

Tech Center News

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Performance is
Name of Game
On GM Web Site

Chevrolet Performance's web site, chevroletperformance.com, has integrated with chevrolet.com, with a new design that adds more product content and search options, a dedicated COPO Camaro section, new Camaro-specific performance parts and more.

Visitors to the web site chevroletperformance.com will now be redirected to chevrolet.com, said Chevy spokesman Monte Doran.

"We've designed and built the new web site like we build our cars – with the performance enthusiast in mind," said Jim Campbell, GM U.S. vice president of Performance Vehicles and Motorsports.

"We've added more relevant content, contingency details for racers and product information to help you find the right parts to complete your project."

Doran said highlights of the new site include:

- New Camaro-specific performance parts that feature factory-engineered components to enhance the capability of V6 and SS models for the street, drag strip or road course.

- An all-new "Engine & Transmission Showcase" highlighting the largest-ever lineup of GM OE-engineered crate engines and transmissions.

- A dedicated COPO Camaro section delivering the latest information on the COPO program, including details on all the parts available from Chevrolet Performance to help racers build their own Camaro race car.

The site also includes detailed technical information to help visitors make more informed decisions, Doran said.

Chevy Tahoe PPV Helps Police with Speed, Safety – Peper

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acceleration, Moran said.

The engine is mated to a Hydra-Matic 6L80 six-speed automatic transmission with a unique police-service calibration that supports pursuit performance.

The new Tahoe also features an all-new interior and exterior, while offering the same basic dimensions and sturdy body-on-frame architecture as previous Tahoe PPVs.

The carryover dimensions allow a seamless transfer of law enforcement equipment used in current Tahoe PPVs, Moran said. The Tahoe will remain the largest police vehicle on the market. It has additional space in the rear seat, which provides more leg room and easier access to individuals and equipment in the back seat.

"The Tahoe PPV's versatility and low lifecycle cost have made it a leader among police agencies," said Ed Peper, U.S. vice president, GM's Fleet and Commercial Sales. "The enhancements to the 2015 model have further refined an already great vehicle to give police officers the performance, speed and safety they need to help keep their communities safe."

Tahoe PPVs are used today by state and local municipalities and federal government officials for patrol, first response, tactical, HAZMAT, border patrol and K9, Peper said.

The 2015 Tahoe PPV was developed to deliver a more controlled ride with improved steering and braking responsiveness compared with previous models, Moran said.

A strong, fully boxed, perimeter frame supports payload and trailering capability that, according to Moran, body-frame-integral SUVs can't match.

Still the only body-on-frame full-size SUV designed for the rigors of police work, the Tahoe offers full-pursuit capability, Moran

said. The addition of more high-strength steel, increased body stiffness, suspension improvements and a wider track for increased stability helps the 2015 Tahoe PPV offer improved ride and handling designed for pursuit.

The Tahoe has a standard 730-CCA auxiliary battery, which allows officers to power their equipment, including radios, video cameras and laptops, when the vehicle is not running, avoiding drain on the primary vehicle battery. The vehicle also has a 110V power outlet and USB input.

Key components remain that contribute to the Tahoe PPV's consistent performance at police vehicle testing:

- V-rated, P265/60R17 Good-

year RSA tires, mounted on 17-inch steel wheels;

- Heavy-duty four-wheel disc brakes with ABS, tuned for police driving;

- StabiliTrak electronic stability control system with Proactive Roll Avoidance and traction control;

- A fully integrated electrical system, making it easier to upfit police-specific equipment.

The redesigned interior gives officers 360 degrees of safety with new standard features, including rear park assist, backup camera and optional adjustable pedals, which personalize the vehicle to each driver, Moran said.

An optional Driver Alert Package includes lane departure warning, forward collision alert and Chevrolet's Safety Alert seat.

The Tahoe PPV also has enhanced security features, including new door locks, side-milled keys and a steering column lock. The new Tahoe will be built at GM's Arlington, Texas, assembly plant.

The 2WD pursuit and 4WD special service models will be available for order in the first quarter and the 4WD pursuit vehicle in the second quarter of 2014.

Indoor Robofest
Thanksgiving
Parade Set at MCC

Macomb Community College is hosting Lawrence Technological University's 8th annual RoboFest on Saturday, Nov. 23, from 9 a.m. to 4 p.m. at Macomb Community College's Sports and Expo Center, located on the college's South Campus in Warren. The event is open to the public and admission is free.

This motorized, computer-controlled festival includes the annual Indoor Robot Thanksgiving Parade. The parade features fully autonomous robotic floats built and programmed by teams of 4th- through 12th-grade students. A new addition to the event this year is the Global Robotics Arts Festival (GRAF), which will feature student-built interactive robotics competing in visual and performing arts categories such as robot dancing, robot music and robot skits. GRAF is open to all robotic enthusiasts.

"The goal of this event is to get students building and operating robots," said Lawrence Tech professor CJ Chung.

"We hope that the experience will inspire them to consider a career in robotics or other STEM fields."

Cadillac Names
Ellinghaus Head
Of Marketing

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for its MINI and Rolls-Royce brands.

"Cadillac has always had great heritage, brand character and worldwide recognition," said Ellinghaus.

"Now Cadillac has a new momentum and energy, embodied in its new products. This creates a unique opportunity to build the brand globally."

Cadillac spokesman David Caldwell said that the idea is to build the Cadillac brand on a global basis.

"That doesn't mean that the messaging will be identical," Caldwell said. "What works in China might not work in Europe. There are language and cultural differences that have to be taken into account."



Uwe Ellinghaus

While Ellinghaus has a lot of auto marketing experience from his days at BMW, Caldwell said it's nice that Ellinghaus has experience in the category of marketing luxury in general.

Ellinghaus will be spending a lot of time in Detroit, but, Caldwell said, he'll also be spending a lot of time at Cadillac's regional offices around the world.

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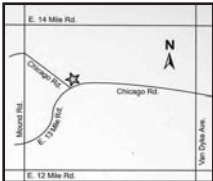
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