

GM Volunteers Fight Blight, Build Homes, Serve Meals

Communities and nonprofits across the country received a helping hand from General Motors' employee volunteers Sept. 9-13 as part of the company's second annual "teamGM Cares Week."

From packing food and building homes to cleaning up beaches and neighborhoods, approximately 75 projects across the country were undertaken, said GM Foundation spokesperson Maria Mainville.

"Helping others is as much a part of our company culture as building the world's best vehicles," said GM Chairman and CEO Dan Akerson. "We have the ability to make a difference and we are committed to doing so."

Examples of projects that took place in Michigan during this week of service, or during other specially designated volunteer times, include:

- Sept. 12: Roughly 400 employees from GM's Tax Staff and Cadillac Global Marketing partnered with the Brightmoor Alliance and other community organizations to fight blight near the Gompers Elementary School in Detroit.

- Sept. 12 and 13: U.S. Sales Operations had 400 volunteers assisting Habitat for Humanity Detroit with neighborhood cleanup efforts in the Morning-side Commons community. The GM Foundation and Diversity teams helped build two homes in the same community.

- Aug. 27: The Lansing Delta Township Quality Engineering team made and served meals at the Ronald McDonald House in Lansing.

"While 'teamGM Cares Week' underscores our pledge to giving back, our employees volunteer all year long for the nonprofits and causes they are passionate about," said Sabin Blake, Global Marketing manager for Cadillac, head of the teamGM Cares program. "Each year, the program gets stronger, which signifies the ever-growing commitment from our teams."

Art Van Furniture Turns Warren Showroom into 'Pink' Ballroom

"Dancing With The Survivors" will be held at Art Van Furniture in Warren Thursday, Sept. 26, to benefit The Pink Fund.

The Art Van showroom will be transformed into a ballroom dance floor for two reasons: to benefit the nonprofit organization that provides short-term financial aid to breast cancer patients in active treatment, and to celebrate patients' recovery.

The three-hour event, which starts at 6 p.m., will feature entertainment, food, cocktails and, of course, ballroom dancing.

Breast cancer survivors will be partnered with professional dancers from the Fred Astaire Dance Studio in Bloomfield Hills.

Participants include Roz Fantich, a community volunteer; Jan Jones, a breast cancer survivor; Sheri Mark, board president of North Star Reach; Sue Ray, personal assistant to former Detroit Mayor Dennis Archer; and Irma Slimko, Ford Warriors in Pink Model of Courage.

"These women (survivors) are an inspiration, and we are delighted to celebrate their courage," said Gary Van Elslander, president of Art Van Furniture. "This will be a spectacular evening for The Pink Fund, whose mission Art Van Furniture supports wholeheartedly."

Besides Art Van Furniture, other sponsors of The Pink Fund's "Dancing With The Survivors" event include Charity Motors, Ford Warriors in Pink, The Original Life Chest, Diplomat Specialty Pharmacy, Celgene



Gary Smith and Heidi Magyar from GM's Communications team

In 2012, the 3,652 teamGM Cares volunteers who chose to track their volunteerism recorded 37,790 hours of service. Through the company's "Dollars for Doers" program, the GM Foundation provides a \$200 grant

per year to eligible nonprofits each time an employee contributes 50 hours of service to the organization, Mainville said.

To learn more about the teamGM Cares volunteers, visit www.teamgmcars.com.

Capuchins Set Annual Dinner

The 41st annual Support Our Capuchin Kitchen (SOCK) dinner will be held Friday, Oct. 11, in the Detroit Marriott Renaissance Center hotel.

"The SOCK dinner is always a special event for the Capuchins and the entire soup kitchen," said SOCK Executive Director Brother Jerry Smith.

"More than 900 people attend. Some are affiliated with business and some are our neighbors. They're all trying to support the soup kitchen. And for that we are profoundly grateful."

The October event will be hosted by Dominic Pangborn, with Fox 2 news anchor Anquetette Jamison serving as emcee.

The evening features a live auction in which, among other things, a "Downton Abbey" high tea experience will be among the items and services that people can bid on.

Other items include airfare

and a one-week stay at a golf resort condo in Spice Bush, S.C.

The Capuchin Soup Kitchen was founded in 1929 and currently serves about 2,000 meals a day and serves those in need in the city of Detroit.

Tickets are \$250 per person, which covers cocktails, dinner and one free grand prize raffle ticket.

The grand prize is \$2,500.

Cadillac Engineers Creating Sounds Pleasing to the Ear

Cadillac engineers applied the principles of psychoacoustics, the science of sound perception, and a car guy's instinct to create special exhaust notes for the 2014 CTS midsize luxury sedan and CTS Vsport.

Knowing that engine sound communicates throttle response to the driver, CTS engineers uniquely tuned each selectable driving mode – tour, sport and track – to provide the driver with a specific sound impression of what's happening under the hood. The track mode is only available on the CTS Vsport, which is Cadillac's first twin-turbo engine.

The team drew upon its knowledge of what tones sound the most pleasing to human ears – based on the study of psychoacoustics – then surveyed the sounds made by competitor models and relied on their own ears when selecting final tones.

Engineers strategically placed microphones in the CTS cabin and used an integrated electronic sound enhancement system to execute the sound designs. The microphones listen to the roar of the engine and the enhancement system selects preferred tones to come through CTS's Bose audio system. No artificial sounds are used.

"The sound enhancement system acts like a choir conductor, calling forth certain engine sounds to sing the loudest depending on the driving mode," said Dave Leone, CTS executive

chief engineer, Performance Luxury Vehicles. "We used our ears to tell us what sounded the best and programmed the system to listen for those tones. It is Cadillac's art and science design philosophy applied to engine sound."

The CTS has been the centerpiece of Cadillac's portfolio for more than a decade. The third-generation CTS is one inch lower, five inches longer and more than 200 pounds lighter than its predecessor. The new car also has lower curb weight, higher structural stiffness and more horsepower than its primary competitors, say Cadillac officials.

According to company spokesman Brian Corbett, the new CTS is engineered from the ground up to deliver a driving experience that combines sport-tuned handling with world-class comfort. The CTS includes segment-exclusive magnetic ride control and electronic limited slip differential, which constantly monitors rear-wheel rotation from one side versus the other to ensure optimal handling on a variety of road conditions, Corbett said.

GM has announced that pricing for the 2014 CTS standard model starts at \$46,025, including \$925 destination. The three option packages are Luxury, Performance and Premium, each offered with either the 2.0T turbocharged four-cylinder or 3.6L naturally aspirated V6 engine in either rear- or all-wheel drive.

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