

Sierra, Silverado Earn Five-Star Safety Nod from NHTSA

The 2014 Chevrolet Silverado 1500 and High Country and the GMC Sierra and Sierra Denali 1500 are the first pickup trucks to receive the highest possible five-star Overall Vehicle Score for safety since the National Highway Traffic Safety Administration changed its New Car Assessment Program for the 2011 model year, GM said in a statement to the public.

"Safety is as important to truck buyers as it is to car buyers," said Gay Kent, GM general director of Vehicle Safety and Crashworthiness. "Silverado and Sierra set a benchmark for pickup truck safety by offering a full array of advanced features designed to protect occupants before, during and after a collision."

NHTSA only tested the crew cab models of Silverado and Sierra. Chevrolet and GMC expect crew cab models to account for 60 percent of their 2014 light-duty full-size pickup truck sales, Kent said.

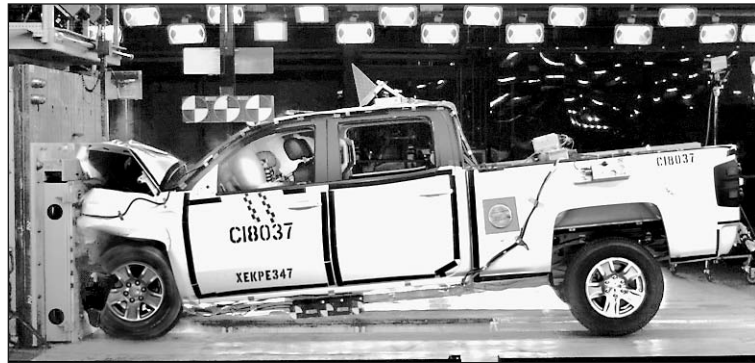
Silverado and Sierra offer fully boxed frames, extensive use of high-strength steel, and several

segment-exclusive safety features, including Forward Collision Alert, Lane Departure Warning, and Safety Alert Seat, Kent said.

Safety Alert Seat warns the driver of potential traffic danger using directional vibration pulses from the seat cushion. The patented warning approach is tied to all of the on-board crash avoidance systems.

Forward collision alert technology helps prevent frontal crashes by alerting the driver when the truck is closing in on a vehicle ahead too quickly, giving him or her additional time to react and avoid a crash, Kent said. Lane Departure Warning technology alerts the driver when the truck drifts over a lane line when traveling at least 35 mph.

Rear Vision Camera with Dynamic Guidelines allows the driver, when in reverse, to view objects directly behind the vehicle via the radio screen in the center stack, allowing for easier parking and backing maneuvers, Kent said. New for this year are standard lap belt pretensions in the front-seat outboard safety belts.



The 2014 Chevy Silverado 1500 and GMC Sierra and Sierra Denali 1500 are the first pickups to receive the NHTSA five-star Overall Vehicle Score.

Other features include six standard air bags and 360-degree sensor system, including dual-stage frontal air bags, head-curtain side-impact air bags with rollover protection, and seat-mounted side-impact air bags.

The vehicles also feature a trailer-sway control that works with StabiliTrak to provide the driver with additional assistance when towing a trailer.

When it senses trailer sway, it intervenes with braking and/or reduced engine power to bring

the trailer under control.

Also included are four-wheel, four-channel, antilock disc brakes (ABS) that help provide straight, more controlled stops by preventing wheel lock-up in most road conditions.

OnStar is available, using GPS and cellular phone technology to automatically call for help in the event of a crash. OnStar service also includes MyLink mobile apps, which offer vehicle information and OnStar services via the customer's smartphone.

TRW Technology Helps Small Cars Hit Top in Safety

Four of the six small vehicle models earning Top Safety Pick accolades from the Insurance Institute for Highway Safety (IIHS), based on its recent small frontal crash overlap testing, feature automotive safety technologies supplied by TRW Automotive.

The Top Safety Pick designation acknowledges vehicles that offer superior crash protection. Safety content from TRW – including occupant safety systems, electronics and braking technology ranging from electric power steering components, airbag modules and sensors to seatbelts and tire pressure monitoring systems – are featured on four of the six small vehicles receiving an IIHS rating.

"Having our technologies featured on vehicles with superior safety ratings from IIHS is always important and even more so when it comes to small cars," said Peter Lake, TRW executive vice president, Sales and Business Development.

Plastic Bottles Make Good Ford Carpeting

Plastic bottles are found nearly everywhere – on desks and in break rooms at work, on kitchen tables and counters at home, rolling under seats in cars, on the sidelines of athletic fields and heaped in trash cans and recycling bins.

Plastic beverage bottles are seemingly not of much use when they're empty – except at Ford.

Ford Motor Company uses 25 20-ounce plastic bottles to make the carpeting in each Ford Escape utility vehicle. The Escape represents the first time Ford has used this type of carpeting in an SUV, said Laura Sinclair, Ford engineer.

