



The 2015 Chevy Tahoe with fold-flat seats bolted to the vehicle

## Parts Thieves Beware: New Tahoe Not an Easy Target

CONTINUED FROM PAGE 1

key control systems to make it more difficult to start or move the vehicle without an authorized key.

"We have engineered a layered approach to vehicle security," said Bill Biondo, General Motors' Global Vehicle Security lead. "With new standard features and the available theft protection package, we are making the all-new 2015 Tahoe a less attractive target to thieves and more secure for our customers."

If a 2015 Chevrolet Tahoe is stolen, standard OnStar can help, Biondo said. Stolen Vehicle Assistance consisting of Stolen Vehicle Location, Stolen Vehicle Slowdown and Remote Ignition Block all can assist law enforcement in stolen vehicle location and recovery.

Safety and security is not just confined to anti-theft technology, Biondo said. Tahoe incorporates new technologies – including radar – that contribute to 360 degrees of crash avoidance and occupant protection. Standard and available features include forward collision alert, front park assist, lane departure warning, lane change assist, rear cross traffic alert and adaptive cruise control.

With lane change assist, the Tahoe's warning aid helps drivers avoid crashes with vehicles in the next lane, Malcho said. Radar technology coverage is one lane over from both side mirrors and extends back approximately 70 meters from the side mirror. An orange vehicle symbol in side mirrors illuminates to alert the driver against changing lanes.

Chevrolet's available Safety Alert Seat offers directional vi-

brations to alert the driver about potential crash threats, Malcho said. The GM-patented seat allows a driver to better grasp the direction of a potential crash threat than beeping that can compete with other noises in the vehicle.

The Tahoe also offers the segment's only front-seat center air bag, in bucket-seat models, Malcho said. The front-seat center air bag is engineered to provide additional protection for drivers and front passengers in far-side impact crashes, where the affected occupant is on the opposite, non-struck side of the vehicle. In addition, the all-new Tahoe has more high-strength steel in its frame, providing customers with greater protection in a crash.

"Safety and security are our customers' top purchase considerations," said Mark Clawson, Chevrolet Tahoe and Suburban marketing manager.

"With all new standard and available safety and security features, we're able to provide 360 degrees of crash avoidance, occupant protection and greater theft protection."

The Tahoe and Suburban are scheduled to arrive in dealerships in the first quarter of 2014, Malcho said.

## Things Are a-Changin' at GM Tech Center

CONTINUED FROM PAGE 1

GM Technical Center was dedicated on May 16, 1956, before a crowd of 5,000 and over nationwide television with guest speaker President Eisenhower's voice transmitted by way of radio.

(In his speech, the president called the Tech Center a place for leadership in furthering new attacks on the technological frontier, and beyond that frontier was fuller employment and opportunities to demonstrate the value of system based on dignity.)

"Saarinen's goal was to provide a symbol of tomorrow's industrial environment," the brochure continued, "where the surroundings would be beautiful as well as functional."

"Saarinen wanted to avoid an institutional look and symbolize a natural environment with low, long and horizontal buildings."

The Tech Center was constructed at a cost of approximately one hundred million dollars – the equivalent of more than three-quarters-of-a-billion dollars today.

"Landscaping is an integral part of the Tech Center," continued the brochure, "and Saarinen was meticulous in his placement design."

"More than 13,000 trees were planted, 3180 shrubs, 55,941 ground cover plants, and 155 acres of lawn. 'Twenty years from now,' it was said, 'the Technical Center will be surrounded by a virtual forest, a greenbelt pro-



Lobby of the Chevrolet building reflecting the era of its construction

tecting it from encroachment of highways or buildings.'

"Eleven miles of road circulate through the 330-acre site," the brochure continued. "Tree-shaded pedestrian walks, as well as 1.1 miles of underground tunnels connected major Technical Center groups."

"In 1986, the American Institute of Architects honored the Technical Center as the most outstanding architectural project of its era."

The demolition of the Chevrolet building is just one of many changes at the Tech Center.

Over the past several months, GM has been placing new departments in the Tech Center.

In early December 2013, GM

opened a customer engagement center, with a press release stating that the center is "where business consolidations will bring 300 advisors and 35 GM managers to the state-of-the-art facility by the end of the year."

Alicia Boler-Davis, senior vice president, Global Customer Experience and Product Quality, said, "We recognize that our front line of customer advisors is directly connected to our bottom line."

"Instead of focusing on closing cases as quickly as possible, we're focused on listening to our customers and satisfying them as quickly as possible."

So in 2014, it's out with the old and in with the new.

# 18<sup>th</sup> URBAN WHEEL AWARDS

YOUR HOSTS FOR THE EVENING  
MORRIS CHESTNUT  
& MARIA COSTA

## SUNDAY, JANUARY 12, 2014

DETROIT MARRIOTT RENAISSANCE CENTER

FOR SPONSORSHIP INFORMATION  
EMAIL: [EVENTS@DECISIVEMAG.COM](mailto:EVENTS@DECISIVEMAG.COM) OR CALL: 301-850-2858

Tickets: [urbanwheelawards.events.showdix.com](http://urbanwheelawards.events.showdix.com) or 1-888-71-tickets

[WWW.URBANWHEELAWARDS.COM](http://WWW.URBANWHEELAWARDS.COM)

EMERGING DIVERSITY EDUCATION FUND

THE OFFICIAL MULTICULTURAL EVENT OF THE NORTH AMERICAN INTERNATIONAL AUTO SHOW

DECISIVE MEDIA

CHEVROLET

TOYOTA

HYUNDAI  
NEW THINKING. NEW POSSIBILITIES.

CHRYSLER

FORD  
Go Further

NISSAN

Mercedes-Benz

Chemico-Mays

SUBARU

IHS Automotive

BMW GROUP

HONDA  
The Power of Dreams

KIA

Banquet Facility

## Royalty House

Proudly Family Owned for 40 Years

Seating Accommodations for 80-1200

"Experience the Elegance with Royalty"

(586) 264-8400

[www.royaltyhouse.com](http://www.royaltyhouse.com) • [royalty@royaltyhouse.com](mailto:royalty@royaltyhouse.com)

## Kuhnhenh

Brewing Co.

CRAFT BREWERY OF THE GM TECH CENTER

- 5919 Chicago Rd. -

Just East of Mound

586-979-8361

[www.kbrewery.com](http://www.kbrewery.com)

## BRONX BURGERS

INTERNATIONAL MENU  
FISH & CHIPS • FRESH PERCH  
- and much more -

32747 MOUND ROAD  
1 block south of 14 Mile WEST SIDE  
CLOSE TO GM TECH CENTER

586-939-7800

We Grind Our Own Burgers

BEERS WITH DISTINCT PERSONALITIES SINCE 1998

HOMEBREWING AND WINEMAKING SUPPLIES. CONVENIENTLY LOCATED NEXT TO KUHNHENH BREWERY.