

Oakland Tech News

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2013 Ram 3500 ST Crew Cab Donated To Feed Hungry

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that Forgotten Harvest does to combat hunger," said Reid Bigland, head of U.S. Sales and president and CEO – Ram Truck Brand. "We welcome the opportunity to donate a new Ram 3500 truck to help their efforts to provide nourishment to those in our community who might otherwise go hungry."

In addition to farming Ore Creek Farm, Forgotten Harvest Farms also works with regional farmers and government agencies that have farm operations. Forgotten Harvest sends out its volunteers to harvest fresh, locally-sourced produce to deliver to agencies serving the hungry in metro Detroit, Goodell said.

In 2015, Forgotten Harvest will also begin harvesting 125,000 pounds of apples per year from the Forgotten Harvest Orchard of Hope on land donated by Blake's Farms in Macomb County.

New Lab to Give Ford a Battery 'Stepping Stone'

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He added, "Just as critical is the need for new chemistries to be assessed in a credible cell format," which means small-scale battery cells can be tested in place of full-scale production batteries without compromising the test results.

"It is way too early in the battery race to commit to one type of battery chemistry," said Miller. "In the span of 15 years, the industry has gone from lead-acid to nickel-metal-hydrate to the lithium-ion batteries used in Ford C-MAX and Ford Fusion hybrids on the road today. Others in the auto industry have placed their bets, but we are convinced a better solution will require input from a multitude of partners."

Ford's electrified vehicle lineup includes five models equipped with advanced lithium-ion batteries. Earlier-generation vehicles featured nickel-metal-hydrate batteries, which are about 25 percent to 30 percent smaller, and can provide about three times the power per cell of nickel-metal-hydrate batteries.

Miller said locating the lab on a university campus will be a draw for battery suppliers to work on complex problems in a common environment. "We need to work on these problems together in a neutral lab setting," he said. "This way, we all win. I think you are going to see a lot of companies in the battery supply chain come to Michigan to use this facility, in very short order."

"This is important for the state of Michigan, too," Miller added. "Previous investments have been focused on battery production, and now our state becomes a research core for batteries."

'New Features Make Malibu Smarter Choice' – Tim Mahoney

Chevrolet is offering new technologies in its 2014 Malibu.

"The midsize sedan segment is one of the most competitive in the industry and by improving the Malibu so quickly, we're proving to our customers that we're listening and acting on their needs," said Chevrolet Global Chief Marketing Officer Tim Mahoney.

Delivering greater efficiency and connectivity are two of the most important considerations for customers of midsize sedans, said Mahoney.

He added, "The new and enhanced features make the 2014 Malibu a smarter choice, putting it at the heart of the strongest Chevrolet passenger car lineup in our history."

A new Ecotec 2.5L four-cylinder engine is the first standard engine in the segment with stop/start technology, said GM spokesman Chad Lyons.

The stop/start function helps owners conserve fuel by automatically shutting off the engine when the car comes to a stop, such as at stoplights, contributing to an EPA-estimated fuel economy of 25 mpg city and 36 mpg highway – a 14 percent improvement in city mileage and 6 percent greater highway efficiency.

The engine automatically restarts when the driver takes his or her foot off the brake. It's the industry's most refined and simplest stop/start system, Lyons said, adding that there are no buttons to push or procedures to learn, for a seamless driving experience.

Additionally, the 196-horse-

power dual overhead cam (DOHC) engine features variable intake valve lift control, or iVLC, which enhances fuel efficiency, while also enhancing low-rpm torque, for a greater feeling of power at lower speeds, said Lyons.

The engine, he said, is matched with a six-speed transmission with improvements that enable additional fuel economy savings – and a more refined driving experience – compared with the previous model.

New connectivity features support safer driving, Lyons added. The available Chevrolet MyLink for the 2014 Malibu delivers enhanced connectivity and convenience, he said, with a new Text-to-Voice feature for smartphone users and Siri for iPhone users. Each enables voice-controlled connectivity.

Text-to-Voice converts incoming messages to speech, reads them over the audio system speakers and allows the driver to reply with preset messages such

as, "I'm driving and will contact you later."

