# **Tech Center News**

WARREN, MICHIGAN

VOL. 40 NO. 41

JUNE 13, 2016

# **Chevy Boasts Win in Strength Contest of Pickup Trucks**

It was a big deal when Ford announced that the company was using aluminum in the F-150 as a way to lightweight the vehicle.

But, said GM spokesman Monte Doran, aluminum isn't the last word in metal being used to lightweight.

Lab tests and field demonstrations show Silverado's rollformed, high-strength steel bed outperforms the competitor's stamped aluminum bed, Doran said. The GM test results are a dramatic example of Chevrolet engineers' ability to select the right material, enabled by the right manufacturing processes for the right application.

According to Sandor Piszar, Chevrolet truck marketing director, it also demonstrates why Silverado is a smart choice for customers shopping for a truck they can use as a truck.

"We engineer and build our trucks with customers' expectations in mind," Piszar said. "For example, Silverado features a roll-formed, high-strength steel bed because truck customers demand the ability to haul their toys, tools and other cargo. (Our) videos demonstrate the real-world benefits of the Silverado's bed, in both extreme and everyday scenarios."

To demonstrate the advantages of Silverado's construction, Chevrolet conducted three comparisons to



GM tested the beds of Silverado, left, and F-150 pickups by dropping landscaping blocks from five feet. CONTINUED ON PAGE 3



New stores dot landscape in early morning hours at Tech Plaza.

Tech Plaza More Than Half-Full with Tenants by Jim Stickford

The Tech Plaza shopping cen-

ter at the corner of Van Dyke and

12 Mile in Warren continues to at-

Woods, said the plaza, which saw

Tom Petzold, president of Pet-

"We always knew Marshalls

would be the leading store," Pet-

tract tenants.

is beginning to fill up.

March of this year right on signed because of the different schedule. And when Ulta opened up recently, it attracted Designer Show Warehouse, better known as DSW. Work is being done on the store right now and it's scheduled to be open in September."

zold Enterprises of Harper Petzold said about 55 percent its first tenants move in last year, of the Tech Plaza is leased out.

"We are in negotiations with several retailers right now," Petzold said. "I am not at liberty to zold said. "It opened its doors in mention names until leases are

stages of negotiation."

He said the Red Olive restaurant is the kind of tenant that he likes

'They are a 'neighborhood' kind of restaurant," Petzold said. "That's appealing to us because it's important to get the mix of tenants right. We really want to make retail viable in Warren. Right now, I'd say the dominant

**CONTINUED ON PAGE 3** 



Tim Frasier shows off a bicycle with Borsch eBike powertrain.

# **Bosch Paints Rosy Financial Picture, Continues to Grow**

our company and the innovation

# New 2017 Silverado's Air Intake System Is Really Cool, Helps Engine Run Better

Sometimes new engine technology is a breeze – literally.

New for 2017, Chevrolet Silverado HD trucks feature a patented air intake system that drives cool, dry air into the engine for sustained performance and cooler engine temperatures during difficult driving conditions, said GM spokesman Kyle Suba.

The intake system underwent extensive testing based on the most challenging real-world driving conditions to ensure capable performance no matter the weather

Marked by a dramatic hood scoop, the new air intake system



Silverado air scoop runs through "driving rain" simulated test.

CONTINUED ON PAGE 4

2015 was a record-breaking year for Bosch North America.

by Jim Stickford

That, according to Mike Mansuetti, president of Robert Bosch LLC, made fiscal year 2015 a succesful year for the multinational company.

In a June 9 report to the media, Mansuetti gave a rundown of the company's annual financial results at the Bosch North American headquarters in Farmington Hills.

He said consolidated sales totaled \$14 billion in North America.

Bosch has a number of different divisions in North America, plan to use to grow sales is with 65 percent of its sales coming from automotive.

"Bosch's Mansuetti said, strategic objective - to deliver innovations for connected life in a responsible way - is accomplished through the strength of of our associates.

