



Jim Kiefer

GMs Kiefer – “Build a Strong Relationship with Suppliers”

by Jim Stickford

When it comes to GM’s global supply chain, there’s a new sheriff in town.

Steve Kiefer GM vice president of Global Purchasing and Supply Chain, spoke to the media on April 14 and discussed how GM has changed the way the company interacts with suppliers.

Kiefer said that he joined GM 32 years ago as an engineer and eventually took assignments in Europe and Japan in the compo-

nent side of things.

“When I was in Japan GM sold its components business,” Kiefer said. “I like to say that I didn’t leave GM, GM left me.”

When Kiefer rejoined GM in September of 2013, he was company senior vice president and president of Delphi’s Powertrain Systems at Delphi.

“By being a supplier to all the OEMs, I learned a lot about the suppliers and how they interact with different manufacturers,” Kiefer said. “When Mary Barra

asked me to come back to GM, I hesitated but when I saw the four Ps – Portfolio, People, Powertrains and purchasing.”

Kiefer also liked Barra’s message of building strong relationships with suppliers. He acknowledged in the past that GM didn’t always have the best relationships with its suppliers. He noted that in 2005, a supplier survey of the best and worst automotive OEMs, GM was at the bottom of the list.

Barra’s message, Kiefer said, is

his message – build strong relationships with suppliers. And one of the ways GM is doing that is by working with suppliers in the initial design process so that the suppliers can offer their expertise ahead of time. This is instead of designing a part or system, then bringing the suppliers in and telling them “make this part this way.”

“We will emphasize total cost, both present and future,” Kiefer

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Bankruptcy Shields GM from Ignition Suits

by TOM KRISHER
Associated Press

DETROIT (AP) – A federal judge ruled April 15 that a 2009 bankruptcy order shields General Motors from billions of dollars in death and injury claims tied to defective ignition switches in older small cars.

But Judge Robert Gerber in New York, who handled GM’s government-funded bankruptcy case six years ago, also ruled that plaintiffs who claim a loss in the value of their cars can still sue General Motors Co., but only for company actions that happened after it left bankruptcy in July of 2009.

The ruling is at least a partial

victory for GM, with one plaintiffs’ attorney saying it shields the company from \$7 billion to \$10 billion in potential legal liabilities. But it also leaves open the possibility of costly claims for decreased values of cars.

In 2009, Gerber allowed “new GM” to emerge from bankruptcy protection free from liabilities of the company before bankruptcy. But the plaintiffs recently argued that GM misled the court six years ago because it knew about but failed to disclose the ignition switch problem. The switches, which can slip out of the run position and cause cars to stall unexpectedly, are now linked to at least 84 deaths.

Lawyers for plaintiffs in more

than 140 lawsuits had argued that their clients never got a chance to dispute the bankruptcy order and were never notified of the bankruptcy because GM concealed the defective switches.

But the new GM contended that when it bought assets from old GM, the new company got them “free and clear” of liabilities before the bankruptcy.

Texas attorney Robert Hilliard, who represents multiple wrongful death and injury plaintiffs in lawsuits against GM, said the ruling cuts off court options for victims in crashes that happened before GM left bankruptcy pro-

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2015 COPO Camaro No. 1

Hand-Built Camaro Benefits Disabled War Veterans

Chevrolet sold the first 2015 COPO Camaro race car to raise money for Achilles Freedom Team of Wounded Veterans, which helps wounded veterans participate in marathons and share their success within a supportive community including their families.

The hand-built car carries serial number 2015COP0001. It was sold on April 18, at the Barrett-Jackson Palm Beach auction, with 100 percent of the winning bid going to Achilles Freedom Team of Wounded Veterans, said GM spokesman Jim Brumfield.

Achilles Freedom Team of Wounded Veterans, Brumfield said, is a non-profit organization that helps disabled athletes, including veterans, gain access to races, equipment, and training dedicated to improve their physical abilities.

“This sale gives the highest bidder the opportunity to buy the first of only 69 factory-assembled 2015 COPO Camaro race cars, the final year of the fifth-generation Camaro,” said Jim

Campbell, U.S. vice president of Performance Vehicles and Motorsports. “Chevrolet is excited to offer this milestone Camaro to help a very worthy organization.”

Chevrolet introduced 2015 COPO Camaro No. 001 last fall at the SEMA Show in Las Vegas, and it has been featured in Chevrolet Performance advertising and other marketing initiatives, Campbell said. Its distinctive look includes an Abalone White exterior with matte gray and orange accents, and bold “15” graphics. Power comes from a 350-cubic-inch LSX-based racing engine topped with a Whipple 2.9L supercharger, which is NHRA-rated at 555 horsepower.

The engine is backed by a three-speed automatic racing transmission – a powertrain combination good for reaching a quarter mile in the mid-eight seconds.