"It's a good use of recycled product and keeps it out of landfills," Sinclair said.

She added that, as the mother of two young boys, she's glad its her job is to make sure all materials meet Ford durability standards.

Consider, Sinclair said, the positive impact this type of use can have on the environment:

- Total all-time sales of the next-generation Escape through June of this year were about 277,000. Multiply that number by 25, the number of bottles used in the carpeting, and you get

6,925,200 bottles potentially diverted from landfills. That's right: nearly 7 million;

- The environmental news potentially gets even better because Escape is one of Ford's best-selling vehicles. In fact, 156,626 Escapes had been sold this year alone through the end of June;

- If that rate continues, that means nearly an additional 1.5 million bottles potentially could be diverted from landfills, bringing the total to more than 8 million bottles.

All materials have to pass extensive durability tests. Sinclair and her team look for "chalking," which appears if the fibers degrade and mash themselves into a white residue as they break apart. Chalking, or dusting, is the precursor to a hole forming in the carpet.

"The discoloration is one of the first signs of wear, and of course something the customer will see right away," said Sinclair.

Testing, Sinclair said, is done on a device called a Taber 5150, which looks similar to a record player. A carpet sample about the size of a DVD is placed in the

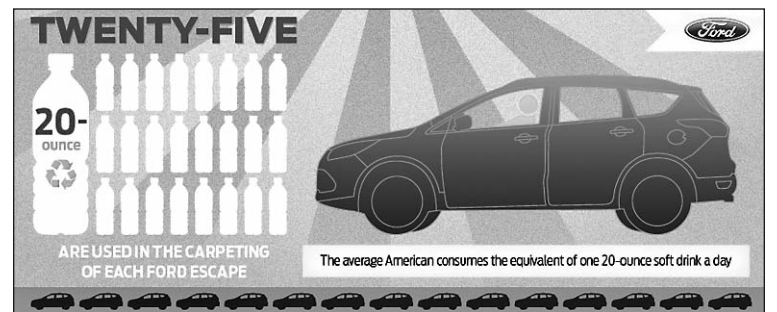
middle and spins while two weights rub the sample to simulate accelerated wear.

"We run the tests almost daily and can simulate five or more years of service in 10 to 15 minutes," said Sinclair.

"Adding more plastic bottles to the mix reduces wear on the carpet.

"The polyester fibers created from beverage bottles make up a nonwoven carpet material. So think of it like when you make spaghetti – everything is intermixed."

Also helping to mitigate wear is that the carpeting for the new Escape, Sinclair said, is backed with cast foam, which helps re-



Since the new Escape went on sale, nearly 7 million plastic bottles have been diverted from landfills. Each person could recycle enough bottles in one year to provide carpeting for about 15 new Escapes.

duce road noise and also fills in ridges and crevices for a smoother backing.

This attention to detail is something Sinclair enjoys.

"I like being a materials engineer because it is hands-on and what we do has a great impact on our customers' perception of quality," she said.

Northwood Auto Show Set for Sept. 27

The Automotive Marketing Department of Northwood University has chosen the students who will act as general chair and vice chairs of the 50th annual Northwood University International Auto Show (NUIAS).

The show will be held Sept. 27-29 on the school's campus in Midland.

Rochester Hills resident Justin Edgar has been selected to be vice chair of Divisionals, one of the show's vehicle-type categories.

Kristin Hammond, spokesperson for the show, said that with the importance of the upcoming show, a decision was made to have two vice chairpersons to oversee the executive board.

Hammond said there is no charge for attending the show, which features 500 vehicles from more than 65 manufacturers. It is financed through support of alumni, friends, corporations, and foundations.

Hammond said the show is "North America's largest new car outdoor auto show" and 100 percent student-run. Every year, approximately 50,000 visitors attend the show.

Over the years, Hammond said, NUIAS has grown in both size and reputation.

Exhibits from carmakers like Ford and Chevrolet, all the way

to luxury brands such as Rolls Royce and Maserati, appear at the show, which has also attracted industry-leading speakers from across the board, from Carroll Shelby, the founder of Shelby America Inc. to Angus MacKenzie, editor-in-chief of *Motor Trend Magazine*.

In 2013, the theme is "Cruising Through the Golden Anniversary."

This year marks half-a-century since the first NUIAS and the show has done nothing but grow since that first year, said Hammond.

Hammond also said the vice chair positions are chosen through an interview process which LaFursey said produced "precisely the kinds of managers" he wanted.

LaFursey said every Auto Show is a special event, but with this year's show being the 50th, he and his team are especially ambitious about leaving a lasting impression.

"As this year is a milestone for the show, I want to make sure it is truly special," LaFursey said. "My goals include increasing attendance and working to make eye-catching and innovative displays to improve the quality of the event. When the weekend closes, this show will be one to remember."

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