Mansuetti said Bosch North America has set some serious goals for itself. Management wants to double its 2013 sales figures by the year 2020 to \$20 billion.

They will do that four ways, Mansuetti said. First is organically – growing the sales of existing divisions. Second is what they call cross-selling. That refers to cooperation between divisions to offer cross-divisional and multi-divisional solutions to customers through a single point of contact.

The next two methods they through acquisitions and innovations - inventing new products and services to serve the company's customer base.

Part of developing new innova-

CONTINUED ON PAGE 6

Customers Satisfied with 2016 Escalade

by Jim Stickford

The 2016 Cadillac Escalade has been named the Most Satisfying Luxury SUV and also earned the President's Award in AutoPacific's 2016 Vehicle Satisfaction Awards.

AutoPacific conducts the VSAs annually, measuring how satisfied an owner is with his or her new vehicle, Nordlicht said. VSAs are based on survey responses from more than 65,000 owners of new 2015 and 2016 model year cars and light trucks.

Escalade continues to win awards, especially since the current generation was fully redesigned in 2015. In the past year, Escalade has been named Best Luxury Large SUV for Families by U.S. News & World Report and a Consumer Guide Best Buy

for 2016, Nordlicht said. Escalade president of Automotive Analyalso was given the Reader's Choice Award, Best Luxury SUV by AutoGuide.com.

The Escalade wasn't the only GM car to do well with AutoPacific, said Ed Kim, AutoPacific's vice sis.

The 2016 Corvette was "Best in Class - Sports Car" with the Chevrolet Camaro taking first in

#### **CONTINUED ON PAGE 5**



2016 Cadillac Escalade

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**Tony Francavilla** 

## **General Motors** Names V.P. of **Global Quality**

Tony Francavilla has been appointed General Motors' Vice President of Global Quality, effective immediately.

He will report to Mary Barra, chairman and chief executive officer.

Francavilla, 58, is responsible for leading General Motors' global quality efforts, aimed at providing customers with the highest-quality vehicles as a foundation for its customers' experience, said GM spokesman Klaus-Peter Martin. He brings to the role in-depth knowledge and global experience in manufacturing, engineering and supplier quality, said Martin.

"We intend to earn customers for life by delivering exceptional quality," Mary Barra said. "Tony's diverse technical expertise and global leadership experience position him well to further accelerate GM's progress in every aspect of vehicle quality."

Prior to his new role. Francavilla served in a variety of senior roles within the Quality organization, including executive director of global supplier quality. Before that, he was responsible for leading the company's manufacturing operations at GM's Lansing Grand River, Lansing Delta Township and Flint Truck plants.

Francavilla began his career with GM in 1979 as a co-op student at GM Canada in St. Catharines. He has served in various leadership positions, including manufacturing management for a major pickup truck launch, plant manager positions in Ellesmere Port, UK, and Gliwice, Poland, and as managing director of GM Poland. He earned a Bachelor of Engineering degree in Metallurgy from McGill University in Montreal, Canada, and an MBA from Niagara University in the state of New York.

by TOM KRISHER AP Auto Writer

DETROIT (AP) - Despite tumbling U.S. sales and a falling stock price, General Motors CEO Mary Barra says she'll stay the course with a strategy of cutting low-profit sales to rental car companies and keeping resale prices strong.

Speaking to reporters before the company's annual shareholders meeting on June 7, Barra said GM's share of profitable retail sales to individual buyers is rising and trade-in values for cars and trucks remain strong.

GM's sales fell 18 percent last month compared with a year ago. Its 15.7 percent market share was the lowest since at least 1980, according to Ward's Automotive.

The company's stock price is down more than 10 percent for the year and is nearly \$3 below its initial public offering price from 2010.

But the company's first-quarter profit doubled to \$1.95 billion and it posted record earnings last year of \$9.7 billion. It also reduced sales to rental car companies by almost 50 percent last month.

