

## 2014 Was a Big Year for the Auto Industry, Detroit Three

Not surprisingly, the big names in the news during this past year were the leaders of the Detroit automotive industry – Mary Barra, Mark Fields and Sergio Marchionne – as each made history with their companies.

Barra became the first woman CEO of a Big Three automaker, Fields replaced Alan Mulally as Ford CEO, and Marchionne merged two major automakers in Chrysler and Fiat.

GM introduced the GMC Canyon, Ford the aluminum-framed F-150, and Chrysler the new 200.

More good news kept getting better as industry sales for the year were up more than 6 percent over 2013.

But, as if to throw a monkey-wrench into the whole automaking machinery, safety recalls broke through astronomical ceilings, far surpassing the previous record of recalls for one year, and costing the manufacturers untold millions of dollars.

The year of change at Ford included the death of William Clay Ford, Sr.

At GM, the automaker faced its most serious crisis since coming out of bankruptcy – a massive recall that will cost the company hundreds of millions of dollars caused by an ignition switch spring defect.



Mary Barra at Congressional committee hearing

Barra made her debut as GM's new CEO at the 2014 NAIAS in January, where she introduced the new 2015 GMC Canyon. She said the Canyon was part of GM's new "three-truck strategy designed with the customer in mind."

"GM is the only manufacturer that gives buyers the option between light-duty, heavy-duty or midsize trucks," Barra said at the time.

"The midsize truck segment is especially interesting. Other manufacturers have either ignored it or abandoned it. That means midsize pickup customers have had to compromise."

Barra's skills as a leader were put to the test in 2014 as she faced GM's recall crisis. In March, GM started an initial recall of 1.6 million vehicles that were sold in North America. The vehicles – the Chevy Cobalt and the Pontiac G5 made between 2005 and 2007 – had a defect.

GM stated that a heavy key ring or jarring from rough roads could cause the ignition switch to move out of the run position and shut off the engine and electrical power. That could knock out power-assisted brakes and steering and disable the front air

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Sergio Marchionne unveiling Fiat Chrysler's new business plan



Mark Fields with F-150 prototype at 2014 Detroit Auto Show



2016 Cadillac CTS-V

## Cadillac CTS-V Set to Launch in Summer

The 2016 Cadillac CTS-V has been called the most powerful product in the brand's 112-year history.

"We introduced it Dec. 22 as the newest entry in the elite class of the world's highest-performing luxury cars," said GM spokesman Brian Corbett.

The new CTS-V, which will be launched in late summer with 640 horsepower, 630 lb.-ft. of torque and a top speed of 200 mph, said Corbett, is the third generation of the "acclaimed luxury sports sedan that launched the V-Series a decade ago – and redefined Cadillac for a new generation of enthusiasts."

The new model will lead Cadillac's product-driven expansion and elevation, he said.

"V-Series represents the very best of the Cadillac brand – the pinnacle of our design and technical capabilities," said Cadillac president Johan de Nysschen.

"The new CTS-V is the most compelling example of Cadillac's product substance and brand trajectory. The new CTS-V soars into the stratosphere of the most exhilarating luxury cars."

Comprehensive updates, de Nysschen said, make the new CTS-V essentially two cars in one: a luxury sedan with sophisticated road manners and a track-capable sports car straight from the factory.

It also introduces a new supercharged 6.2L V8 engine backed

by Cadillac's paddle-shift eight-speed automatic transmission, featuring launch control and Performance Algorithm Shifting, he said.

With more horsepower and torque than the Mercedes-Benz 5.5L biturbo V8 and the BMW M-series 4.4L TwinPower (twin-turbo) V8, said de Nysschen, the new CTS-V is capable of 0-60 performance in 3.7 seconds.

Track-honed design, chassis and suspension elements complement the supercharged powertrain and elevate CTS-V's capability, performance and driver control to new thresholds, while enabling track driving without

CONTINUED ON PAGE 5

## MIS Trophy Fund Goes to Michigan Science Center

The Michigan Science Center in Detroit took a big checkered flag this year as the recipient of the \$40,000 Michigan Heritage trophy fund.

Winning the race for funding came down to a choice by the manufacturer – this year, Chevrolet – who won the NASCAR Sprint Cup Series.

The \$40,000 was donated Dec. 18.

