in America, Siegrist said.

He added that Cruze's diesel engine, married to an automatic transmission, provides greater fuel economy than a comparably sized gasoline engine.

The improvements come from the engine's greater thermal efficiency, a higher compression ratio and an unthrottled combustion process.

Cruze's diesel engine also is the cleanest ever produced by GM, Siegrist said.

He pointed out that, in general, clean diesels generate at least 90 percent less Nitrogen Oxide (NOx) and particulate emissions when compared with previous-generation diesels.

Cruze Clean Turbo Diesel's emissions will meet U.S. Environmental Protection Agency's (EPA) stringent Tier II Bin 5 emissions standards, according to GM officials.

"All combustion engines have swirl, but having variable swirl is a real difference maker for Cruze's diesel engine," Siegrist said.

"Ultimately, it means more driving satisfaction with less environmental impact."



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