Here's how Barra answered questions from reporters, edited for length and clarity:

Q: You've stuck to your pricing discipline and cut sales to rental car companies. That has caused your sales to fall. With U.S. auto sales nearing a plateau, will you change your strategy?

cant, not only last year but this year, increase in retail share growth. We're going to continue to do that, looking for the quality of the sale.

We think it's very core not only to strengthen the business, strengthen residuals (trade-in values), it has benefits. That also will position us well when and if the cycle turns."

Q: With the stock price falling, are you considering increasing your stock buyback program to try to stimulate that?

A: "We have a very clear capital allocation strategy. First we're going to make investments in the business, we're going to maintain an investment grade balance sheet.

'What remains will be returned to shareholders. We will also work to continue to deliver superior results.

"We're growing (profit) margins. We're going to continue to do what we say we're going to do, and we believe that over time, that will be reflected in the share price."

**O:** You're moving forward quickly with autonomous cars. So are the regulators with guidelines for the industry. Some companies would like to see fully autonomous cars approved when these regulations come out - no steering wheels, no pedals. Where does GM stand on that?

A: "We think that having that capability, when the steering wheel and pedals are still in the A: "We'll be sticking with it. I vehicle, is a very good way to



Mary Barra spoke to stockholders about the company's future.

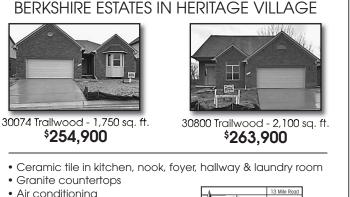
demonstrate and prove the safe- safely. We believe putting the ty. We understand safety. We've been doing this for decades. "We want to lead in au-

tonomous but we want to do it

technology in vehicles that still have steering wheels and pedals initially is an appropriate strategy.'



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# **Tech Center News**

JUNE 13, 2016



GM tests comparable pickups as 28-pound toolboxes are dropped into the beds of Silverados and F-150s.

# **Chevrolet Boasts Trucks are 'Steel' Tough**

#### CONTINUED FROM PAGE 1

the stamped aluminum bed of the 2016 Ford F-150, Piszar said. Demonstrations were done without bedliners, evaluating the susceptibility of each bed to punctures.

In scientific testing using a wedge-shaped striker weighing 17 pounds, Piszar said, the Silverado sample remained intact up to 90 joules of impact energy. By comparison, the aluminum bed floor exhibited hairline cracks at just 30 joules, and was completely punctured at 40 joules, Piszar said.

As an extreme example of the Silverado's strength, 55 landscaping blocks weighing a total of approximately 825 pounds were dropped into the beds of both trucks from 5 feet above the bed floor.

In 12 out of 12 comparisons shot for video, the Silverado exhibited only scratches and dents that did not affect the utility of the bed, said Piszar. The aluminum Ford F-150's aluminum bed, according to Piszar, sustained punctures in every drop, with an average of 4.3 punctures per drop that could reduce the utility of the bed.

To replicate the kind of accident that can happen at any jobsite, the videos taken also showed a steel, handheld toolbox pushed off the side rail of each truck, Piszar said.

For the Silverado, the toolbox only dented the roll-formed highstrength steel bed in 12 out of 14 demonstrations, he said. In the remaining two demonstrations, the toolbox left a pinhole puncture on the bed floor.

For the F-150, said Piszar, the toolbox only dented the alu-

demonstrations. In the remaining 13 demonstrations, the toolbox left a sizable puncture through the stamped aluminum bed floor, he said.

The strength of the Silverado bed stems from the material used and how it is formed, Piszar said. The high-strength steel alloy is so strong, the required geometry of the bed floor cannot be formed using traditional stamping. Instead, Chevrolet uses a roll-forming process that en-

minum bed once out of the 14 hances material strength by creating less material fatigue than stamping.