Each COPO Camaro is built by hand starting with production

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Michelin Design Contest – Mobility for All

by Jim Stickford

Michelin celebrated its 2016 Design Challenge contest at the Detroit Athletic Club on April 15, by having three expert designers talk about just what this year’s theme is – Mobility for All, Designing for the Next Frontier – actually means to today’s automotive designers.

The Michelin Design Challenge is a yearly event that got its start in 2001 to celebrate, promote, publicize and give visibility to original creative thinking and innovation in vehicle design. Entries are judged by a jury comprised of top designers. Winners for the 2016 contest will have their work displayed at the 2016 North American International Auto Show. Their names will be announced this fall.

The DAC event was held by the Automotive Press Association and the speakers included Alexander Klatt, an associate professor of design at the Center for Creative Studies; Jason Wilbur, manager, Advanced Design Studio for Honda; and Ben Ebel, design coordinator, OE Activities for Michelin North America. Ebel is also co-chair of this year’s Michelin Challenge Design contest.

The panel was moderated by Jason Stein, editor and publisher of *Automotive News*.

Ebel began the panel discussion by saying that access to mobility means different things in different parts of the world.

“Providing access to mobility in the emerging world means knowing that they have different mobility needs than our own,” Ebel said. “That means getting to know those parts of the world. If we don’t plan ahead and just



From left, Alexander Klatt, Jason Wilbur and Ben Ebel.

continue to do what we’ve been doing for the past century, the results will be sub-optimal.”

Wilbur said that he got a dose of how critical smart ways to create mobility can really help a community. He said that on his first day working for Honda, he drove 23 miles from Pasadena to Torrance, Calif. That commute was about an hour.

“We have to look at mobility and how it affects people,” Wilbur said “I know there are better options out there, and any good idea is worth pursuing right now. So the question is what comes next?”

Klatt said that many of his students are from India and China and they didn’t grow up in a household that had cars. For them, mobility might have meant something different, like being able to go to where the water was, or getting crops to the marketplace. Ebel noted in some places in the emerging world up to 30 percent of the food grown by local farmers spoils before it can get to market.

Wilbur said that part of the challenge of his job is coming up with mobility solutions that think

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Ford Designs Reach Beyond Automobiles

Car design has advanced greatly in the past few years. And to show just what Ford’s designers can do, Ford is showcasing the innovation and creativity of its global design studios at the world’s leading furniture and design expo. Taking their inspiration from the all-new Ford GT supercar, Ford designers created a racing sailboat, guitar, foosball table and several other objects for display at Salone del Mobile in Milan, Italy, held April 14 - 19.

“We have an incredible amount of talent in our global design studios,” said Moray Callum, Ford Motor Company vice president for design. “Salone del Mobile is the perfect forum to share some of that creativity, while also offering our designers an opportunity

to get exposure to new ideas that will inspire future Ford design.”

The display demonstrates that the interior design philosophy for Ford’s all-new supercar can be applied to a range of non-automotive creations.

The guiding principles behind the interior design philosophy for the all-new Ford GT are:

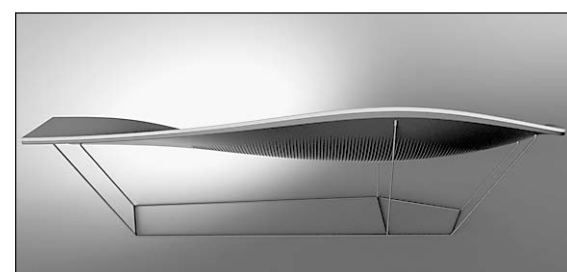
- Clarity of intent – highlight-

ing focused areas of functionality.

- Innovation – pushing the boundaries of innovation to develop new designs and keep changing the way the world moves.

- Connection – establishing a connection with the driver

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Chrysler Renews Broadway, Show Chrysler Vehicles

Nederlander Detroit has renewed its relationship with the Chrysler brand to sponsor the all-new 2015-2016 Broadway in Detroit season.

This will be the fifth consecutive theatre season that the automaker will sponsor, showcasing another hot line-up for both Chrysler and Broadway in Detroit, said Nederlander spokeswoman Brendy Barr. As part of this sponsorship, the latest Chrysler vehicles will be on display at the theatre.

The 2015-2016 Broadway In Detroit Subscription Season sponsored by Chrysler kicks-off with "Dirty Dancing – The Classic Story On Stage," at the Fisher Theatre, October 2015, followed by: "Disney's Newsies," at the Detroit Opera House, December 2015; "Rodgers & Hammerstein's Cinderella," at the Detroit Opera House, February 2016; "Matilda The Musical," *TIME Magazine's* number one Show of the Year and winner of 50 international awards including four Tony Awards, at the Fisher Theatre, March 2016; the contemporary new musical "If/Then," at the Fisher Theatre, April 2016; and, a new production of "The Sound of Music," at the Fisher Theatre, May 2016.