Michigan International Speedway (MIS), along with Chevrolet, Ford and Toyota, kick in \$10,000 each toward the award as part of the speedway's Michigan Heritage trophy.

The trophy is a recognition and celebration of the automobile and its importance to the race track and the manufacturers competing in NASCAR – Ford,

Chevrolet and Toyota – said MIS spokesman Brad Kuhbänder.

As part of the Michigan Heritage, each contending manufacturer and MIS annually commit \$10,000 to be given to a youth-focused and science, technology, engineering and mathematics (STEM)-related charity in Michigan.

Chevy won both NASCAR Sprint Cup events at MIS this summer, Kuhbänder said, and chose the Michigan Science Center (MiSci) as this year's recipient. The funds will assist in the center's educational programs.

"We are thrilled to accept this generous donation from Michigan International Speedway, Chevrolet, Ford Motor Company



University Prep Academy students accept \$40,000 for the Michigan Science Center.

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# Utica CSI Student Daniel Fullan Captures First Place in NAIAS Poster Competition

Heaps of praise were showered on Michigan's "creative talent" when Chevrolet dealer Scott LaRiche recently viewed posters developed by high schoolers.

LaRiche, who's also chairman of the 2015 North American International Auto Show (NAIAS), was judging the show's annual high school poster contest.

The grand prize of \$1,000 will be presented to Daniel Fullan, a student at the Utica Center for Science and Industry (CSI).

Fullan was chosen by LaRiche and two other judges for the Chairmen's Award after this year's contest drew 781 entries from 58 schools. The winning entry will be displayed in the official auto show program.

"There were a lot of posters set up on walls for me to look at," LaRiche said. "I did a walk-through and looked at all of the entries. There were so many excellent posters, but my eye kept going back to Daniel's."

"I liked the colors and that caught my attention. I also thought it was cool that it depicted the skyline of Detroit."

After all, LaRiche said, the 2015 NAIAS show, which takes place Jan. 17-25 at Cobo Center in Detroit, is supposed to be about all of Detroit and not just the Cobo Center and not just about a week-long event in January.

"In 2014, the auto show brought about \$375 million to the region," LaRiche said. "The caliber of entries speaks volumes about the creative talent in Michigan and its direct application to NAIAS and the global auto industry. Nurturing young people is not only critical to their success, but to the industry that will one day be the beneficiary of their talent. We congratulate the winning artists."

Mike Allore, a multi-media teacher at Utica's CSI program, said the program offers three disciplines to students who participate in it: multi-media, engineering technology and mechatronics – the study of robotics and automated systems.

Students who enter into CSI, Allore said, look at different disciplines as freshmen. They pick a discipline for their sophomore, junior and senior years.

"I came from industry myself and I like that the students learn an industry perspective," Allore said. "We teach practical skills on a project basis. The students learn how to do things in a real fashion."

Allore said he entered about 15 of his students' work in the poster contest. Fullan said he didn't learn he won the contest until two weeks ago when Allore announced it in class.

"Yes, you can say that I was surprised to learn that I won," Fullan said. "I got the idea for the poster from a picture that my dad and I took of the Detroit skyline from the Canadian side of the river."

Fullan said that he and his father have been going to the auto show "ever since I was old

enough to know what a car was."

He has a folder on his home computer that has pictures he took from different auto shows. One of those years, they went to Canada and took a picture of the Detroit skyline. Fullan said he used Adobe Illustrator software to recreate the Detroit skyline.

"It took a lot of work," Fullan said. "I spent four or five weeks on the project. I had to draw each building individually, and then I added the details to each building one by one."

As to the colors, Fullan said he took the picture of the skyline at night, which he believes really helped make the poster and its colors stand out.

According to NAIAS spokesman Joe Rohatynski, the awards were established to engage the creative minds of Michigan's future artists. The 27th annual contest recognizes students from around the state.

Winners also were selected in the following categories and awarded cash prizes.

Colin Burke of Plymouth-Canton Educational Park won the \$1,000 State Farm Insurance Award.

