

Tech Center News

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# Buick's Worldwide Sales in 2013 Most in History

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eight-passenger Enclave saw sales grow 6.5 percent in North America. In 2013, Enclave recorded its best year of U.S. sales ever – 60,534.

Exclusive to China, the GL8 posted an annual sales gain of 9.7 percent.

In the sedan segment, the China-exclusive compact Excelle again dominated in the compact sedan segment, delivering 6.9 percent sales growth. The Excelle GT and Verano compact sedans combined globally to deliver a 16.3 percent gain, while sales of the Excelle XT hatchback – sold only in China – were up 17.5 percent.

Sales by country from 2012 to 2013 were as follows:

- China 2012 – 700,007; 2013 – 809,918;
- U.S. 2012 – 180,408; 2013 – 205,509;
- Canada 2012 – 13,068; 2013 – 14,310;
- Mexico 2012 – 1,122; 2013 – 2,319.

# Snowstorm Causes Hiccups in Big 3 Assembly Plants

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Tinson said that Chrysler had the same problems GM had. In an email, she wrote that “Toledo and all four Kokomo, Ind., facilities were closed due to states of emergency being issued by local state authorities.”

The Belvidere, Ill., plant also canceled one shift.

And, Tinson wrote, most Chrysler facilities experienced “slower than usual production.”

Tinson wrote that any lost production will be made up with overtime as needed.

Ford spokesperson Kristina Adamski, in an email, wrote that “most of our assembly plants slowed down production due to the weather, including Michigan Assembly, Chicago Assembly, Ohio Assembly, Oakville Assembly, Louisville Assembly and Kansas City Assembly.”

# OnStar's 4G LTE Kicks Up Data Speed in 2015 Chevrolets

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require a high-speed cellular or data connection, said GM spokesperson Kelly Cusinato. The vehicle will employ a wireless connection that does not rely on a brought-in mobile device.

In collaboration with AT&T, the data connection in the car will be fast – and flexible, Cusinato said. Current AT&T customers will be able to add their vehicle to a shareable bucket of data through AT&T Mobile Share plans. All drivers can also pay for data as a standalone option.

Additional pricing and data packages for OnStar 4G LTE will be announced later in 2014.

Chevrolet MyLink will offer

consumers an enhancement with the built-in AppShop, available on select 2015 Chevrolet models in the U.S. and Canada, Cusinato said. AppShop will benefit from the embedded 4G LTE connection.

Chevrolet AppShop is accessible through an icon on the MyLink screen that allows owners to view all available apps and download them directly to the vehicle, then organize, update or delete them as needed, Cusinato said.

Available apps will connect drivers to vehicle data, music, news, weather, travel information and more.

“The built-in 4G LTE connection will allow our vehicles to be updated with the latest software

and apps,” said Chan. “This means that the driver’s vehicle infotainment systems can keep getting better after purchase as customers can continue to add on and customize their features.”

An initial list of planned apps announced at the CES convention included Vehicle Health, iHeartRadio, Priceline.com, The Weather Channel, NPR, Slacker Radio, TuneIn Radio, Cityseeker, Eventseeker, Glympse and Kaliki.

Chevrolet’s 4G LTE launch coincides with the 10th hardware generation of OnStar, a service that debuted in GM vehicles in 1996. The upgrade will allow for voice and high-speed data services.

“We are focused on constantly improving the OnStar service so

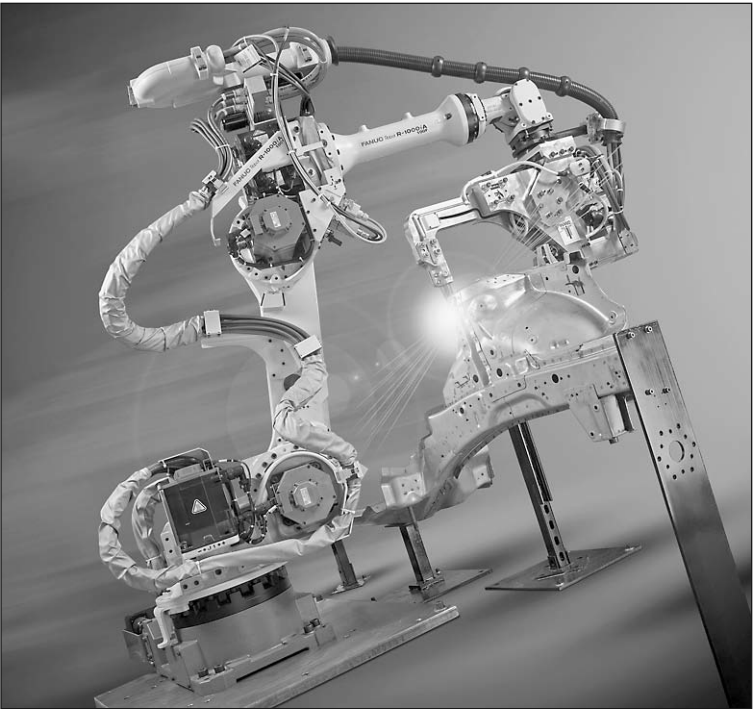
that the system continues to remain a trusted value-add for GM drivers,” said Terry Inch, OnStar’s chief operating officer.