Please note that all show dates may be subject to change, Barr said.

As always, Broadway In Detroit offers extra shows off-subscription and the 2015-2016 Season features some big hits, Barr said. "Jersey Boys," the Tony, Grammy and Olivier Award winning Best Musical about Frankie Valli and The Four Seasons, at the Fisher Theatre, November 2015; "Chicago," at the Fisher Theatre, February 2016; and "Love Letters," starring Ryan O'Neal and Ali MacGraw, at the Fisher Theatre, April 2016. Season ticket subscribers will have the first opportunity to purchase these extra shows prior to public sale.

"Chrysler is proud and excited to renew its commitment to support the performing arts in Detroit by sponsoring the 2015-2016 Broadway in Detroit season," said Pieter Hogeveen, marketing manager of Fiat Chrysler's Great Lakes Business Center. "Broadway in Detroit is a great partner, and by helping them bring world class entertainment to the city we can ensure the region's viability and future growth."

"Broadway in Detroit is bringing an exciting new season with something of interest to veteran theatregoers, as well as parents looking for a new family entertainment experience," said Ray Harris, chief operating officer of Nederlander Detroit. "It's Chrysler's continued commitment as our official sponsor that enables us to bring the hottest Broadway shows to the Motor City, and we're looking forward to another great collaboration."

For more information about Broadway in Detroit 2014-15 subscription tickets, please visit www.BroadwayInDetroit.com.

New Terrain Arrives As Popularity of SUVs Reaches Peak

Distinguished by a new, more contemporary front-end appearance, the 2016 GMC Terrain and Terrain Denali were introduced at the recent New York International Auto Show.

The 2016 Terrain lineup features new front and rear fascias, new grille designs, a power dome hood, light-emitting diode (LED) daytime running lamps and additional updates. Side Blind Zone Alert and Rear Cross Traffic Alert are offered on SLE and SLT models for the first time.

"Terrain is a popular choice in the growing compact SUV segment, introducing drivers to GMC's professional grade design and features," said Duncan Aldred, vice president of GMC Sales and Marketing. "The changes for 2016 provide consumers with even more reasons to consider Terrain as it continues to be a smart choice for customers seeking versatility, style and technology."

The compact SUV market leapt 17.4 percent in 2014 to account for 15.7 percent of the total U.S. market, overtaking midsize cars for the first time as the auto industry's largest vehicle segment.

Terrain had its best year ever in 2014 with 105,016 sold. The momentum continues this year, as Terrain enjoyed its best-ever January and February sales, Vazquez said.

The New York region is the national leader for compact SUV sales, with more than 200,000 retail units sold last year. It is also second-highest selling region for Terrain, behind Detroit, Vazquez said.

The complete list of revisions for the 2016 Terrain lineup includes:

- New front and rear fascias with C-shaped lower chrome trim that accentuates the Terrain's wide stance.
- New, chrome-accented grille designs for SLE, SLT and Denali – including specific tri-segment grille texture on Denali.
- New power dome hood design.
- New LED daytime running lamps on uplevel models.
- New 18-inch aluminum wheel design offered on non-Denali models.
- New 19-inch aluminum wheel design offered on Denali.
- Revised instrument panel

FEV Shows off New Battery

FEV North America, Inc. (FEV), an Auburn Hills-based developer of vehicle systems and advanced powertrain technologies, announced that it will be displaying a liquid-cooled, high performance battery that showcases the company's expertise in the area of hybrid powertrains and Electric Vehicle battery management. The battery is being held this week at the 2015 SAE World Congress, April 21 – 23 at Cobo Center in downtown Detroit.

Designed for use in PHEV applications, the FEV battery features an innovative cooling concept and a modular design that provides high power output, robustness and safety, and comprises battery modules, pack, and the battery management system, said FEV North America spokesman Andreas Albers.

During operation, the battery pack provides 200 kW of peak power and 80 kW of continuous power with a stored energy content of 10.4 kWh.

The pack, which uses pouch cells, has a weight of approximately 130 kg, and a volume of 80L, Albers said.

The modules within the battery pack are liquid-cooled Li-Ion cells, each with nominal energy content of 1.3 kWh providing energy density of 205 Wh/L and power density of 1,500 W/L for



2016 Terrain-Denali

"center stack" with new storage shelf and updated control graphics.

- Revised model lineup: SL, SLE (SLE-1 and SLE-2), SLT and Denali.
- Premium cloth seat fabric now standard on SL and SLE models.
- New Saddle Up leather interior available on SLT.
- New Light Titanium/Jet Black interior combination offered on Denali.
- Front passenger eight-way power-adjustable seat offered on SLT (previously available only on Denali).
- New, chrome-trimmed transmission shifter.
- Available Side Blind Zone Alert and Rear Cross Traffic Alert safety features on SLE and SLT (previous available only on Denali).
- New White Frost Tricoat and Crimson Red Tintcoat premium exterior colors.

