

# ELR Uses Sound-Neutralizing Technology at All Speeds

Quiet performance counts when it comes to luxury vehicles.

That's why the engineers for the 2014 Cadillac ELR worked hard to ensure that the car's interior is quiet whether running on battery power or the on-board gas-powered electric generator that turns on for extended-range driving.

ELR uses active noise canceling to uniquely preserve the peace and quiet, said GM spokesman Brian Corbett. While most cars that use this type of sound-neutralizing technology aim simply to mute exhaust boom at low engine speeds, such as when idling, he said, ELR uses it across all engine speeds.

"Acoustic refinement is an important attribute of every Cadillac interior, and ELR is no exception," said Chris Thomason, ELR vehicle chief engineer. "Considering how quiet the car is during pure-electric driving, we knew the generator sound had to be as pleasant as possible, and we were able to achieve it with active noise canceling."

The active noise canceling system in the ELR electronically gathers input from the vehicle's generator and powertrain, as well as from three ceiling-mounted microphones. The system calculates and produces the appropriate noise-canceling signal, which is delivered through the Bose audio system's speakers and subwoofer.

ELR's engine functions primarily as a range-extending, gas-powered generator for its advanced electric drive propulsion system. Active noise canceling keeps the ELR's interior quiet during extended-range operation, including long-distance drives and steep ascents, Corbett said.

Active noise cancellation also helped eliminate the need for additional sound-deadening materials, reducing mass, which saves energy and helps deliver spirited performance. ELR uses a variety of sound-buffering and -absorbing materials to minimize wind, road and engine noise, including:

- Acoustically laminated windshield and thicker front-door glass;
- Liquid-applied sound deadener applied to the floor pan, trunk and roof;
- Triple-sealed doors with acoustic perimeter water deflectors;
- Mass-efficient sound-absorb-

ing dash mat and carpet system;

- Acoustic foam baffles inside body cavities and in between inner and outer quarter panels;

- An isolated front suspension cradle with hydraulic powertrain mounts to isolate road and engine vibration.

These kinds of technological offerings are important to the ELR because GM wants to differentiate it from the Volt, said Jennifer Ecclestone, manager of Global Production Communications. And that's why the vehicle's upcoming launch is such a big deal to the company.

"There's a general tendency to compare the ELR to the Volt," Ecclestone said. "We're proud of the Volt, but it was introduced to the market three years ago. The ELR is a vehicle that our engineers have spent a ton of time on and things like the quiet drive technology is important. We want people to know that it's a luxury car."

Ecclestone said GM likes to put its latest technology in its luxury vehicles - things like its latest safety features. That way, he said, the company can see if people are willing to pay for the technology and the company can get an idea of whether or not to place the tech in other vehicles down the road.

ELR is available nationwide in the U.S. beginning in January.

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A deposit of \$50 per adult and any completed applications must be submitted to the proper parties by Nov. 10. The balance is due by Dec. 10.

To learn more about the outing and how to order tickets, call Katie Murphy at 586-441-8670, or email her at katherine.murphy@gm.com.

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