

Oakland Tech News

Reader Input or feedback:
 News@OaklandTechNews.com
 To Inquire about advertising:
 Ads@OaklandTechNews.com
 248-860-2275

Deadline: Thursday 5:00 p.m.
 for the next edition of Monday.

William Springer II, publisher
 and interim news editor;
 Lisa A. Torretta, operations

Oakland Tech News
 is a trademark of
 Springer Publishing Co., Inc.
 A Michigan Corporation.
 www.OaklandTechNews.com



Larry Ott

Cooper Standard Names Larry Ott To Post of HR VP

Cooper Standard Holdings Inc. has appointed Larry E. Ott to vice president, Human Resources, effective Aug. 12.

In his new role, Ott will serve as an officer of both Cooper Standard Holdings and its principal operating subsidiary, and will become a member of Cooper Standard's Global Leadership Team. He will report to Jeffrey Edwards, chairman and CEO, and will be based at the company's headquarters in Novi.

"Larry's extensive background in human resource strategy, talent management and global alignment," said Edwards, "are crucial skills as we gain momentum on executing the company's growth strategy."

Ott will be responsible for providing strategic direction and leadership for the Human Resource function and fostering the development of Human Resource capabilities across the global enterprise.

He will also lead all Human Resource practices and programs, including organization effectiveness, employee engagement, compensation and benefits, talent acquisition and development, succession management, labor and employee relations, and health, safety and environmental.

With more than 30 years of global Human Resource and Labor Relations experience, Ott most recently served as senior vice president, Human Resources for Meritor, Inc., in Troy, where he was responsible for the global human resources strategy for the firm's 9,000 employees.

He had also held a similar position at GMAC Financial Services, where he oversaw the Human Resources strategy, policies and programs for the auto finance, insurance and commercial finance business units of 13,500 employees. Earlier, he spent more than 20 years at GM in Human Resources, Employee and Labor Relations functions.

Ott earned a Bachelor of Science degree in business administration and English, with a minor in economics, from the University of Wisconsin in Stevens Point and a Master of Business Administration degree from the University of Michigan.

A Long and Winding Road, All the Way to the Cruze

CONTINUED FROM PAGE 1

company's J platform, to the market, and this vehicle was designed in the U.S. He said the Chevette got its start as an Opel design.

"So in the 1980s, GM went through a couple of generations of the Cavalier, but then it ceased to be competitive," McElroy said. "Time marches on. And foreign

producers were really putting out great small cars. The Cavalier became the Cobalt in 2005. GM had to sell Cavaliers using incentives and to fleets. So they changed the name."

The Cobalt ceased production in the U.S. in 2010, and its replacement was the Cruze, McElroy said. Chevy recently came out with a new iteration of the Cruze, based on GM's Delta II platform.

McElroy calls it a "great car."

"The Cruze was designed in South Korea and I just drove one with a diesel engine and I found it to be a very good car," McElroy said.

But today's modern cars aren't designed in just one place, McElroy said. A vehicle might have engineers and designers from three different continents work on it before it reaches production.

And a vehicle like the Cruze reflects a new attitude by GM. The company is much more willing to take what it's learned from other markets and apply it to North America.

"A lot of companies made a lot of money selling not-so-great cars," McElroy said. "OEMs can't do that today. Competition is too fierce and the companies that survive will be truly international."



1962 Chevrolet Corvair



1971 Chevrolet Vega

Stingray's Onboard Display Offers 69 Information Sources

GM designers said that functionality is as important as beauty when it comes to a vehicle's onboard display, which is why Chevrolet has worked hard to make the 2014 Corvette Stingray displays both attractive and easy to see.

"The new Corvette Stingray features many advanced technologies, so our challenge when designing the driver's displays was to ensure that those technologies could be easily found in common driving scenarios," said Jason Stewart, General Motors interaction designer.

"The touring theme places more emphasis on multimedia and infotainment; the sport theme emphasizes performance features with a prominent shift indicator and a large radial tachometer; track theme offers a race-inspired layout containing a sweeping tachometer, Corvette racing inspired shift lights and permanent lap-time displays.

"Each of these three themes can also be configured so that drivers can personalize their experience in the Stingray."

The advanced cluster display in the 2014 Corvette Stingray can provide up to 69 unique sources of information, ranging from an interactive performance timer to a tire tread temperature display, said Monte Doran, Camaro and Corvette spokesperson. He said the "crisp and bright" display features make this information

easily accessible via three configurable modes that prioritize information for daily commuting, weekend canyon carving and track events.

Flanked by three analog gauges for speed, fuel level, and engine-coolant temperature, the eight-inch liquid-crystal display screen in the center of the cluster is organized into sport, tour and track themes that change with the Driver Mode Selector, Doran said. Each display theme is designed for a specific driving scenario and can be configured through applications found in the "app tray."

There are, Doran said, 10 configurable display features that will help drivers realize the Stingray's capabilities:

- Tour theme – Displayed when the Stingray is in Weather, Eco, or Tour drive mode, this provides vehicle information to drivers for commuting or long-distance driving and includes key vehicle information and multimedia displays;

- Sport theme – Displayed when the Stingray is in Sport mode, this theme uses a single, radial tachometer;

- Track theme – Inspired by the cluster of the Corvette Racing C6.R, this theme prioritizes the information vital for a successful track outing, said Doran, including a "hockey stick" style tachometer, large gear indicator and shift lights;



The 2014 Stingray display is designed to look sharp and be easy to use.

- Adjustable redline – All themes feature an adjustable redline that shows the suggested maximum engine speed as low as 3,500 rpm when the engine is cold;

- Tachometer 'halo' – The Sport theme features a ring around the tachometer that glows from yellow to amber to red as engine rpms increase;

- Shift lights – The track theme features shift lights influenced by the C6.R, which illuminate from the outside-in, transition from green to yellow to blue and flash at redline providing an easy-to-see shift notification at high speeds;

- Friction-bubble/cornering force – The friction bubble that displays lateral and longitudinal G-forces allows drivers to measure how close they are to the

Stingray's limits;

- Tire temperature gauge – Leveraging the existing Tire Pressure Monitoring System, this patented system informs the driver as the tires warm up from cold to warm to hot, with hot being the optimal temperature for peak grip and track performance;

- Acceleration timer – The interactive timer features programmable start/end speeds, which enable drivers to measure any acceleration run, from a traditional 0-60 mph to acceleration from 70-100 mph in top gear;

- Lap timer – This timer shows current, previous and best lap times, enabling drivers to measure their consistency while lapping a road course.

The 2014 Corvette Stingray coupe goes on sale in the third quarter of 2013.



Earn up to 50x

the national average* on free checking.

KASASA CASH

To earn high rates and ATM fee refunds each month:

Each qualification cycle have at least 12 debit card purchases post and clear, be enrolled and log into online banking or mobile banking at least once, and be enrolled and receive e-statements.

Open now at kasasa.com/freedom or visit a branch near you:

Main Office - Auburn Hills 2955 University Drive	Somerset Troy Branch 3001 W. Big Beaver, Suite 108
Troy Branch 1785 Rochester Road	Center Line Branch 7291 Bernice Street



DON'T JUST BANK. KASASA.

*Qualifications, limits, and other requirements apply. Domestic & CCF ATM fees incurred during qualification cycle will be reimbursed up to \$20 if qualifications are met within monthly qualification cycle. Limit one account per SSN. Federally Insured by NCUA