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## TARDEC Forum Works to Protect U.S. Warfighters

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an Abrams tank's fuel consumption by between 22 and 25 percent, Huffman said. And that's just one project.

Rick Marcone, director of GDLS's MC2, said it's important for events like the symposium to be held.

Money is going to be tight for the military because of budget considerations, Marcone said, adding that by having the government meet with contractors, people can get on the same page faster.

And, Marcone said, it also gives contractors a chance to meet with their suppliers and academics to discuss the state of military systems.

"What I've learned most from talking with people here is that times are tough and money is tight, but that we're also all in this together," Marcone said.

"Relationships are more important than ever and it's relationships that will help us all get through these tough times.

"Right now, we're about speed and agility. We can't do things the way they've been done in the past and it's symposiums like this that make possible the changes in the way things are done. The MLS APU is an example of collaboration done right."

## Kelley Blue Book Says Truck Sales Getting Stronger

Kelley Blue Book reported that in August, the growth in the truck segment appears to have no end in sight, thanks in large part to the rise in new home construction taking place across the United States, said Alec Gutierrez, senior analyst at Kelley Blue Book.

In addition to gains attributed to the housing market, the auto industry is heading into the time of year where truck sales tend to ramp up, Gutierrez said.

With seasonal demand predicted to increase during the next few months, Kelley Blue Book expects growth in the full-size pickup truck segment to continue unabated. August full-size pickup sales saw a market-share increase of about 1 percent over 2012.

Also worth reporting is that Ford has seen sales volume improve nearly 13 percent so far this year, benefitting from its own batch of well-received redesigns, Gutierrez said. The bar is raised to new heights with every passing model year and with so many fuel-efficient, stylish alternatives available today, it has never been a better time to buy a new car.

Gutierrez said Ford could have been up even more, but the company has been hampered with production issues from both the Escape and Fusion.

# Chrysler Awarded for Cultural Diversity by Latina Style

by Jim Stickford

The editors of *Latina Style* magazine have again selected Chrysler for inclusion on the magazine's annual list of the 50 best companies for Hispanic women to work in the U.S.

This year, Chrysler Group was included among the top 12 companies listed in the report and will be featured in the August issue of the magazine, said Valerie Oehmke, Chrysler Corporate Communications manager.

She said the *Latina Style* Top 50 Report – also known as LS50 – highlights companies that have a dedicated effort to diverse recruitment and promotion initiatives, including companies that have programs to recruit veterans and military personnel, and is considered "the most respected evaluation of corporate America's employment opportunities and policies as they pertain to Latinas."

This was the tenth time the company has been recognized in the Top 50 Report since the benchmark was established in 1997, Oehmke said.

"Chrysler Group's leadership team believes strongly that our commitment to recruiting diverse talent is a source of energy and innovation that fuels our continued success," said Nancy A. Rae, senior vice president, Human Resources, Chrysler Group.

"This recognition validates the strategic value of our commitment to diversity and inclusion, and contributes to our company's growing reputation as an employer of choice for diverse talent."

Oehmke said *Latina Style* mag-

## Kiefer to Lead GM Powertrain

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"The collective expertise and experience of Jim and Steve brings a new dynamic to the Powertrain team. Together, they will lead the global team and work to strengthen GM's position as an industry leader in powertrain technology," Barra said.

Kiefer will be based at GM's Powertrain headquarters in Pontiac, Rashid-Merem said.

Kiefer has a bachelor's degree in mechanical engineering from Michigan State University, engineering studies at RWTH Aachen University in Germany, and a master's degree in business administration from the University of Michigan.

azine began the Top 50 Report list as "a quest to explore deeper into the business world and bring forth powerful and useful information on the increasing importance of recruiting professional Latinas."

In 1997, with the assistance of the U.S. Department of Labor, the U.S. Equal Employment Opportunity Commission, and national Hispanic organizations, the magazine developed a comprehensive survey that is sent annually to Fortune 1000 companies, Oehmke said.

The LS50 report, the result of that annual survey process, highlights each selected company's leadership programs, employee benefits and Latina representation in senior positions.

