

TI Automotive Flexes Its Muscles at NAIAS

TI Automotive had the chance to show what it can do at the 2014 North American International Auto Show (NAIAS), where TI Automotive products were featured on several vehicles making their worldwide debut.

The company is an Auburn Hills-based global supplier of fluid storage, carrying and delivery technology, supplies products to nearly two-thirds of the vehicles built around the world.

The show has given the company the chance to demonstrate its broad product range and ability to support multiple powertrain applications, said Frank Buscemi, Marketing and Communications director for TI Automotive.

"During the past five years, TI Automotive has continued to develop award-winning technology, significantly expanded its global reach and continued to balance its customer base," said Bill Kozyra, TI's chairman, CEO and president.

"As a result, our products are becoming more and more prevalent on vehicles around the world - such as the Mercedes-Benz C-Class vehicle, launched at NAIAS, which was part of the largest contract in company history."

TI Automotive was recently named a finalist for a 2014 *Automotive News* PACE Award for its Tank Advanced Process Technology (TAPT), which is used to produce the plastic fuel tanks for the all-new Mercedes-Benz S-Class vehicles, Buscemi said.

The Chevy Silverado and Chevrolet Corvette Stingray, which were named North American Truck and Car of the Year, respectively, both feature TI Automotive technology, Buscemi said.

Nearly two-thirds of the vehi-

Gen Y Consumers Leaning Toward Buying New Cars

Gen Y consumers are showing a clear interest in vehicle ownership and have specific ideas of what they want in a car, according to Craig Giffi, vice chairman, Deloitte LLP, and automotive practice leader.

Citing data from a Deloitte report on global mobility, Giffi said that while young consumers view car ownership as less important for mobility than previous generations, they are, nonetheless, excited about affordable, technology-enabled vehicles - especially hybrid electric cars.

Deloitte's soon-to-be-released report is based on survey responses from more than 23,000 consumers across 19 countries, including more than 2,000 United States consumers - 677 of whom were from the Gen Y demographic (born between 1977 and 1994).

The results indicate that the nearly 80 million Gen Y consumers in the United States are not giving up on car ownership.

"Well over half (61 percent) of Gen Y consumers in the Deloitte report expect to buy or lease a car within the next three years," says Giffi, who adds that "almost a quarter (23 percent) expect to purchase or lease in the next 12 months - and a mere 8 percent do not expect to ever purchase or lease a vehicle."

Further, only 29 percent of Gen Y consumers would be willing to give up their personal cars, even as non-traditional mobility options like car-sharing and carpooling services proliferate.

Among Gen Y consumers who do not currently own or lease a vehicle, cost seems to be the main barrier - with 80 percent saying it is because they cannot afford it and 75 percent citing high operational costs.

cles on the NAIAS floor contain products from TI Automotive, including some of the all-new vehicles:

- Audi Q3
- BMW i3
- BMW 2-Series
- BMW M3
- BMW M4
- Cadillac CTS
- Cadillac ATS Coupe
- Chevrolet Corvette Z06
- Chrysler 200
- GMC Canyon
- Hyundai Genesis
- Mercedes-Benz C-Class
- Mercedes-Benz S-Class

The supplier firm currently has 23,000 employees at 130 locations around the world.

TI Automotive also recently presented at the "tank.tech" Conference held in Munich, Germany, last November. Officials presented TI's new, adaptable

plastic fuel tank advanced process technology and that the tank is being used in the new 2014 Mercedes-Benz S-Class, Buscemi said. The technology was chosen on this first application to solve integration of components in a traditional powertrain with a complex saddle tank shape.

Buscemi said TAPT is a flexible manufacturing process that makes it possible to produce multiple types of fuel tanks for all types of powertrains - diesel, gasoline, flex-fuel, Partial Zero Emissions Vehicles (PZEV) and hybrid - from a single design blow tooling set.

Currently, OEMs traditionally source the different vehicle tanks by engine type or regional differences. TAPT allows for global standardization of complete vehicle platforms.

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