"Obviously, any material can be pushed to the breaking point if you subject it to enough impact energy," Piszar concluded. "If a customer does manage to puncture the high-strength steel bed of the Silverado, they have the added peace of mind knowing steel tends to be easier to repair than aluminum – potentially saving money and minimizing time without their truck."

## How-to-Use-Library Class Scheduled

The Warren public library will hold a special class to teach people how to get "the most out of their library cards," said librarian Jennifer Lund. The event, presented by John Robertson, will be held Tuesday, June 14, at 6 p.m., at the computer lab in the Civic Center branch of the library.

"This class will show you how easy it is to download magazines and music from the library," Lund said. "We will also show how databases such as Consumer Reports can help you stay informed "

Registration is required, so anyone wishing to attend the event should call 586-574-4564.

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# Tech Plaza Ramping Up

#### CONTINUED FROM PAGE 1

kind of retail in the city is big box. We're trying to create retail synergy for other stores to come in and attract people from the neighborhood as well as people from the Tech Center."

When everything is said and done, Petzold said, he expects Tech Plaza to have about 20 stores.

"We want retailers to thrive in an area that I consider underserved. That's what attracted us to here and to invest in the property.'

Peter Goulas, owner of the 15 Red Olive family eateries that operate in metro Detroit said he picked Tech Plaza as a location for his latest restaurant because the area is surrounded by homes and it's also close to the Tech Center.

"We are in a very nice, beautiful location," Goulas said. "We're doing better than expected with customers. For right now, they are mostly people from the neighborhood, and we do a lot of business during lunch."

Goulas said that having a restaurant at a shopping center located at a busy intersection like 12 Mile and Van Dyke just makes sense. They can draw from a residential and business customer base

"We want to get the word out to people at the Tech Center that we're here," Goulas said. This is a good location and so far, so good.



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# New 2017 Chevy Silverado's Intake System is Really Cool

CONTINUED FROM PAGE 1

provides 60 percent of the air to the Duramax diesel engine from an inlet at the front of the hood. Suba said. The air provided to the engine is very close to the outside ambient temperature and much cooler than the air under the hood.

Cooler air helps the engine run better under load, especially in conditions where engine and transmission temperatures can rise quickly. Running cooler allows the Duramax diesel to maintain full power and vehicle speed for capable trailering in even the toughest conditions, said Suba.

There's also a ram-air effect from the incoming air at highway speeds that helps pack more air into the engine. The air filter housing also draws 40 percent additional air from a dry location in one of the front fenders. It blends with the cooler air from the hood inlet before funneling into the Duramax's combustion chambers. This assures the engine can breathe even if the hood is completely blocked, Suba said.

"The 2017 Silverado HD was engineered to provide maximum utility for our customers in even the most extreme situations," said Eric Stanczak, Silverado HD's chief engineer

"While developing this all-new induction system, we considered our customers towing a maximum-weight trailer through the Eisenhower Tunnel on a hot, rainy summer day.'

At more than 11,000 feet above sea level, the Eisenhower Tunnel, west of Denver, is the highest vehicle tunnel in the world and one of the highest elevations for any roadway in North America.

Maximized engine perform-

ance, Stanczak said, requires more than cool air; the air must also be clean and dry. Accordingly, the functional hood scoop includes a unique air/water separator to ensure that only combustion-enhancing dry air is drawn into the engine.

The air charge enters an expansion chamber containing a sharp, 180-degree turn on its way to the air filter housing, Stanczak said. That creates a velocity change that causes humidity or mist to form larger, heavier droplets that are flung centrifugally against the outside wall of the housing. The collected water drains through a valve, while the air charge continues on to the filter housing and into the engine.