Honorees who each received a \$500 prize:

- Designer's Best of Show, Digital – Veronica Peterson, William D. Ford Career Technical Center;

- Designer's Best of Show, Traditional – Melissa Millenbach, Grosse Pointe South High School;
- 10th Grade Award, 1st Place – Kendall Morgenstein, Bloomfield Hills High School;
- 11th Grade Award, 1st Place – Nicole Perkins, Howell High School;

- 12th Grade Award, 1st Place – Jasmine Traxler, William D. Ford Career Technical Center.

Honorees who each received a \$250 prize:

- Most Creative Award – Serena Musallam, Oakland Schools Technical Campus Southwest;
- Best Use of Color Award – Chantal Zorzi, Bloomfield Hills High School;

- Best Theme Award – Brendan Ahumada, Careerline Tech Center;
- 10th Grade Award, 2nd Place – Kara Hug, Plymouth-Canton Educational Park;
- 11th Grade Award, 2nd Place – Kelsey Cunningham, Livonia Career Technical Center;
- 12th Grade Award, 2nd Place – Kyle Wilkin, William D. Ford Career Technical Center.

Honorees who each

received a \$100 prize:

- 10th Grade Award, 3rd Place – Tiger Ruden, Bloomfield Hills High School;
- 11th Grade Award, 3rd Place – Elliana Smith, Careerline Tech Center;
- 12th Grade Award, 3rd Place – Jada Baskin, William D. Ford Career Technical Center.

All winning entries are posted on [naias.com](http://naias.com). The 27th Annual High School Poster Contest was open to all Michigan students in grades 10 through 12.



Student Fullan's winning poster depicting Detroit skyline

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## 2014 Says Hello to FCA, Barra, Fields, Goodbye to Bill Ford, Sr.

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bags. The defect resulted in a large number of accidents and several deaths.

Public relations expert David Johnson, CEO of Strategic Vision in Atlanta, credited Barra for "getting ahead of the story."

Barra's PR skills were put to the test in April when she was called to testify before Congress. In June, Barra, along with GM President Dan Ammann and Vice President of Global Product Development Mark Reuss, held a press conference announcing the creation of a fund to pay the survivors of crashes caused by the ignition defect.

Barra also announced the root of the problem with the ignition part was that it "didn't meet standards and when that was discovered, the problem was seen as one of customer satisfaction and not safety."

GM wasn't the only manufacturer affected by recalls. The Associated Press reported that "in the U.S. alone, automakers recalled more than 60 million cars and trucks. That far surpasses the previous record of 30.8 million in 2004.

"The bulk of those come from two problems that have led to nearly 50 deaths and dozens of injuries.

"Japanese air bag supplier Takata, whose air bags can inflate too fast and spew shrapnel, has fought regulators' demands

to expand recalls. And GM was fined the maximum \$35 million by U.S. safety regulators for dragging its feet for a decade over replacing faulty switches that can shut down car engines. The U.S. Justice Department is investigating both companies."

2014 was also a year of change at Ford.

William Clay Ford, Sr., who helped steer Ford Motor Company into the modern era as an employee, director and influential member of the Ford family, died of complications from pneumonia on Sunday, March 9, at his home. He was 88.

Ford had served the company for 57 years as an employee and board member, playing a pivotal role in shaping the company for more than half of its 110-year history.

In May, it was announced that on July 1, Alan Mulally would retire as president and CEO, and Mark Fields would take over.

"From the first day we discussed Ford's transformation eight years ago, Alan and I agreed that developing the next generation of leaders and ensuring an orderly CEO succession were among our highest priorities," said Ford executive chairman Bill Ford, Jr.

"Mark has transformed several of our operations around the world into much stronger businesses during his 25 years at Ford.

"Now, Mark is ready to lead our

company into the future as CEO."

And Ford's future got a head start in 2014 with the introduction of the 2015 F-150 pickup truck.

What makes the new F-150 different from previous incarnations, indeed from any pickup on the market, is its use of high-strength aluminum alloys similar to kinds already in use in the aerospace industry.

Ford Manufacturing Research manager Peter Friedman said that this use of aluminum would save up to 700 pounds of weight for the 2015 F-150 while improving dent-and-ding resistance.

"Our objective was to find materials that allowed us to design the truck to be as tough as – or tougher than – the current models, yet could help it be hundreds of pounds lighter for better capacity and fuel economy," Friedman said.

Chrysler started the year with a bang. On Jan. 1, Fiat and the UAW announced an agreement that would give Fiat complete control of Chrysler.