“4G LTE will enable the most powerful OnStar connection ever.”

OnStar advisors currently respond to approximately 185,000 calls every day, or more than two calls every second, Inch said.

OnStar is standard across the 2014 Chevrolet lineup.

The OnStar RemoteLink Key Fob Services smartphone app, which allows owners to lock or unlock doors, activate the horn and lights, and remotely start a properly-equipped vehicle, is included for five years for properly equipped Chevrolet vehicles in the U.S.



A FANUC robot in action

# FANUC Merges All Its Operations

FANUC Robotics America and FANUC CNC America have officially merged all of their operations in the Americas into a single company named FANUC America Corporation.

The new company, headquartered in Rochester Hills, will have 22 locations and combined annual sales of more than \$1 billion.

Rick Schneider, previously president of FANUC Robotics America, has been appointed president and CEO of the new company.

“FANUC America Corporation will leverage the unique synergies made possible by this merger to better support its customers by supplying the most complete range of innovative products and services for robotics, CNC systems, and factory automation solutions in the industry,” said company spokesperson Cathy Powell.

FANUC wanted to streamline all its organizations into one, Powell said.

“We were two separate companies up until the merger,” she said. “The two companies were originally partnered with GM and GE. GM divested back in the 1990s.

“We became a wholly-owned subsidiary of FANUC of Japan, but were still a separate company from the CNC side of the business, formerly GE FANUC. The bottom line is that the CNC and robot business are one company.”

The process has been seamless, Powell said.

“Now, customers can come to FANUC and get a complete range of automation, including robots, CNC systems,” Powell said. “All the service and support are under one roof. The CNC HQ was formerly in Chicago. We still have the office there, but the headquarters is now here.”

“The merger of the FANUC companies in the Americas,” said Schneider, “better enables us to accomplish our mission of increasing the competitiveness of North and South American manufacturers by creating opportunities for them to maximize their efficiency, reliability, quality, and profitability.”

# Buick's 'Clever' Ad Campaign Earns Ace's Creative Award

Ace Metrix has recognized Buick as a 2013 Brand of the Year for its creative advertising campaign last year.

The Ace Score is the measure of ad creative effectiveness based on viewer reaction to national TV ads, said Buick spokesman Nick Richards. A unique sample of at least 500 people, representative of the U.S. TV viewing audience, scores each ad.

“Buick took the Luxury Auto category – winning with a steady cadence of clever ads that focused on technology, performance and value.

They edged out Mercedes and BMW for the top spot,” said Toulia V. Thomas, director, insights & analytics at Ace Metrix.

This award follows the brand’s fourth consecutive year of retail sales gains, Richards said. Buick’s U.S. retail sales – those to individual customers – for 2013 were up 13 percent over 2012, reaching the highest level since 2006. Total U.S. Buick sales increased 14 percent in 2013, also the highest in the past seven years.

“This award reinforces that our campaigns are really speaking to consumers and spreading the word about Buick’s great lineup of luxury vehicles,” said

Sandra Moore, director of Buick Advertising and Sales Promotion.

In addition, an Enclave ad called “Landing” was the highest-performing luxury or non-luxury automotive ad since Ace began testing in 2009, Richards said. To date, Ace Metrix has tested nearly 2,800 automotive ads, and “Landing” outperformed the luxury auto norm by 20 percent. Enclave recorded its best-ever sales in 2013.

To be considered for Ace Metrix Brand of the Year, brands must have debuted five or more unique pieces of creative advertising within an industry or category containing more than 100 pieces of creative and five qualifying brands, Richards said. A brand’s body of work decides the award.

At www.acemetrix.com, the judges said that “Buick took the Luxury Auto category by winning with a steady cadence of clever ads that focused on technology, performance and value.

They edged out Mercedes and BMW for the top spot with an average Ace Score of 558.”

Buick found itself in good company. Other winners for 2013 were Google, which won overall brand of the year for its ad, “Here’s to 2013.”

Other winners included Bacardi Rum and Liberty Mutual.

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