"This is something we're proud of," Oehmke said.

"It's one of several awards Chrysler has been awarded for its cultural diversity. *Working Mother* magazine recognized the company for its efforts to help working mothers and the *Detroit Free Press* named us as one of the

## Space Communications Helps Ford's Telematics Systems

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The development of connected vehicle communications has the potential to reduce traffic accidents and ease congestion by enabling vehicles to communicate with each other, and to communicate with buildings, traffic lights, the cloud and other systems to deliver a message or detect and respond to imminent collision warnings, Daitch said.

"Ford has been committed to the research and development of connected vehicle communications for more than a decade," said Paul Mascarenas, chief technical officer and vice president, Ford Research and Innovation.

"Our participation in this research can aid in the development of next-generation Ford driver-assist technologies. These technologies will globally benefit Ford customers, other road users and the environment."

One promising development from Ford's research project with St. Petersburg Polytechnic University is the advancement in emergency vehicle communication methods, Daitch said.

Ford is analyzing how emergency messages should be sent to ensure delivery if network failures were to occur, identifying the systems and methods that provide redundancy in case of primary delivery failure.

For example, if an accident

best places in Michigan to work."

Oehmke said the Hispanic culture within the company is important because Chrysler relies on it to help the company meet the needs and wants of the larger Hispanic culture at large, which is a huge market niche.

"Chrysler as a whole is committed to diversity," Oehmke said. "We support a number of Hispanic groups, including The

## EPA Honors GM Orion Plant

GM's Orion Assembly plant is one of 63 facilities across the country that was able to meet a voluntary energy-reduction challenge set by the EPA, cutting its energy intensity by 67 percent in less than two years to meet the agency's Energy Star Challenge.

To meet the criteria of the challenge for industry, manufacturing facilities had to reduce energy used per unit of production by at least 10 percent within a five year period.

Orion's reduction avoided

National Society of Hispanic MBAs, the Society of Hispanic Professional Engineers, The Hispanic Association of Corporate Responsibility and the National Society of Hispanic Journalists. We're working on a health and wellness program with the journalist group."

More than 800 companies are evaluated for the report each year, Oehmke said.

42,760 tons of CO2 from entering the atmosphere. That's the equivalent of electricity used by 6,400 homes annually.

"Creativity and energy management go hand-in-hand at GM," said Tim Lee, executive vice president of global manufacturing. "We've been consistently cutting energy use and emissions each year. Environmental responsibility and its corresponding business benefits continue to be an everyday driver within our facilities."

were to cause vehicle-to-cloud communications (V2C) to be broken, a vehicle may still have access to a vehicle-to-vehicle (V2V) communications network. An emergency signal message could potentially be sent through V2V to a vehicle nearby, and then between vehicles and infrastructures until it reached EMS, Daitch said.

"The research of fallback options and robust message networks is important," said Oleg Gusikhin, technical leader in Systems Analytics for Ford. "If one network is down, alternatives need to be identified and strengthened to reliably propagate messages between networks."

Telematics – the long-distance transmission of digital information – developed for use on space stations, provide excellent potential for improving the reliability of future vehicle-to-cloud, vehicle-to-infrastructure, vehicle-to-vehicle and other forms of communication (V2X), Daitch said.

The communications blend multiple networking technologies including dedicated short-

range communication (DSRC), cellular LTE wireless broadband and mesh networking to ensure robust and reliable connectivity for optimum signal strength for critical messages.

Using the knowledge accrued from analyzing the space robots, Ford engineers could then develop an algorithm that is integrated into the V2X system resulting in a message that would route through the appropriate network depending on the level of its importance, Daitch said.

An emergency message, for example, may be communicated through the faster mesh network, whereas an entertainment-related message would route through a vehicle-to-infrastructure application, an embedded device or a brought-in device network.

"We are analyzing the data to research which networks are the most robust and reliable for certain types of messages, as well as fallback options if networks were to fail in a particular scenario," said Gusikhin.

"In a crash, for example, a vehicle could have the option to communicate an emergency though a DSRC, LTE or a mesh network."



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