Under the terms of the agreement, Fiat would pay the UAW retiree fund \$1.75 billion from its own bank account and Chrysler would pay an additional \$1.9 billion.

This cleared the way for the creation of FCA – Fiat Chrysler Automobiles. The new company's CEO – Marchionne – also released a new five-year plan in May. He declared that sales will



William Clay Ford, Sr. (1925-2014)

increase to about 6.3 million by 2018 – up from 4.4 million in 2013 – with the company's U.S. market share reaching 15.8 percent.

Chrysler also saw its profits rise in 2014.

In the third quarter, the company declared a profit of \$611 million, up from \$464 during the same period in 2013.

The automaker continued to see strong sales growth in 2014, with the Chrysler 200, Jeep and Ram leading the way. Through November, Chrysler sold 160,793 Jeep Cherokees.

The redesigned vehicle was launched in the fall of 2013. Sales of the Jeep brand through November were up 43 percent com-

pared with the same time in 2013.

The Ram truck brand also saw strong sales in 2014. Market share went from 11.6 percent in 2009, the year Chrysler declared bankruptcy, to 22.4 percent.

The 2015 Chrysler 200, which was introduced in the second half of 2014, sold 14,000 vehicles in November.

To help support the company's growing sales, Chrysler announced over the year that it was investing several hundred million dollars in improving and updating its facilities in North America, including \$66 million to upgrade Warren Stamping and almost \$1 billion in the Sterling Heights Assembly Plant.

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## Rams' Raminator Sets Monster Truck Record

Raminator, a monster truck sponsored by the Ram Truck brand, has broken the Guinness World Records mark for the "Fastest Speed for a Monster Truck" at the 3.4-mile Circuit of The Americas track in Austin, Texas.

Hitting a record speed of 99.10 mph, Raminator and driver Mark Hall secured the Guinness World Records title at 8:44 a.m. central time on Dec. 15.

The record speed shatters the previous record of 96.8 mph, said Chrysler spokesperson Amanda Gill.

As the "fastest-growing truck brand in America," Gill said, Ram Truck wanted to show that the Ram also has the fastest monster truck.

To achieve that goal, Ram held a special time trial event on Dec. 15 that featured the Raminator monster truck, Gill said.

The brand is a long-time sponsor of the Raminator, as well as other trucks operated by the Hall Brothers Racing Team.

The Ram-sponsored monster truck lineup includes the 2014 Monster Truck Nationals Champion Raminator and Rammunition, sponsored since 2002.

The Hall Brothers Racing Team is based out of Champaign, Ill. Raminator has been named Monster Truck Racing Association's (MTRA) "Truck of the Year" a record eight times, while Mark Hall, driver of Raminator, has been named MTRA "Driver of the Year" nine times since 1996, and Crew Chief Tim Hall has been named MTRA "Mechanic of the Year" five times since 2006.

"Taking on the challenge of breaking a world record has been an experience we will never forget," said Hall. "With the support of Ram and Mopar, we continue to add to our achievements and are honored to now be a Guinness World Records holder."

Throughout the year, the Ram monster trucks compete in races and freestyle events and tour the country, making appearances at dealerships to offer ride-alongs and car-crushing spectacles for hundreds of thousands of fans of all ages, Gill said.

## Fuel Price Drop From Day to Day Shatters Record

In a statement to the media on Dec. 22, AAA officials declared that the steady decline in gas prices this autumn is now longer than any period the organization has previously tracked.

The national average price of gas has declined for 88 days in a row, which is the longest consecutive streak on record.

AAA's records show that gas prices have fallen every day since Sept. 25 to today's average of \$2.39, which is the lowest average price per gallon since May 2009.

On Dec. 21, the decline in gas prices broke the previous record of 86 days, which was set in 2008 during the height of the Great Recession.

The best news for consumers, according to AAA, is that the decline in the price at the pump has accelerated during the previous week.

The current week-over-week drop of 15 cents is the largest such decline in more than six years.

Motorists are paying 43 cents less than one month ago and 85 cents less than one year ago to refuel their vehicles, which mark the largest declines for those spans since 2008 and 2009, respectively.

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## 2016 Cadillac CTS-V to be Launched in Late Summer

CONTINUED FROM PAGE 1

modifications or special procedures, de Nysschen said.