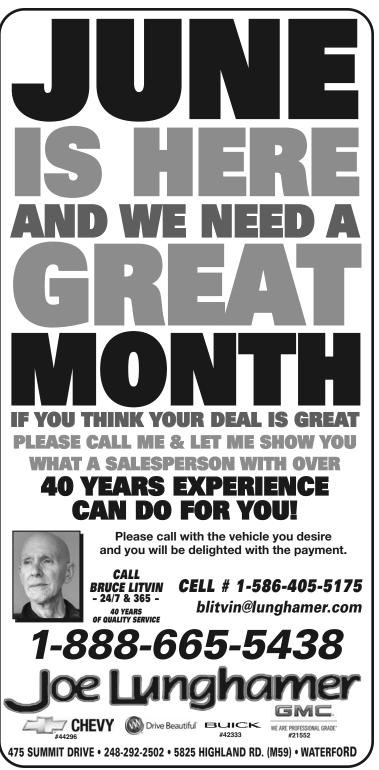
Testing the effectiveness of the system was rooted in real-world driving conditions of every degree - from misty rains to monsoon-level downpours; from powdery snow to wind-driven ice pellets; from desert dust to arctic cold, Stanczak said.

Surprisingly, torrential downpours do not necessarily pose the biggest challenge, according to Kevin Dunn, GM global vehicle performance for splash engineering.

"Big, heavy raindrops from a thunderstorm are relatively easy to eliminate from air," Dunn said. "The more challenging issue comes from the mist-like spray generated by semi trucks on wet highways. Those very fine water droplets prove more challenging to separate from the air.

"The air intake is an elegant solution that works well with water droplets of all sizes. For customers, the results deliver maximum engine performance and even greater towing confidence."





# **AutoPacific Calls Escalade** 'Most Satisfying Luxury SUV'

CONTINUED FROM PAGE 1

the Sporty Car category. The GMC Sierra 1500 and the GMC Sierra HD won the Light-Duty and Heavy-Duty truck categories, respectively. The Chevrolet Suburban took first in Large SUV and the GMC Acadia took first in Large Crossover SUV.

"The thing you have to remember about these awards is that they're not given out based on what we at AutoPacific like," Kim said, "but rather they are given out based on what consumers like.

"We gather the data from massive annual surveys.

"And what we've found is that the vehicles that do well with consumers are vehicles follow a pattern. They not only do well because of functional attributes - easy to get into, lots of space inside, lots of trunk room, things like that – they also do well in terms of emotional attributes.

Take the Escalade for example, Kim said. It's a very practical according to AutoPacific.

SUV. It has lots of space and is easy to get into. But through its image and styling, it's very satisfying in terms of emotion and love of ownership.

"That emotion factor very much contributed to the Escalade winning the President's Award as well as the 'Best in Class - Luxury SUV' category award.

"I must say that GM did very well this year. They had a number of winners and this is the first time in several years that there weren't any Ford or FCA vehicles that won awards.

"This just goes to show that GM has a very good lineup across the board that is very satisfying to car owners who buy their products."

Escalade's score of 810 was the highest Vehicle Satisfaction Award (VSA) score to date and it was the most satisfying vehicle overall in this year's ratings.

The President's Award is only given when a vehicle's overall score tops the previous score,



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**OU Breaks Ground on Student Housing** 

ground June 8 on a major construction initiative intended to help transition the campus community into a more blended population of commuter students and residential students.

The new Southern Student Housing Complex, as it is currently called, will be a 750-bed student housing facility, the first new housing available on the south side of campus, said OU spokesman Brian Bierley.

The new housing structure is geared primarily for sophomore and junior students, will be Hynd.

Oakland University broke 220,000 square feet in size and is scheduled to include an up-to-600-seat dining hall, classrooms and meeting spaces in addition to living quarters.

The project is being built to meet LEED Gold standards and is expected to cost \$77 million. The current construction plan calls for it to be completed and occupied in August 2018, Bierley said.

"We know that we already have more students here that want to live on campus, so this new facility will meet a need we already said President George have."

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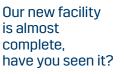
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## Bosch Paints Rosy Financial Picture, Continues Growth

#### CONTINUED FROM PAGE 1

tions, Mansuetti said, is by creating a new corporate culture. One way to do that is to develop an "inside out" philosophy where people within the company submit ideas for development.

