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2014 Chevrolet Malibu

Malibu to Offer Stop/Start Technology to Save Fuel

The 2014 Chevrolet Malibu arriving in dealerships this fall will be the first midsize sedan sold in the U.S. to offer fuel-saving stop/start technology standard on its 2.5L base model, GM announced in a public statement.

Stop/start technology helps customers conserve fuel by automatically shutting off the engine when the car comes to a stop, such as at stoplights. The engine automatically restarts when the driver takes his or her foot off the brake. During engine restarts, an auxiliary 12-volt battery powers electric accessories such as heating and air conditioning, power windows and radio.

"The key was to apply the knowledge we gained from our eAssist technology," said Todd Pawlik, Malibu chief engineer. "By leveraging knowledge from the stop/start system we use on eAssist, we were able to significantly improve city fuel ratings by 3 mpg, or 14 percent, on Malibu's entry-level 2.5L model, compared to the 2013 model."

Malibu's stop/start system monitors – among other things – vehicle speed, climate control system operation and the force a driver applies to the brake pedal, to determine whether it is efficient to shut off the engine in

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GM's Small, Compact Car Sales Escalating, Thanks to Technology and Millennials

Chevrolet's small and compact car sales are up 229 percent year over year from the second quarter of 2010 to the same quarter this year.

The jump is evidence of the brand's continuing success in attracting buyers of all ages, including millennials, whose purchase priorities include advanced technology, fuel economy, functionality and affordability.

Chevrolet's share of buyers under 35 continues to increase year over year, led by vehicles such as the Cruze, Sonic, and, most recently, the Spark mini car, said Annalisa Bluhm – Spark, Sonic and Cruze spokesperson for Chevrolet.

Leading the segment is the Cruze, which is among the top-selling Chevrolet vehicles to those under 25. One in four Sonic and Spark buyers are also under 25, while almost six in 10 buyers of those cars are new to Chevrolet.

"The opportunity this new generation represents is enormous," said Cristi Landy, Chevrolet marketing director, Small Cars and Electrified Vehicles.

"The only way for Chevrolet to deliver the products, technology and services they want most is



Chevrolet Sonic



Chevrolet Spark

to really listen to what is important in their lives today and help enable them to reach their full potential."

Part of this dialogue happens online through Chevrolet's social media channels. Successful online campaigns, including the Effie-winning Sonic "Let's Do This" campaign, propelled the Sonic to the forefront with young buyers, Bluhm said.

Chevrolet's newest campaign features the Cruze Diesel through lighthearted Vine videos on Twitter that last less than seven seconds each. Chevrolet is the first automotive manufacturer to use the Vine platform for an original advertising campaign.

Research shows that younger buyers rank vehicle technology among the top features influencing purchase decisions, Bluhm said.

Both the Spark and Sonic feature Chevrolet MyLink infotain-

ment systems powered by smartphones, including apps such as BringGo Navigation, Pandora, Tune in and Siri in Eyes Free Mode, which helps them stay safely connected at a fraction of the price of in-dash navigation.

Chevrolet dealers also play an important role in helping to better understand the wants and needs of the younger buyers.

By providing access to resources such as credit, dealers are helping to make the process of purchasing a car easier, Bluhm said.

"Nearly four in 10 millennial buyers are purchasing within the compact car segment," said Dora Nowicki, Chevrolet Sonic Marketing director.

"As a brand, we recognize the importance of partnering with next-gen buyers and engaging with them before, during and after purchase."

TRW Buckles Down to Improve Seat Belts

To help remove some seat belt slack before a collision, TRW has designed a new anchor seat belt pretensioner in a rotary configuration.

The APR1, as it's known, is designed to deliver pretensioning forces of more than 3 kN, which can help to remove some seat belt slack within milliseconds of a crash being detected.

The APR1 features a lighter-weight design and more compact packaging resulting in an easy integration for vehicle manufacturer interiors.

Norbert Kagerer, vice president, Occupant Safety Systems Engineering, TRW Automotive

Holdings Corp. of Livonia, said, "The APR1 design offers vehicle manufacturers a number of options and advantages compared with existing systems.

"We are seeing strong interest globally for APR1 due to its packaging, weight and performance attributes.