Bold design tops many customers' reasons for purchasing the GMC Terrain, Vazquez said, and the updated 2016 models retain the distinctive proportion that attracts first-time buyers to the brand with a greater focus on precision and attention to detail.

"The updates for the 2016 Terrain make one of the strongest designs in the compact SUV market even more compelling," said Helen Emsley, executive director, Global GMC Design. "They create a more contemporized appearance rooted in GMC's professional grade precision."

The 2016 Terrain seats five, with all-wheel drive offered on SLE, SLT and Denali models. Its interior – with the GM-exclusive

MultiFlex sliding rear seat – offers 31.6 cubic feet of cargo space behind the rear seat and 63.9 cubic feet with the rear seat folded.

The standard Ecotec 2.4L direct-injected engine delivers an EPA-estimated 32 mpg on the highway (FWD models). A direct-injected 3.6L V6 is available and delivers best-in-class 301 horsepower and 272 lb-ft of torque. The V6 engine also enables a trailering capacity of up to 3,500 pounds.

Available GMC IntelliLink offers OnStar with 4G LTE connectivity and built-in Wi-Fi hotspot. It provides a mobile hub for drivers and passengers to stay connected. The hotspot is on whenever the car is on and comes with a three-month/3GB data trial (whichever comes first).

Terrain also offers a programmable power liftgate (standard on Denali, available on SLT), with a memory function that stops the liftgate at a chosen height to help shorter drivers or accommodate low garage heights.

In addition to available Side Blind Zone Alert and Rear Cross Traffic Alert safety features, Ter-

rain offers Rear Park Assist, Forward Collision Alert and Lane Departure Warning as part of comprehensive safety packages.

And the Terrain Denali offers unique exterior and interior appointments, exclusive wheels and design cues to set it apart from competitors. Dual-flow dampers are exclusive to the Terrain Denali's suspension system, providing a smoother ride and improved handling by controlling suspension dampening across a broader range of driving conditions.

The 2016 Terrain goes on sale this fall. Pricing will be announced later.

The Terrain was introduced as a 2010 model in 2009 and is GMC's second-best selling vehicle, after Sierra.

Sales increased 5.5 percent in 2014 to 105,016 – its best year ever. In 2015, Terrain had its best January and February sales ever and the Terrain currently holds 5 percent of the U.S. compact SUV market.

The Terrain is GMC's conquest leader, at nearly 50 percent, Vazquez said, and it has GMC's highest percentage of female buyers – 44 percent. The Terrain's exterior styling is the number one reason for purchase among female buyers

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GMs Kiefer – “Build a Strong Relationship with Suppliers”

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said. “We want a waste free value stream. I am emphasizing this because this is not about a profit transfer from suppliers to GM. It’s about reducing costs.”

He cited as an example of this method was gas fuel injectors GM purchased for its Gen 5 V8 engines. GM had a scrap problem. Too many of the parts they were buying were defective.

So, Kiefer said, the company worked with suppliers and let use a cold form valve seat method of production instead of metal injection molding to make the parts.

Kiefer said, GM had overmanaged the production process and insisted on one way of doing things. By listening to suppliers and letting them produce the part their way, GM was able to get higher quality parts and that saved \$15 million.

“It’s not just about taking price out of product,” Kiefer said.

Working with suppliers, Kiefer said, has sometime meant getting suppliers to work together and consolidate operations for the good of GM. He admitted that was rare, but it represents a new way of thinking.

Kiefer also said that reducing cost doesn’t always mean reducing the cost of production. It also means paying attention to logistics. Finding the best places to actually manufacture parts. He wants to avoid a situation where a tsunami in Japan that shuts a couple of plants can cause a worldwide shortage of parts.

Another part of reducing costs is through the use of modularity, Kiefer said. This allows GM to take advantage of economies of scale through modular designs throughout different platforms.

Kiefer said that one way he listens to suppliers is through a special council of 12, consisting of suppliers and service providers. He can run ideas past them and, in turn, receive their

advice on manufacturing.

At a recent dinner honoring GM’s best suppliers, he asked 80 companies for advice on how to better improve the supply chain and to improve products.

“We’ve heard from just about 80 of them,” Kiefer said. “We’ve received a lot of answers, many of them things we didn’t consider. I was a supplier for 20 years and remember many times thinking ‘if only GM, or VW or Daimler did X, they could save so much money.’ We’re asking for those ideas.”

Right now GM is also looking at longer contracts with suppliers,

Kiefer said. Instead of, say, a five-year contract for one product cycle, suppliers can get a contract to last two product cycles.