"We've always been an innovative company," Mansuetti said. "We've started an annual program that calls for ideas that we can turn into investable projects. We have no lack of ideas and we're looking at them using a venture capital approach."

So the ideas are talked about and it's determined whether they are worth the money investing in them, Mansuetti said. The idea is to find out quickly what ideas will fail so they can look at a lot ideas and see what works and what fails cheaply.

Bosch's world headquarters is in Germany, so, Mansuetti said, it's taken some persuasion to get people over there comfortable with the notion that failure can be an option when proposing ideas.

"We have a Bosch start-up operation within the larger Bosch corporation," Mansuetti said.

And because automotive makes up more than half of Bosch's North American sales, that division will play a big part in making sure Bosch meets its 2020 sales goal.

Tim Frasier, regional president of Bosch's Automotive Electronics North America, said the automotive sector presents challenges, but also opportunities for the company.

Bosch, Frasier said, is thinking more in terms of mobility solutions than just "automotive" these days. For example, the company has developed an eBike powertrain system that has proven very popular in Europe.

This powertrain, Frasier said, uses a lithium-ion battery that gives the bicyclist help while pedaling the bike. That's very useful for going up hills. The battery is charged overnight and the whole system adds about 10 pounds to the bicycle.

Frasier said Bosch works with bicycle makers. They make the bikes and Bosch makes the powertrain that can be placed on the bike.

Mobility solutions also means using sensors Bosch developed to allow cars to communicate with infrastructure. This can allow drivers to avoid traffic problems. The sensors will be vital in the development of more sophisticated autonomous driving technology, Frasier said.

As vehicles get more connected – to other vehicles, to the cloud, to roadway infrastructure – the definition of automotive technology stretches, Frasier said.

"And we are continuing to work on improving the internal combustion engine," Frasier said. "By making traditional engines more efficient, we help our customers and the environment. I would say the better definition of what Bosch is doing is viewing the issues of mobility as tasks that have to be achieved."

Another pillar of automotive achievement, Frasier said, is helping improve electrification technology. The company is still active in that portion of the industry and automakers are investing a lot of money in EV systems.

But, said Mansuetti, Bosch likes to keep its options open.

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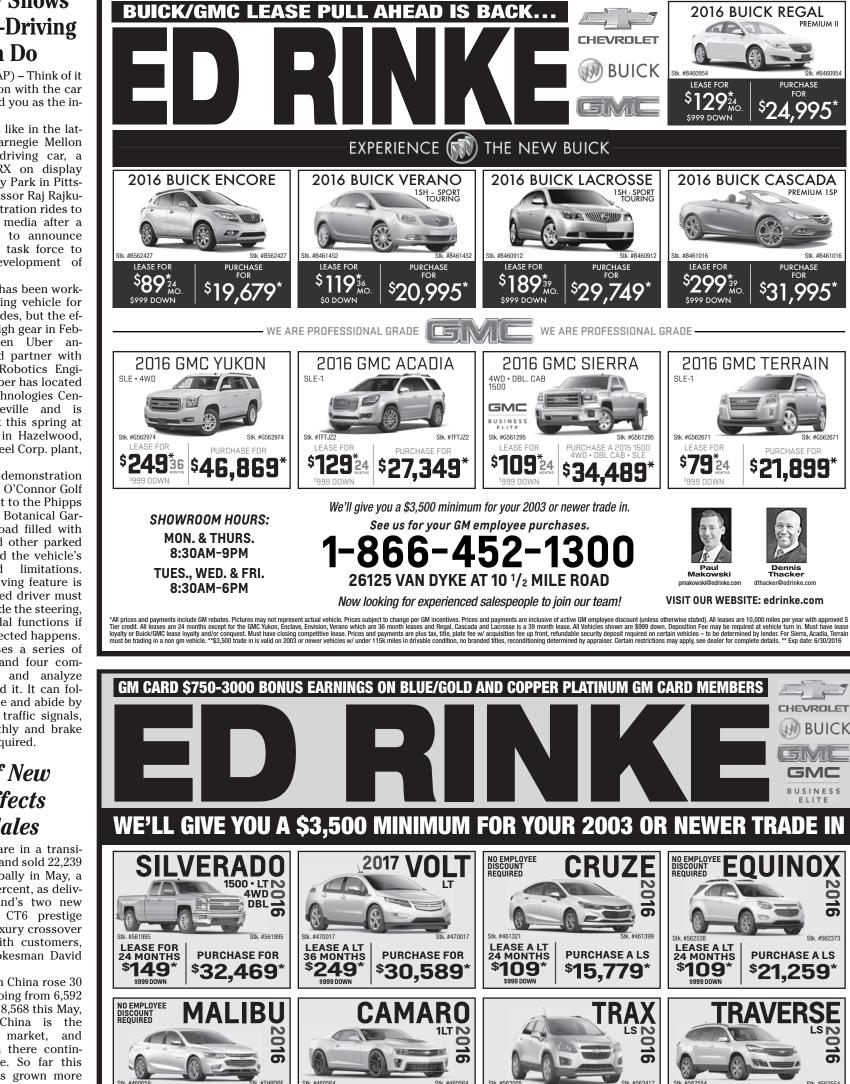
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## **University Shows** What Self-Driving **Caddy Can Do**

