

## Tech Center News

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## Former GM P.R. Vice President McNulty Dies

John W. (Jack) McNulty, a former speech writer for President Lyndon Johnson and vice president of General Motors' Public Relations Staff for 11 years, died Monday, Nov. 11, at the Holmes Medical Center in Melbourne, Fla.

He was 86.

McNulty, who retired from GM in 1990, was a resident of Bloomfield Hills while at GM. In recent years, he lived with a daughter in Indialantic, Fla.

Born June 29, 1927, in New York City, he received a B.S. degree in journalism from Fordham University in 1949.

After working as a reporter for the *Yonkers Times* in New York, he held several public relations positions in the New York City area, including director of public relations for the Lincoln Center for the Performing Arts from 1957 to 1964.

From 1964 to 1966, he served on the staff of John D. Rockefeller III, chairman of Rockefeller Center, and was a White House

# Ford to Sponsor Hob Nobble Gobble Nov. 22 at Ford Field

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"Ford Motor Company is deeply committed to Detroit and to the hundreds of thousands of families that come together for the parade," said Jim Vella, president, Ford Fund and Community Services. "Support of Hob Nobble Gobble by Ford and many others helps strengthen this treasured tradition in our community."

Courtesy of CBS Radio's 98.7 AMP Radio, entertainment will be provided by Jason Derulo, singer, songwriter, dancer and actor

who just released his third album, "Tattoos," in September.

Other performers include:

- Kenichi Ebina: winner of the eighth Season of NBC's "America's Got Talent" in September 2013;

- Coco Jones, courtesy of Radio Disney Detroit, part of the top radio network for kids, tweens and families. Jones is a teen actress, pop singer, rapper and dancer who was featured on Radio Disney's "N.B.T." (Next Big

Thing) and starred in the Disney Channel Original Movie, "Let it Shine";

- Mike Posner: singer, songwriter and producer from Detroit, who started producing mix tapes in his dorm room at Duke University.

The event features food, rides and live entertainment from end zone to end zone for both kids and adults, George said.

"Basically, it's a carnival and a celebration rolled up in one,"

George said. "John Cassidy, Guinness World Records holder, creates balloon magic."

"The master of Ceremonies for the evening is Paul W. Smith from 760 WJR. WDIV-TV Local 4 will air a live, primetime Hob Nobble Gobble special at 8 p.m."

George said tickets are limited and are on sale now. Price range: \$350-1,000, \$200 for children six and under. For tickets or more information, visit theparade.org, or call 313-923-7400.



Jack McNulty

staff assistant and speech writer for President Lyndon Johnson from 1966 to 1968.

McNulty began work in the auto industry when he joined GM in 1968 as executive assistant to the executive vice president in charge of Finance.

He was appointed coordinator of Public Affairs for the Financial Staff in 1976.

A year later, McNulty became director of Communications for the GM Public Relations Staff.

He was appointed vice president of GM's Public Relations Staff in September of 1979.

## New-Car Buyers Like Use of Tablet Devices

J.D. Power reports that sales satisfaction among new-vehicle buyers is 52 points higher when their salesperson uses a tablet device than when their salesperson does not use a tablet during the sales process (844 vs. 792, respectively, on a 1,000-point scale).

The information comes from the J.D. Power 2013 U.S. Sales Satisfaction Index (SSI) StudySM released last week.

"The study finds that tablets are proving to be versatile and effective tools that may help maintain consistency in the sales process, while providing easily accessible and dynamic product information," said Chris Sutton, who is senior director of the Automotive Retail Practice at J.D. Power.

"Although tablet usage has increased from a year ago, dealers are still missing an opportunity to improve their sales experience by providing shoppers with sales information on a single platform that allows them to easily browse options and features with immediate commentary from their salesperson."

Satisfaction is highest among new-vehicle buyers who are presented with pricing/payment op-

tions on a computer screen or tablet (833).

In order, customer satisfaction was next-highest with: a computer printout (820); verbal price quotes (792); and handwritten figures (780).

According to the J.D. Power report, tablet usage remains limited, with only 10 percent of dealership salespeople using these

devices, up from 7 percent in 2012.

New-vehicle buyers most often indicate that of those salespeople who use these devices, 51 percent do so to capture their personal information; 41 percent to demonstrate vehicle features; and 38 percent to display price or payment information.

## Continental's New Haptic Touchpad Helps to Reduce Driver Distractions

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screen on the center console, Spoelder said.

This split between screen and operation avoids hand-eye coordination with an outstretched arm to control a menu using the finger. Instead, the driver's finger, supported at the wrist, glides across the touchpad without the driver having to see it.

As relevant fields are reached on the screen menu, they are optically accentuated – in a similar way to a cursor, Spoelder said. At the same time, the touchpad produces a tactile mechanical pulse when a menu field is reached – also known as a haptic search.


If the driver presses the touchpad using a certain amount of pressure while a menu field is selected, the instrument confirms this input with an active pulse.

"This process means that there is virtually no risk of a driver inadvertently pressing something," said Andreas Bruninghaus, head of concept development for haptic controls and center consoles at Continental in Babenhausen.

The touchpad with active haptic feedback is a new element of the HMI in the vehicle, according to Bruninghaus.

"It supplements Continental's existing human-machine interface strategies, which also include the active accelerator pedal and the head-up display," Bruninghaus said.

"The greatest possible benefit to drivers will be a holistic HMI concept that supports drivers in their tasks in many situations. The touchpad with active haptic feedback is an efficient enhancement of the operating options."



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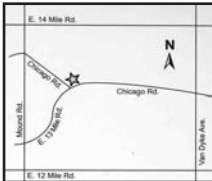
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