Corbett pointed out these key performance technologies:

- Standard carbon fiber hood and available carbon fiber vent, front splitter, rear spoiler and rear diffuser for greater aerodynamic performance.

- Brembo high-performance brake system developed to provide durability, consistency and capability for track-day performance straight from the factory.

- Third-generation Magnetic Ride Control delivering 40 percent faster damping response.

- Integrated chassis controls that provide balanced performance for touring and the track, including competition-spec Performance Traction Management.

- Structural stiffness increased by 25 percent for improved ride and superior handling.

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- Michelin Pilot Super Sport tires with tri-compound technology offering excellent grip with extended wear.

- An interior with performance-oriented, sueded microfiber accents and matte-finish carbon fiber trim and available RECARO high-performance seats.

- Advanced safety and parking technologies, including a front curb-view camera system that provides a visual cue of curbs to protect the front splitter; automatic parking assist to find and steer into parallel or perpendicular parking spots; side blind zone alert, forward collision alert, lane keep assist

and rear cross-traffic alert.

The CTS's structure is highly mass-optimized, said Corbett, and designed to meet higher performance requirements, with enhancements to the V-Series developed to respond to cornering and torque loads that significantly exceed the levels experienced by the non-V models.

Corbett also pointed out the new model's "unique and revised" elements:

- Strut tower-to-tower brace;
- Strut tower-to-plenum brace;

- V-braces for the engine compartment;

- Strengthened rocker bulkhead;

- Stronger rear cradle-to-rocker braces;

- A unique aluminum shear panel at the front of the chassis;

- Upper tie bar-to-bumper braces.

"With the stronger body structure – and more than a decade of V-Series production models and the CTS-V racing program experience – engineers tuned the CTS-V to deliver greater body motion control for a more agile feel, while maintaining excellent ride quality," said David Leone, Cadillac executive chief engineer. "The result is class-leading capability on the highway or track, balanced with luxury and refinement."

"V-Series," said Andrew Smith, executive director of Cadillac Global Design, "is the emotive core of Cadillac and the apex of the brand's Art and Science design philosophy."

"The CTS-V reflects that with a bold sense of arrival, serious performance, seamless integration of technology and precision in its craftsmanship."

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# Even OEMs Need Help Shopping for Cars

by Jim Stickford

Competitive Vehicle Services (CVS) of Troy offers one-stop shopping to customers one normally does not think needs that kind of help – automakers.

CVS director Mike Masson said the company has been in existence for 66 years and is now a part of the Suburban Collection group of auto dealers.

“We serve manufacturers and suppliers in the auto industry specifically,” Masson said. “We don’t rent vehicles to the public.

“Our first source of vehicles is the Suburban Collection, so that gives us, and through us, our clients access to about 8,000 vehicles. All of those cars are made available to our department.”

Masson said CVS acts as a “central source” of vehicles, so if, say, GM engineers want to see how a particular make and model of Ford or Chrysler with a specific trim level drives, they contact CVS.

“We then prep the vehicle they asked for and drop it off to them,” Masson said. “When they’re finished, we come and pick it up. The rental time period is usually less than two weeks. If they’re going to have a car with them for more than that, they usually just go out and buy the vehicle they want to look at.”

CVS also maintains vehicles for OEM testing and benchmarking. They also provide cars’ “ride and drives,” Masson said.

“So if Ford wants to make Mustangs available to the media for testing and evaluating, they might want the drivers to be able to compare it to vehicles in its class,” Masson said. “Since they don’t own Camaros and Chargers, they come to us.”

Ford might set up the driving course, but CVS provides the vehicles. The company also provides the gift of privacy.

“So if Chrysler wants to check out the new Ford F-150, they come to us,” Masson said. “They will want to be anonymous when checking out the competition. And they’ll want all kinds of trim levels. So if they want to see how particular sound system works, we provide it for them.”

CVS is also able to get cars that are difficult to obtain, Masson said. Getting an F-150 isn’t that hard. But there are vehicles that are only sold in their particular national markets. So if a sup-

plier or OEM wants to check out a vehicle that is only sold in Europe or Japan or China, CVS can buy it for them.

While CVS has been around for 66 years, Masson said they are not immune from the Internet.

