

Buick Celebrates 40 Years of Regal Model

CONTINUED FROM PAGE 1

all-wheel-drive system that incorporates an electronic limited-slip differential and HiPer Strut front suspension.

A 2.4L engine with eAssist light electrification technology is also available, delivering EPA-estimated ratings of 25 mpg city and 36 mpg highway.

With today's focus on all-passenger comfort, safety and technology, the latest Regal comes standard with an eight-inch color touch display featuring IntelliLink in-vehicle connectivity. Leather-appointed seating surfaces, heated front seats, dual-zone automatic climate control and rear-vision camera are all standard, Bjork said.

Regal highlights over the years include:

- Generation 1 – 1973-1977:

Large swooping body lines and opera windows were among Regal's fashion cues at the start of the personal luxury era. The 1975 Regal was the only mid-size car in the United States to come standard with an efficient V6 engine while maintaining comparable V8 performance.

- Generation 2 – 1978-1987:

Downsized from the previous generation, the 1978 Regal offered a 3.8-liter turbocharged V6, making Buick the first mainstream brand to offer a turbocharged engine. This ingenuity would pave the way for iconic Buicks of the '80s, including the limited-run Grand National and legendary GNX.



1992 Buick Regal Gran Sport Coupe



2014 Buick Regal

- Generation 3 – 1988-1996:

Continuing the trend of scaled-down cars in the U.S., the Regal's third generation was again smaller and would usher in front-wheel drive. Power would come from an all-six-cylinder engine lineup, including the award-winning 3800 V6 engine.

- Generation 4 – 1997-2004:

Back to its roots, the 1997 Regal again became an upmarket version

of the Buick Century. The '97 Buick Regal GS debuted with the brand's first supercharged V6, rated at 240 hp and 280 lb.-ft. of torque.

- Generation 5 – 2009-2014:

After a brief hiatus, the Regal would first return to the Chinese market for 2009, followed a year later in the U.S. A high-output GS model would return for 2012. Introduced in 2013, the 2014 model is the first Regal to offer all-wheel drive.

'Oscar' Leads in Developing Impala Seats

Despite all the high-tech tools available to GM designers – seat pressure mapping systems and a multi-part mannequin that feeds data into a comfort dimensioning system – there's no substitute for the human element when fine-tuning where people sit.

General Motors' human factors engineers who understand biomechanics, psychology, quantitative research and ergonomics, applied all these disciplines to help make the seats comfortable in the 2014 Chevrolet Impala, said GM spokesman Chad Lyons.

Customers for each car segment want more or less support and rigidity in their car seats, Lyons said. What the car will be used for – such as commuting, city driving or track racing – helps engineers establish precise parameters of comfort. Finding the "sweet spot" for each vehicle doesn't come easy.

For the new Impala, volunteer seat testers ranging from 5th percentile females (5 feet tall, 110 lbs.) to 95th percentile males (6 feet tall or taller, 223 lbs.) spent hundreds of hours and logged thousands of miles in prototypes of the redesigned flagship sedan to evaluate seat comfort, Lyons said.

Seat testers typically drive or ride in prototype vehicles for several 60-minute intervals at a time recording initial feedback after the first 10 minutes. At each 60-minute interval, they numerically rate every aspect of the seat: cushion, backrest, lumbar support, headrest and side bolsters.

But tester feedback is subjective and design changes are often subtle because seat designs evolve from past programs and reams of data collected with precision instruments, said Jill Green, GM seat comfort lab manager.

"Developing comfortable seats is both an art and a science," said Green. "Knowing how to translate a physiological impression into tangible design elements is the art, and knowing how to execute the design is the science."

Seat tester evaluations alone would have been insufficient to achieve such results, Green said. That's where tools like Oscar come in handy. The mannequin-like tool made of steel, plastic and aluminum is assembled in 18 remov-

able parts weighing up to 170 pounds. Early in the Impala's development, Oscar helped determine the overall dimensional layout of the interior, allowing engineers to make the best use of space.

State-of-the-art digital pressure-mapping technology was used to scan the rear-end impressions of people of all shapes and sizes over the seat surface, creating a map with more than 4,600 data points, Green said. A laptop computer used the data to generate graphics illustrating how occupants sit in the seat statically or while driving.

The Impala's front seats are heated and ventilated, and bolstered for greater support. The seat cushions are designed to provide a firm feel, Lyons said. LS models feature cloth seats, while LT comes standard with cloth/vinyl seats. Sueded microfiber-trimmed seats are available on LT and LTZ models, which feature standard perforated leather seating. Standard on LT and LTZ models, rear-seat headrests fold to improve rear visibility when there are no back-seat passengers.

Car reviewers have noticed the attention paid to Impala's seats, Lyons said.

"After hours in the driver's seat, we found ourselves just as fresh as

we were before we set out," wrote Mark Takahashi, automotive editor, Edmunds.com. "The outboard rear seats have enough head- and leg-room for the average adult male to remain comfortable for extended trips as well."