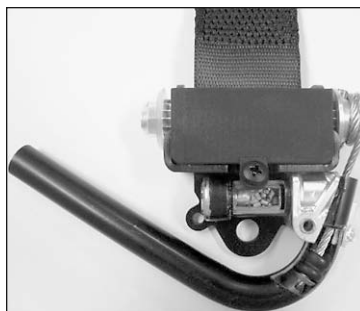
"The rotary design helps deliver enhanced pretensioning functionality and TRW is uniquely positioned to combine this technology with other occupant safety and active safety technologies to sense a crash and react to the unique characteristics of the crash."

There is no linkage element nec-

essary in the new system and only the normal seat belt webbing will be visible in the vehicle cabin.

When combined with TRW's full spectrum of occupant protection seat belt and airbag options, the APR1 helps form the basis of advanced adaptive occupant technologies designed to help manage occupant energy in an unavoidable crash scenario, a spokesman said.

For example, it can be combined with TRW's Active Control Retractor system or Active Buckle lifter to help remove some seatbelt slack before a crash occurs if a potential crash is detected by active vehicle sensors.



Rotary pretensioner

TRW is making this move to further strengthen its product portfolio, especially for challenging packaging situations, a spokesman said.

The APR1 will launch on several European vehicle platforms in 2015.

GM Foundation Contributes to MLK Memorial

The General Motors Foundation has donated \$50,000 to the National Park Foundation to help fund the 50th anniversary commemoration of the historic 1963 March on Washington and Dr. Martin Luther King Jr.'s "I Have a Dream" speech.

The Foundation grant, said Marie Mainville, manager of GM Foundation Corporate Communications, helped bring the events of Aug. 28 on the National Mall to people across the nation and around the world.

A mass march along the historic Aug. 28, 1963, route ended at the steps of the Lincoln Memorial. President Obama last week addressed the nation from the very spot where Dr. King delivered his speech 50 years ago during the "Let Freedom Ring" ceremony.

About 100,000 people attended this year's event.

"The GM Foundation believes that Dr. King's dream of equality and peace is just as powerful and resonate a half-century later," said GM Foundation President Vivian Pickard.

"We proudly support these events in the hopes that future generations will continue to be inspired by Dr. King's vision and message."

General Motors and the GM Foundation have been longtime supporters of Dr. King's vision of diversity and inclusion through support of the Martin Luther King, Jr. Memorial, including contributions of more than \$10 million to the Martin Luther King, Jr. Memorial Foundation since fundraising for the monument began in 2006.

2014 Cadillac CTS Rides 'The Ring' in Germany – and Passes

Cadillac validated its all-new 2014 CTS midsize luxury sedan and power-packed CTS Vsport at the world's most demanding test track – Germany's Nürburgring – and recorded lap times to enhance the nameplate's reputation as a driver's car.

Notably, the 2014 CTS Vsport, featuring Cadillac's first Twin-Turbo engine and eight-speed transmission, recorded a lap time of 8:14.10, almost six seconds faster than the first-generation CTS-V recorded 10 years ago with a larger V8 engine.

"It's been about 10 years since Cadillac first went," said Cadillac spokesman Brian Corbett. "Since then, we've been going there for various vehicles.

"That's because the Nürburgring is the most challenging course in the world."

Corbett said Cadillac engineers learned a lot about the vehicle's performance, handling, cornering and ride by testing it at Nür-

burgring, also popularly called, "The Ring."

"It's the longest course in the world and when you're doing laps, you're really pushing the car as far as it can go, doing high performance driving that long," Corbett said.

"Going to the track really validated what we expected of the CTS. One of Cadillac's core missions is to deliver world performance. You need to stand out from the crowd in both design and performance."

Corbett said Cadillac wants the CTS to be fun to drive and be a car that really engages the customer.

"That's what all of our cars need to be, but as far as the track goes, it shows how far you can push the car," Corbett said. "It's not like our customers can take corners at high speeds, but it's nice to know our cars can do that in a sophisticated manner."

The Nürburgring validation

certified that all CTS suspension packages are capable of handling the extreme conditions and unlimited speeds of Autobahn driving, Corbett said. CTS development included Autobahn and track calibrations of the steering

system, shock absorbers, chassis controls and powertrain cooling.

"The Nürburgring's extreme conditions allow us to push cars to the limits of stability, steering,

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2014 Cadillac CTS speeds around the track at Nürburgring.

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