That’s important because in the next 18 to 24 months GM will be giving out contracts worth hundreds of billions of dollars. The company is adopting a lot of new technology and that provides suppliers with new and profitable opportunities.

One of the questions asked of Kiefer was how do new companies break in. If GM is working more closely with its current suppliers, doesn’t that, in effect, lock new suppliers out?

Kiefer said that can be a problem, but technology is changing so rapidly that GM will have to seek out new suppliers, such as Apple and Google. The company is always on the look out for new suppliers who can help them.

Another question was how is GM coping with supplier capacity strain. Kiefer said that was a problem. The current popularity of trucks and SUVs has put a real strain on supplier capacity. GM has helped in several ways, including helping with acquisitions of capital, overtime compensation and concessions on 24/7 operations.

COPCO Camaro Helps Disabled War Veterans

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hardware, including the same body in white used for production models, Campbell said. They’re designed to dominate NHRA Stock Eliminator drag racing. The COPO Camaro takes its name and production quota from Central Office Production Order, a process used in the 1960s for fleet managers to order unusual combinations of options.

The COPO Camaro race car is fitted with an NHRA-approved roll cage and other safety equipment, along with racing chassis and suspension components – including a unique solid rear axle system in place of a regular-production Camaro’s independent rear axle. Brumfield said that Achilles Freedom Team of Wounded Veterans has chapters and members in more 65 locations around the world.

Within this community, program participants gain measurable physical strength and build confidence, Brumfield said. The Freedom Team of Wounded Veterans was created as an extension of the Achilles process – adapted to the specific needs of wounded members of the U.S. military. Program participants receive training and use of specialized adaptive devices, such as hand-crank wheelchairs with a goal to participate in mainstream marathons.

Bankruptcy Shields GM from Ignition Suits

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tection in July of 2009.

“Hundreds of victims and their families will go to bed tonight forever deprived of justice,” he said. “GM, bathing in billions, may now turn its back on the dead and injured, worry free.”

Most of the cars with faulty switches were sold before new General Motors left bankruptcy protection, and many of the automobile crashes happened before the new General Motors was formed.

GM said April 15 that the judge ruled properly that claims based on the conduct of old GM are barred, and that the judge’s order “doesn’t establish any liability against GM, and the plaintiffs must prove the merits of their claims.”

However, Seattle attorney Steve Berman, one of the lead lawyers for those claiming that GM’s actions on the ignition switches caused their car values to drop, said the ruling clears the way for his clients to sue the new GM.

“We believe that new GM’s misconduct was in fact present in the sale of millions of defective vehicles – a truth that we believe

new GM knew and chose to conceal,” he said.

Berman also said they will appeal Gerber’s ruling that bars claims against new GM for misconduct by old GM.

Gerber wrote in his 138-page opinion that at least 24 people who worked for old GM knew about the ignition switch problem, and the company at the time had enough information to be required by federal law to issue a recall. But he wrote that there’s no indication that GM’s bankruptcy attorneys had any knowledge of the problem.

GM is still liable for legal claims from crashes caused by the switches after it emerged from bankruptcy. The company also has set aside at least \$400



GM fixed ignition assembly parts

million and hired attorney Kenneth Feinberg to compensate those killed or injured in crashes – no matter when they happened. So far Feinberg has determined that families of at least 84 people who died and another 157 injured people should be compensated.

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Ford Designs Reach Beyond Automobiles

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through more compact, more intuitive technology.

Ford GT serves as a technology showcase for top EcoBoost performance, aerodynamics and lightweight carbon fiber construction.

“Over the past few years, we have gained incredible momentum with our designs,” said Calum. “Now, we need to evolve what we have achieved to continue to deliver exciting and fresh solutions. The interior design of the Ford GT builds on existing DNA and pushes it forward.”

Other objects Ford’s global designers created include a suspended light, a Wi-Fi speaker and two different interpretations for lounge furniture. Each object applies a similar design solution to form a recognizable portfolio.

Ford is working with architect Attilio Stocchi, in collaboration with Federlegno Arredo Eventi, on an innovative experience at Salone del Mobile – “FAVILLA, Every Light a Voice,” which also takes inspiration from the new Ford GT supercar.

The immersive installation unfolds inside two large boxes. The first examines the science of light

amid a dazzling, reflective show – much like the interior of a geode. The second box is curated by Ford’s in-house animation studio to offer visitors a unique, engaging product experience that showcases how Ford design shapes both form and function.

Ford is also hosting a panel discussion on design trends at Salone del Mobile. In the 2015 Trend Report, Ford Motor Company’s annual look at consumer trends shaping mobility and other areas, experts point to the give and take of privacy as a trade-off between the informa-

tion consumers are willing to share and the benefits they receive. The discussion will focus on the importance of understanding and interpreting the boundaries of personal space to deliver the best customer experience – in both the physical and digital arenas.