“We’ve changed and one of the ways we’ve changed,” Masson said, “is that we are using the Internet to obtain car parts from all over the world. Bringing in cars from around the world is also relatively new for us. We’re also thinking about setting up driving courses where young people can learn how to drive defensively.”

The idea, Masson said, would be that CVS would set up a driving course in the parking lot of the Suburban Collection Showplace in Novi (formerly known as the Rock Financial Showplace) and actually teach defensive driving.

“Students, when they’re learning to drive, really aren’t shown the fundamentals of defensive driving,” Masson said.

“But if you look at the accident statistics, there’s a real need for this.”

Masson said that according to the statistics that he’s seen, there were almost 300,000 car accidents in Michigan in 2013. And about 106,000 were caused by drivers between the ages of 16 and 24.

Of those 106,000 accidents, there were 156 deaths and 17,464 injuries.

“We have a lot of young drivers and this is a good idea,” Masson said. “We can teach defensive driving and simulate, for example, what it’s like to drive on ice and what a driver is supposed to do, but we can provide a safe environment.”

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## Federal Officials Reauthorize Auto Heritage Area

DETROIT (AP) – Federal officials have reauthorized a national heritage area dedicated to preserving and promoting the automotive and labor heritage of Michigan.

The MotorCities National Heritage Area Partnership was reauthorized when Congress passed the National Defense Authorization Act last week. The MotorCities board of directors credits Sen. Carl Levin and Rep. John Dingell with introducing legislation earlier this year to prevent the national heritage area from expiring.

MotorCities is affiliated with the National Park Service and is the only heritage area of its kind in Michigan. It’s located throughout a region spanning more than 10,000 miles.

Shawn Pomaville, managing director of MotorCities, says the renewed affiliation will allow partner organizations to expand their capacity to tell the story of how the region helped put the world on wheels.

The national heritage area is associated with programs and partnerships such as “Autopalooza,” a statewide auto heritage tourism initiative.

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## MIS Trophy Fund Goes to Michigan Science Center

CONTINUED FROM PAGE 1

and Toyota,” said Dr. Tonya Matthews, president and CEO, Michigan Science Center.

“These are the kinds of partnerships that allow MiSci to expose and inspire young people with STEM throughout greater Detroit and Michigan.

“We are dedicated to driving the next generation of STEM professionals to their future. Support like this – from the makers and racers of fantastically engineered fast cars – helps us get them there faster.”

The Michigan Science Center features more than 250 hands-on exhibits that explore space, health, physical science, engineering and more.

In addition, the Science Center has special exhibits in its Traveling Exhibits hall, a Kids Town gallery that’s “fun for children ages five and under,” science demonstrations and programs,

Traveling Science, day camps, scout workshops and home school programs.

Students from the University Prep Academy in Detroit, who are among those benefiting from MiSci, took part in the celebration.

The donation will allow the Science Center to enhance its STEM-related programs and exhibits for guests, especially school children, to experience, said Kuhbander.

“We are proud to join with the three manufacturers in NASCAR – Chevy, Ford and Toyota – to present a check for \$40,000 to the Michigan Science Center,” MIS president Roger Curtis said in making the presentation.

“The three manufacturers compete on the track at Michigan International Speedway, but it is exciting to see them unite to enhance the STEM program at a facility like the Michigan Science Center.

## Schaeffler Concept Coming

The German corporation Schaeffler will show its concept car that meets the 2025 CAFE requirements at the 2015 North American International Auto Show (NAIAS) in Detroit next month.

The car – named Efficient Future Mobility North America – was developed as part of Schaeffler’s Mobility for Tomorrow strategy.

“With the Schaeffler Efficient Future Mobility North America vehicle, we are once again demonstrating how our innovative technologies can make significant improvements in terms of fuel consumption and pollu-

tant emissions,” said Prof. Peter Gutzmer, chief technology officer at Schaeffler.

The vehicle is based on a modern, all-wheel-drive, midsize SUV with an automatic transmission. Last year during NAIAS, Schaeffler showed the first phase of the concept car that demonstrated its low-cost strategy to meet CAFE 2020 guidelines.

“At NAIAS 2015, we are announcing the second phase of the concept car that includes its mild hybridization with 48 volts,” said Gutzmer. “In this way, we can achieve the strict requirements of CAFE 2025 with a cost-conscious approach.”

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