Talent Townhall Set for Nov. 14

The next Auburn Hills Talent Townhall is set for Thursday, Nov. 14, at 8 a.m.

Titled, "Keys to Employment Engagement," the event is part of a series of forums developed for business leaders to discuss issues critical to workforce development and how to attract and retain talent to southeast Michigan.

The presenting sponsor for Nov. 14 is Oakland University. Other sponsors include *Corp! Magazine*, Oakland Community College, Snelling Staffing Services and Baker College of Auburn Hills.

The cost is \$25 for chamber members, \$35 for non-members.

To learn more about the event, contact Rachael Jay at 248-853-7862.

Wilson Scholarships Set for Macomb College Transfers

Ralph Wilson, philanthropist and current owner of the National Football League's Buffalo Bills and of Ralph Wilson Enterprises in Grosse Pointe, has established the Jeffrey C. Littmann Endowed Scholarship at Walsh College, honoring his Chief Financial Officer and Walsh alumnus, Jeffrey Littmann.

The scholarship will be awarded to students transferring from Macomb Community College who are enrolled in at least two courses for two semesters in an academic year in any degree program at Walsh College.

An employee of the Buffalo Bills since 1986, Jeffrey Littmann received two degrees from Walsh College after attending Macomb Community College's Center Campus. After transferring to Walsh, Littmann earned his Bachelor of Accountancy degree in 1977, followed by a Master of Science in Taxation degree from Walsh College in 1981.

Littmann also earned a Juris Doctorate degree from the Detroit College of Law in 1984.

"This scholarship is an example of the value successful Macomb Community College and Walsh alumni place in their educational experience, and their desire to help other students follow the same path," said Audrey Olmstead, Walsh College chief development officer.

Wilson has owned companies in various industries, including trucking, construction, television, insurance, energy, and manufacturing.

He has received recognition for his philanthropic efforts, including, with his wife Mary, being named the Philanthropists of the Year by the United Way of Buffalo and Erie County.

To apply for the Jeffrey C. Littmann Endowed Scholarship and others, students may visit www.walshcollege.edu/scholarships.

FIRST CHOICE

MUFFLER & BRAKE SERVICE
23252 VAN DYKE
3 Blocks North of 9 Mile
HOURS: Mon.-Fri. 7:30am-5pm; Sat.-Closed

WARREN • 586-757-7203

<p>DELUXE OIL CHANGE SPECIAL Up To 5 Qts. Of Oil Lube & Filter No Disposal Fee</p> <p style="font-size: 2em; font-weight: bold;">\$23³⁶</p> <p style="text-align: center;"></p> <p style="font-size: 0.8em;">Includes topping off fluids 10-31-13</p>	<p>MUFFLER, EXTENSION PIPE & TAIL PIPE</p> <p>Most FWD Cars 10% Off</p> <p style="font-size: 0.8em;">In-store offer ends 10-31-13</p> <hr/> <p style="text-align: center;">BRAKE SPECIAL</p> <p style="font-size: 2em; font-weight: bold;">\$199⁹⁵</p> <p style="font-size: 0.8em;">• Front Metallic Disc Brake Pads • 2 New Front Rotors • Labor Included</p> <p style="font-size: 0.8em;">Most F.W.D. U.S. Cars • In-store offer ends 10-31-13</p>
<p>Check Our Price on Tune Ups, Water Pumps, Heater Cores & Other Repairs</p>	

MAKE US YOUR FIRST CHOICE



Please help us care for the homeless.

\$20.50 helps feed 10 hungry people.

\$30.75 helps feed 15 hungry people.

\$51.25 helps feed 25 hungry people.

\$102.50 helps feed 50 hungry people.



DID YOU KNOW?

- No one should go hungry especially when it costs so little to feed a hungry and homeless person.

- Grace Centers of Hope has been giving hope to the helpless since 1942, and is one of Southeast Michigan's oldest and largest homeless shelters.

Donate at www.gracecentersofhope.org

Call 1-855-HELP-GCH or Return the Form Below

Your support of Grace Centers of Hope will help feed the hungry, shelter the homeless and give hope to the hurting.

VISA MasterCard American Express DISCOVER Check or Money Order Payable To: Grace Centers of Hope

Enclosed is my gift of: \$20.50 10 Meals \$30.75 15 Meals \$51.25 25 Meals \$102.50 50 Meals \$_____ To help as much as possible

Donor's Name _____

_____ Exp. _____ Security Code _____

Signature _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Please sign me up for the Enewsletter

Tech News

Any gifts received above our current need will be used to help care for the needy throughout the year.

TO MAKE A CREDIT CARD CONTRIBUTION PLEASE FILL OUT AND RETURN THIS SLIP TO: GRACE CENTERS OF HOPE
35 E. HURON
PONTIAC, MI 48342
1.855.HELP.GCH