

SAE World Congress to Focus on Technology

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Because the SAE is a technology-based organization, the six main topics or themes at the upcoming Congress will reflect that, Schutt said. One of the most important areas of discussion will be on connected vehicles.

He said that new partnerships between Detroit and Silicon Valley are being formed all the time. Connected technology includes vehicle-to-vehicle connections, vehicle-to-infrastructure connections and vehicles-to-grid connections.

Each kind of connection presents its own challenges in terms of elements like speed of connection and security of connection, Schutt said, adding that this is only going to get bigger and needs international standards that everyone can follow and work with.

Electric vehicles aren't going away, Schutt said, and the SAE will continue to work on setting standards for those vehicles. There will also be discussions on EVs in Detroit next month.

The question of battery research is very important to automakers, Schutt said, noting that questions of how batteries will be charged in the future will be a major topic at the Congress.

He said battery research deals

with items like infrastructure at both the individual, local and regional levels.

And, Schutt said, cyber security has come to the auto industry. Today's automobiles are connected to "the cloud" in ways that were inconceivable only a few years ago, he said, adding that this requires new thinking by automotive engineers and new technologies with new protocols that everyone can agree on.

Questions of autonomous driving and the standards and technology needed to make that reality will also be discussed at the Congress.

But this year's Congress will be more than about standards and technology, Schutt said. It will be about developing the next generation of automotive engineers, he added.

Andy Smart, the SAE's director of Industry Relations and Business Development, said that during the last recession, the auto industry took a big hit not only to its pocketbook, but to its reputation.

Simply put, Smart said, a lot of young engineers stopped looking at careers in the industry because it wasn't the "cool" place to be.

So part of what the SAE will be doing at the Congress is selling

the auto industry to the next generation, Smart said. And that, he added, will be only part of a longer-term effort to promote the industry.

As the auto industry truly becomes international after it developed regionally, the need for common standards will become more important, Schutt said. As the industry becomes ever more competitive, he added, the need for continuing education will be greater than ever before.

Europe Car Sales Up in February

MILAN (AP) – European car sales grew for a sixth consecutive month in February but remained at a low level as the market recovered slowly from the financial crisis.

The European carmakers' association said that sales of new passenger cars in the EU grew 8 percent last month to 861,058 units. Carlos Da Silva of IHS Automotive said this compares with "dreadful" lows recorded in six years of contraction and "the overall situation remains more tense that it might appear." February's sales were at the second-lowest level ever for the month.

In major markets, only France saw sales drop, by 1.4 percent.

Play is the Name of the Game at Chevy

Chevrolet has launched "What Do You #PlayFor?" – a new social and digital global campaign to inspire and bring football fans closer to the sport than ever.

The brand also will be unveiling a new initiative to make lasting impacts in developing areas where play and recreation is most needed, said Cristi Vazquez, Chevrolet's Advertising and Promotions spokesperson.

"The act of play is a fundamental human need that transcends cultures and impacts all ages," said Alan Batey, General Motors executive vice president, Global Chevrolet.

"Joyful play is the fuel of ingenuity and imagination for children and adults alike, driving a sense of what is possible.

"Through our partnership with Manchester United and One World Futbol Project, Chevrolet is harnessing the passion for play to bring everyone closer to the game. The message we're sending to football fans around the world is that at Chevrolet, we play for you."

Chevrolet used the Sunday, March 16, Premier League match between Manchester United and Liverpool FC to globally launch "What Do You #PlayFor?" – including asking the question on social media and sharing fans' answers in words and images at www.chevroletfc.com, Vazquez said.

"From the beginning of our partnership nearly two years ago, Chevrolet has followed through on its pledge of bringing fans closer to our Club and using football to do good around the world," said Richard Arnold, Manchester United group managing director.

"Chevrolet's 'What Do You Play For?' campaign will stimulate global discussion and engagement amongst Manchester United's 659 million followers worldwide and create meaningful change around the world."

Chevrolet and One World Futbol Project are collaborating to bring the "power of play" to children around the world by donating and distributing 1.5 million nearly indestructible footballs, or soccer balls, to organizations working in developing communities. According to a statement released by One World Futbol Project, One World Futbol have been delivered to more than 50



"What Do You #PlayFor?" is a new global campaign aimed at football.

countries affecting the lives of an estimated 21 million children.

Chevrolet and Manchester United also announced that well-known players affiliated with the club will be deployed this year to work with coaches and children in developing regions around the world.

Chevrolet is currently working in Bandung, Indonesia, to revitalize the community's pitch on behalf of Rumah Cemara, a local organization that uses peer intervention and football to increase the quality of life for people with HIV/AIDS and people who use drugs. The story is told through videos at www.chevroletfc.com.

"One World Futbol Project's goal is to bring the power of play to children everywhere in the world, especially those living in disadvantaged communities where play opportunities are scarce and where children play in harsh environments," said Tim Jahnigen, co-founder and chief innovation officer of One World Futbol Project.

"Chevrolet's commitment to creating a positive, lasting impact through play makes Chevrolet an ideal partner to support our mission to help youth around the world realize their potential through play."

Chevrolet is planning several additional announcements and fan engagements around the world this year regarding its Manchester United sponsorship, other partnerships, and the "What Do You #PlayFor?" campaign, including the July reveal of

the Chevrolet-branded Manchester United match shirt, where Chevrolet will ask fans to take part in a unique digital experience, Vazquez said.

Michael Bernacchi, professor of marketing at U-D Mercy, said the moves Chevy is making by using soccer as a promotion make sense.

"This is a way to connect with the public," Bernacchi said. "Especially with Hispanic buyers and with the Latin American markets."

Bernacchi said World Cup soccer games are coming up. This year's Cup is being hosted by Brazil. He said other world-wide brands, such as Anheuser-Busch, are beginning to debut their World Cup promotions.

"The buying power of the Hispanic community here in the U.S., and the economies of Latin America are becoming stronger," Bernacchi said. "The need for companies like GM to compete with these demographics and markets is strong. Any foothold that they can get is very important."

Using soccer as a way to connect with these potential buyers is just a good idea, Bernacchi said.

"I'm sure Chevy understands this and will use both traditional and the new social medias to help forge this connection," Bernacchi said.

"It's especially important to use social media, because that's where the young people are, both here and in Latin America."

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