The Ford exhibition is on display at the Ford Design Lounge, pavilion 13 of Fiera Milano exhibition hall. The panel discussion also takes place at Fiera Milano. “FAVILLA, Every Light a Voice” is open to the public in Piazza San Fedele.



The New Ford GT’s style inspires designs outside the auto industry.

Federal-Mogul Hires New Exec for HR

Daniel Ninivaggi, chief executive officer, Federal-Mogul Motorparts, a division of Federal-Mogul Holdings Corporation, appointed Anthony (Tony) Papa to the position of Senior Vice President, Global Human Resources (HR) for Federal-Mogul Motorparts, effective immediately.

“Tony has significant global human resources experience in the automotive sector, as well as

in talent management and human resources strategy development,” said Ninivaggi. “He will be a valuable asset to us as we continue to execute our global growth strategy.”

Most recently, Papa was global vice president of Human Resources and HSE for Meridian Lightweight Technologies. Prior to that, he spent several years with Gates Corporation in vari-

ous roles of increasing responsibility including vice president, Human Resources, Europe (Brussels, Belgium), and as global vice president, Human Resources, Strategy, Gates Power Transmission.

Papa earned bachelor degrees in political science and honors public administration (HR concentration) from the University of Windsor in Windsor, Ontario, Canada. He is a member of several worldwide HR organizations.



Brandon Taseksi

SAE Rewards Oakland U Student with Scholarship

The job of the Society of Automotive Engineers (SAE) is more than just holding events like this week’s World Congress in downtown Detroit.

The organization also tries to support and nurture the next generation of automotive engineering talent.

To that end, Brandon Taseksi, mechanical engineering student and president of the Oakland University Society of Automotive Engineers (SAE) student chapter, earned recognition and scholarship funds from the American Society of Body Engineers (ASBE) Foundation.

Taseksi was nominated for his academic capability in engineering design and demonstrated leadership as an Oakland University student, said OU spokesman Eric Reikowski. This recognition includes a \$500 scholarship from the ASBE Foundation. He was nominated by Mechanical Engineering departmental chair and SAE team faculty adviser Brian Sangeorzan, Ph.D., and Amy Butler, executive director of OU Inc,

a SmartZone Business Accelerator.

“The award is for a combination of design engineering and leadership,” Sangeorzan said. “Brandon has certainly participated in some component design on our car, but more importantly he has done a great job to orchestrate all the SAE team activities, bring in new members and oversee the construction of the 2015 car.”

To qualify for the award, Taseksi met the following requirements:

- Major in body design, design engineering, or a closely related discipline.
- Sophomore standing, having completed at least 30 credit hours.
- Minimum of 3.0 GPA or equivalent.
- Written recommendation from a faculty member.
- Exceptional potential in design and demonstrated leadership ability.

“Brandon has exhibited not only accomplishments in his academic progress at the university, but he has also stepped up and become a leader for the student organization, Formula SAE, which competes on an international basis,” Butler said. “His commitment to the Formula SAE team demonstrates how business, planning, and organizational leadership are valuable assets with the engineering educational experience.”

Taseksi said it’s a great feeling to be recognized for the time and work spent in the classroom and with the SAE team.

“Balancing time between classes, homework, internship, the Formula team, and sleep is not an easy task, but I feel it’s all worth it in the end,” Taseksi said. “The duties of team president are far greater than I originally anticipated.

“The title of president is more of an umbrella term for project manager, team captain, PR representative, and event organizer. With a bit of luck and support from the team itself, I’ve been able to handle all of these responsibilities.”

As part of the Formula SAE team, Taseksi has taken part in the OU Involvement Fair, Engineering and Computer Science Day, the Grand Opening of the Engineering Center, SECS Student Organization Fair, the North American International Auto Show, Autorama at Cobo Center, the Woodward Dream Cruise and more.

The ASBE Foundation was established in 2002 as a nonprofit foundation “to provide means for any individual to achieve education in all phases of vehicle design; to encourage secondary education students to consider and pursue careers in vehicle design; to keep the vehicle design workforce abreast of the changes in technology; to fund research in areas that are related to vehicle design; and to fund vehicle design related curricula development.”

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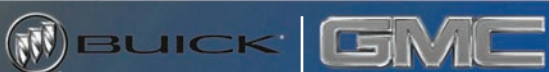
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Chevy Continues Delivery Truck Tradition

Both vehicles were forerunners of the all-new Chevrolet City Express, Wheeler said, a smaller, maneuverable cargo van that, like its predecessors, gives com-



1939 Chevrolet Half Ton Canopy Express



**2015 Chevrolet
City Express**

customers in a timely manner," said Ed Peper, vice president, GM Fleet and Commercial. "As we're already seeing with some of our small business customers, the City Express, with its cargo hauling flexibility and efficient fuel economy, allows them to do just that."

