

# Tech Center News™

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## New Styling on GM's SUVs Equates to a Quieter Ride

The day GM boasted that it controls 74 percent of the full-sized SUV market, the automaker announced several new full-sized SUVs coming in the 2015 model year.

Chevrolet introduced the 2015 Tahoe and Suburban – all-new versions of the its full-size SUVs – on Sept. 12 in New York.

A Chevrolet spokesman said the two new SUVs offer more functionality, greater refinement, new safety features and an increased range of advanced technologies to appeal to two distinct customer groups.

"There are several new features and enhancements at the core of the all-new 2015 Suburban and Tahoe that will extend the legacy Chevrolet has built as the segment leader," said Tim Mahoney, Chevrolet global chief marketing officer. "Customers will experience greater refinement, efficiency and safety with the same capability that has made Chevrolet the go-to brand for full-size SUVs."

He said new styling advances the Tahoe and Suburban's design, which contributes to a quieter ride. A more efficient, direct-injected EcoTec3 powertrain coupled with improved aerodynamics help offer greater esti-

mated highway fuel economy, based on GM testing, while preserving overall performance and capability. Official EPA estimates are not yet available.

With more than 117,000 sold in 2012 and sales up more than 16 percent for the first six months of 2013 over last year, Chevrolet's full-size SUVs continue to play an important role in the brand's success and General Motors' profitability.

Introduced in 1935, the Suburban is the segment's founder and the industry's oldest continuously available nameplate, while Tahoe is the segment's sales leader, said Chevrolet spokesperson Michelle Malcho.

"The Chevrolet Tahoe and Suburban will continue to be dominant forces in the marketplace and provide great value for our customers, Chevrolet and General Motors," said Dan Ammann, GM executive vice president and CFO.

"This is an important and profitable segment and we have set the bar high to ensure we provide our customers with great quality and performance they expect and deserve."

New functionality and technology features found on both vehicles for 2015 include:



2015 Chevrolet Suburban

- Fold-flat second- and third-row seats that enhance cargo convenience – including an available power-folding feature;
- Approximately two inches greater legroom for second-row passengers, along with easier entry/exit;
- Available eight-inch color touch-screen radio with next-generation MyLink connectivity;
- Up to six USB ports and six power outlets to support electronic devices of all kinds and up to 12 charging locations;
- Available rear-seat entertainment system with dual screens (Suburban only) and Blu-ray DVD player;
- Conversation mirror in the overhead console that provides a wide view of the rear seats;
- Keyless entry and push-button start.



2015 GMC Yukon XL

Malcho said the 2015 Chevrolet Suburban represents the 80th anniversary and 12th generation of the original 1935 SUV.

On the same day across the country in Los Angeles, GMC announced the 2015 Yukon, Yukon XL and flagship Yukon Denali models, saying they would "deliver greater capability and refinement, with more power, new

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## This Credit Union Is All About 'Community'

by Jim Stickford

Community Choice Credit Union kicked off its Give Big weekend by hosting Red Cross blood drives at several of its branches.

Jessie Sinno-White, business portfolio manager and chair of the credit union's Give Big committee, said Community Choice believes that if "Community" is in your name, it's good to hold events that help the community.

"We decided to host blood donations with the Red Cross because we recognized the huge need for blood at all times," Sinno-White said. "So we thought hosting blood donations at our branches in Warren, Livonia, Farmington Hills and New Hudson was appropriate."

She said they also felt it was a way to energize the credit union's membership by giving them the chance to give blood side by side with the employees.

Sinno-White said that she's personally aware of how blood donations can make a difference in someone's life. Her son Aiden, when he was born, had a condition that affected his bone marrow's ability to make blood cells.

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## 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



Gary Smith and Heidi Magyar from GM's Communications team

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."

## 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

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.teamgmcares.com](http://www.teamgmcares.com).

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## Vari-Form Expands to Europe

Hands across the water describes Vari-Form's recent joint venture.

To establish a manufacturing presence in Europe, the automotive supplier has signed a joint venture agreement with EMARC SpA of Piemonte, Italy.

In its public announcement, Vari-Form officials said the new agreement increases manufacturing footprints for Vari-Form in Europe and EMARC in North America.

Going forward, both companies will offer locally available advanced technologies – hydroforming, roll forming and aluminum stretch bending – for the benefit of automotive OE manufacturers and suppliers worldwide.

By creating infrastructure for making parts, this increased manufacturing footprint is a timely response to Vari-Form's recent business development successes.

Vari-Form, the North American participant, will focus on growing hydroforming business. EMARC, the Italian participant, will locate a manufacturing operation in North America, expanding its roll forming and stretch bending business for steel and aluminum components.

The joint venture will also bring new lightweighting technologies to Europe and North America, offering proven solutions for reducing vehicle weight while maintaining superior structural performance, say Vari-Form officials, adding that both companies manufacture parts with the gauge, form and strength needed to produce vehicles that deliver increased fuel efficiency.

Vari-Form, among other products, builds frame rails for the

2014 Chevy Corvette Stingray.

EMARC SpA, headquartered in Vinovo, in the Turin area of Italy, produces steel roll formed structure parts and aluminum and steel stretch-bent components and assemblies for the automotive and commercial vehicle industries. The company has 13 production facilities, located throughout Europe, Asia and South America.

Vari-Form President Stephen Dow predicted great things ahead for the joint venture: "The inherent advantages of the Vari-Form hydroforming and EMARC processes can now deliver significant benefits to carmakers. Each company will offer technologies within easy reach of automotive OEMs, delivering superior products to customers on these two continents."

Pietro Passone, founder and chairman of EMARC Group, stated, "This agreement represents an essential step forward in the growth plans of both companies. Global vehicle manufacturers can benefit from the technologies we offer."

"Experience has shown that, once our products and processes are integrated into the manufacturing plans of carmakers, everyone realizes a significant financial advantage."

Vari-Form is headquartered in Troy, with production facilities in Strathroy, Ontario; Reynosa, Mexico, and Liberty, Mo.

According to the public announcement, Vari-Form developed the concept and application of hydroforming body, chassis and other automotive structural parts. Vari-Form's technology is used to manufacture more than 7 million parts a year worldwide.

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