Users can create and save their own preset messages when the vehicle is in Park. The feature requires a compatible smartphone with Bluetooth profile and applicable text messaging features.

"MyLink on our new 2014 Chevrolet Malibu includes a new text-to-voice feature, which reads, out loud, incoming phone text messages with the push of a button," said Sam Johnson, lead engineer for Infotainment Systems, who works at the VEC building in the GM Tech Center.

"It also allows drivers to safely respond with predetermined messages, all without having to pick up or look at your phone."

"Developing this feature required understanding different smartphone operating systems, all of which have different capabilities and technologies. In the end, we were able to provide a convenient feature which our customers will enjoy."

Driver safety is General Mo-

tors' first priority, said Lyons, adding, "A driver's focus should remain on driving, and texting can usually wait. So, only text and drive with this voice system and never text using a handheld device while driving."

The 2014 Malibu is offered in LS, LT and LTZ models, with pricing starting at \$22,965 including destination, but excluding tax, title, license, dealer fees and optional features.

Chrysler Invests In Education For Hispanics

Chrysler is sponsoring the National Society of Hispanic MBA's (NSHMBA) 24th Annual Conference and Career Expo Oct. 10-12 at the Henry B. Gonzalez Convention Center in San Antonio, said company spokesman Mike Palese.

Chrysler's sponsorship of the annual event provides a unique opportunity for the company to identify, engage and recruit talented Hispanic business leaders of the future, Palese said.

"An investment in education will provide one of the best returns possible for a corporation or individual," said Reid Bigland, head of U.S. Sales and president and CEO – Ram Truck Brand, who delivered a keynote address at the conference.

"Organizations like NSHMBA are rich sources of talented future business leaders who can help fuel Chrysler Group's continued success," said the conference's keynote speaker.

As part of his keynote address, Bigland announced a pair of donations "intended to expand Chrysler Group's commitment to the development of future Hispanic business leaders."

The Ram Truck brand donated a certificate (valued at \$35,000) good toward the purchase of a new Ram truck.

NSHMBA conducted a raffle for the certificate with proceeds going to the organization's general fund and mission.

And, the Chrysler Foundation awarded NSHMBA a \$75,000 grant to fund scholarships for students with Hispanic heritage who are pursuing an MBA or MBA-equivalent degree at accredited institutions.



2014 Chevrolet Malibu

'Franchise Dealer System Benefits Consumer' – NADA Chief

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riety of financing options that dealers do, perform all warranty and safety recall work at no cost to the buyer, maintain the inventory of parts that dealers do (\$500,000 on average) and collect and pay all taxes associated with the selling of a new car.

"In other words, dealers provide essential services, either required by states or demanded by the customer," Westcott said.

The Internet has changed the way people shop and forced dealers to adopt new ways to interact with customers.

"That is why I can say unequivocally that the independent dealer franchise system is the most efficient and cost-effective way of selling and servicing vehicles anywhere, and that's why after more than 100 years, it is stronger than ever," Westcott said.

He also said he's worried about the Consumer Financial Protection Bureau (CFPB). He said the agency's policy of creating a "fair lending" guidance program to eliminate dealer-negotiated financing and replace it with a flat fee would prevent dealers from discounting any financing they may offer.


The CFPB promised transparency in the setting up of rules, but Westcott said he hasn't seen any. He understands the importance of giving every customer fair and equal treatment, but the regulating agency that decides policy needs to set that policy in a transparent way, and that's not happening.

"Our goal is to meet the transportation needs of all our customers in an open and honest manner," Westcott said. "And this includes working so that consumers can continue to have

access to affordable credit."

After his speech, Westcott was asked about the Tesla way of selling cars. He said that the Tesla is a good car but that even people at the company have admitted that once sales reach a critical mass, they will have to use some sort of franchise system.


Westcott was also asked about "Obamacare" and how it might affect the healthcare provided by dealers. He said some dealers might decide to eliminate healthcare and pay the fine, but that a dealership's employees are its best assets and that would be penny-wise, but pound-foolish.



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