GM Whips Up Tasty Colors For the New Chevy Spark

If you find Kalamata to be a rich color, it's for a good reason: "Purple has a deep history in conveying royalty and wealth," Sirvio said. "We've seen trends rising within this color space in fashion, product design and

"They're active, social, enjoy new experiences and are always connected – and above all, they expect their car to represent their personality."

Lower Fuel Prices Reduce EV Cost

The Spark EV is currently sold only in California and Oregon. It goes on sale in Maryland this summer. GM says state and federal tax credits and additional incentives drop the starting price to \$14,995. Electric cars have struggled in the U.S market, particularly since gas prices dropped. Nissan, Ford and Mitsubishi have all lowered electric car prices over the last two years. The cheapest EV on the market is the Mitsubishi i-MiEV, starting at \$22,995.

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2016 Camaro Chassis Stiffer, 200 lbs. Lighter

by Jim Stickford

The engineering team spent nine million hours of computational time honing the driving experience of the new 2016 Chevrolet Camaro before the first prototype turned a wheel. The structural modeling led to the Gen 6 Camaro being 28 percent stiffer than the current model.

"The modeling abilities of computer-aided engineering are advancing at incredible rates," said Jim Karlavage, Camaro program engineering manager. "Today, we can accurately model opportunities to add torsional strength without adding unnecessary mass. The result is a lighter, stiffer structure that benefits every aspect of the driving experience."

The more rigid body structure allowed the engineers to more

precisely calibrate the steering and suspension systems because they didn't have to compensate for chassis flex. The lighter structure also enabled the size and mass of elements such as the wheels, tires and brakes to be scaled accordingly.

"If you think about it," said GM spokesman Monte Doran, "the whole job of the suspension is to control the wheel motions up and down. That affects everything from being able to turn to how the well the car absorbs pot hole stress."

The bottom line, Doran said, the stiffer one can make the chassis structure, the better the handling and comfort is for the driver.

"The structural weight savings are compounded by opportunities to reduce un-sprung weight," said Karlavage. "The result is a

more nimble driving experience that rewards the driver with satisfying feelings of responsiveness and control."

"Our engineering team put an enormous amount into designing the new Camaro chassis structure," Doran said. "Those nine million hours give a sense of the work they put it to reduce the chassis weight – the engineers call it mass reduction – while stiffening the structure. That was what they had to do, and that was the magic they achieved."

Doran said the engineering team got much more sophisticated in the use of computer modeling to design the new Camaro.

The prime advantage is that it allows engineers to makes changes for "free," Doran said. Basically they get to "build" a car inside a computer. If they decide to make a change to the vehicle, they can. And all without having to actually construct a prototype. These computer design techniques save both money and time, and give engineers the opportunity to really refine designs before actually going to the prototype phase of the design process.

"The end result," Doran said, "is that we were able to stiffen the chassis while removing 200 pounds of weight from the new Camaro. And that was just through using a computer. That's just amazing."

Chevrolet will introduce the all-new, 2016 Camaro on Saturday, May 16, during a special public event at Detroit's Belle Isle Park.

DENSO to Grow Operations in North America

In an effort to help grow DENSO's global heavy duty business, the company is expanding its North American research and development capabilities to include heavy duty and commercial vehicles. DENSO established a cross-functional team of market research, product engineering, and researchers that will focus on bringing-to-market products that improve fuel efficiency, expand connectivity and safety, and promote electrification of commercial vehicles. Staff will be located in Southfield and San Diego, California to support with this effort.

"North America has a strong leadership base for heavy duty technology and DENSO believes there is an opportunity to diversify our business base in this market segment," said Patrick Powell, DENSO International Director. "In the not-so-distant future, new fuel economy and greenhouse gas regulations will drive change into the heavy duty area. And the market will continue to transition into higher levels of connectivity. DENSO is well positioned to successfully support these technologies."

With an increased focus on heavy duty research and development in North America, DENSO sees this as an important step forward in developing heavy duty products in the region. In addition, as fuel economy and emissions regulations in the U.S. are more advanced, DENSO expects its North American operations to lead its global heavy duty efforts.

DENSO Corporation is a global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. Tthe company has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs nearly 140,000 people, and its North American headquarters is in Southfield.

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Cadillac's New ELR Green Model Gives Performance

Cadillac today announced the ELR electrified luxury coupe will offer a host of upgrades for the 2016 model year, including boosts in acceleration, driving performance and connectivity.

Major product upgrades include a more than 25 percent boost in power and torque, faster acceleration that improves 0-60 mph by 1.5 seconds, higher top speed, retuned chassis and steering for better handling, more responsive brakes and a new Performance equipment package, said GM spokesman David Caldwell.

"ELR's combination of leading technology with stunningly attractive design is unlike any other coupe in the luxury segment," said Cadillac President Johan de Nysschen. "The upgraded ELR offers enhanced driving performance for buyers seeking uncompromising luxury and exquisite craftsmanship with electrification technology. It is unique in the luxury category, in that it completely eliminates conventional concerns over driving range, which has been the Achilles' heel of other competitors in the luxury segment."

The 2016 ELR has the first application of extended-range electric vehicle technology by a full-line luxury automotive brand, will start at \$58,495 net pricing after U.S. federal tax credits.

The 2016 ELR's steering and suspension upgrades include:

- Revised calibration of the HiPer Strut front suspension.
- Increased front spring rates and a stiffer rear axle.
- Stiffer bushings for the front lower control arms, cradle mounts and Watts link in the rear suspension, for more precise control with no loss in

the quality of the ride.

- Revised calibrations for the Continuous Damping Control system.
- New steering calibration tuned to complement the revised chassis and suspension systems.
- Revised brake hardware and system calibration for improved application feel.

All 2016 ELRs contain software upgrades to the battery system improving power and acceleration, with EV range growing on the base model.

Additionally, the 2016 ELR has a modified Sport mode that enables the propulsion system to combine engine and electric motor power to take the ELR from 0-60 in 6.4 seconds, a 1.5 second improvement from the current model.

ELR continues to offer Regen on Demand, Caldwell said. Slightly enhanced for the 2016 model to improve deceleration, Regen on Demand allows the driver to temporarily regenerate energy from the ELR's momentum into electricity and store in the battery pack for later use.

Regen on Demand is engaged via steering-wheel paddles adapted from traditional performance cars.

The ELR offers a full driving range of up to 330 miles, combining pure electric driving and an efficient, range-extending 1.4L gasoline-powered engine-generator. It's a combination that means most daily commutes will require zero gasoline with zero tailpipe emissions.

Longer trips are free from electric-vehicle range anxiety because the ELR's technology enables the long-distance travel similar to vehicles powered only by gasoline.



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24 Mo. Lease

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• Rear Back Up Camera

• Air Cond

• Power Windows/Locks

• Power Seats

• Bluetooth

• 6 Spd Auto Trans

• Traction Ctrl

• Stabilitrak

• 18" Alum Wheels

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32 MPG



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Cadillac Racing Duo See Some Racing Success

Cadillac Racing drivers Johnny O'Connell and Andy Pilgrim finished the second race of the Pirelli World Challenge St. Petersburg Cadillac Grand Prix weekend in fifth and sixth on March 29.

Pilgrim had the pole for the race start. He experienced some wheel spin from the standing start and watched as five competitors raced by him into Turn One. No sooner did the race start than it was stopped on lap three for a track blocking incident. At this point in the race Pilgrim and teammate O'Connell were classified in positions sixth and eighth. O'Connell in sixth. When the 50-minute race restarted with 19-minutes remaining the Cadillac duo settled into their positions and circulated the 1.4-mile, 14-turn St. Pete temporary street circuit as part of the FIA GT3 parade of cars.

On lap 19 Audi driver Mike Sken and Nissan driver J.D. Davison got together and that vaulted O'Connell into fifth and Pilgrim into sixth, which is where they crossed the finish line.

"Even if I got paid by the lap I earned every dollar today," O'Connell said. "The Cadillac Racing guys have done a great job tweaking and tuning on the ATS-V.R. It was a hard race. You have every guy pushing each other so hard."

"Some have a pretty high level of aggression and we used that to our advantage today. We are working hard on this new car. You have a relationship with your car. You really have to get to know her. We are still in the dating period heading to the honeymoon. I have a few rub marks on the left side."

Freudenber-NOK Develops New Bio-based Rubber

With the ever-increasing emissions standards and push for sustainability solutions, Freudenberg-NOK Sealing Technologies has developed an ethylene propylene diene monomer (EPDM) rubber compound from a polymer produced from sugarcane-based feedstock.

The bio-renewable rubber, for which development began in 2012, said Freudenberg-NOK spokesman Kevin Soisson, is made from a polymer that is manufactured via a process that begins with the sugarcane plant. A sugarcane-produced ethanol is converted into ethylene which forms a substantial portion of the base polymer.

"We had been working with polymer suppliers for ways to reduce our carbon footprint but the polymer offerings lacked the specific characteristics we needed for our advanced manufacturing processes," said Joe Walker, global director, Advanced Materials Development. "So we initiated a project to research the area, and we were able to develop a material that can be used in our next generation injection molding process."

The company has focused much of their next generation manufacturing technology on a single cavity, net shape injection molding process which has resulted in reduced waste and energy demand and overall improved manufacturing control, yielding improved quality.

This concept is becoming a staple at Freudenberg-NOK. The advent of eco-friendly EPDM rubber is a natural fit for the machines. In addition to these properties, the sugarcane base allows the material to be 45 percent bio-renewable.