PITTSBURGH (AP) – Think of it as driver education with the car as the student and you as the instructor.

That's what it's like in the latest version of Carnegie Mellon University's self-driving car, a 2011 Cadillac SRX on display June 2 at Schenley Park in Pittsburgh. CMU professor Raj Rajkumar gave demonstration rides to officials and the media after a news conference to announce legislation and a task force to oversee safe development of self-driving cars.

The university has been working on a self-driving vehicle for nearly three decades, but the effort kicked into high gear in February 2015 when Uber announced it would partner with CMU's National Robotics Engineering Center. Uber has located its Advanced Technologies Center in Lawrenceville and is preparing a track this spring at the Almono site in Hazelwood, the former LTV Steel Corp. plant, to test vehicles.

Rajkumar's demonstration ride from the Bob O'Connor Golf Course parking lot to the Phipps Conservancy and Botanical Garden - a windy road filled with school buses and other parked vehicles - showed the vehicle's nimbleness and limitations. When the self-driving feature is engaged, a licensed driver must be there to override the steering, brake or gas pedal functions if something unexpected happens.

The vehicle uses a series of cameras, lasers and four computers to view and analyze everything around it. It can follow a pre-set route and abide by speed limits and traffic signals, take turns smoothly and brake or speed up as required.

### Launch of New **Models** Affects Cadillac Sales

Cadillac sales are in a transition point. The brand sold 22,239 new vehicles globally in May, a decrease of 3.8 percent, as deliveries of the brand's two new products - the CT6 prestige sedan and XT5 luxury crossover - commenced with customers, said Cadillac spokesman David Caldwell.

Cadillac sales in China rose 30 percent in May, going from 6,592 in May of 2015 to 8,568 this May, Caldwell said. China is the world's largest market, and Cadillac's growth there continues to accelerate. So far this year, Cadillac has grown more than 12 percent in China.

Globally, more than 4,000 units of the 2017 XT5 were sold in its first full month of sales, despite LEASE A LT

\$149

**PURCHASE A LS** 

\$**19,92**9

low initial inventories and a gradual production ramp-up, Caldwell said. For the second consecutive month, deliveries of the outgoing SRX fell sharply as inventories of the prior model continued to sell out and initial shipments of its successor, the XT5, started to build in May.

In the U.S. market, Caldwell said Cadillac average transaction prices were \$54,131 (according to J.D. Power Information Network, May 16), the highest among full-line luxury brands. Sales in the U.S., Caldwell said, went from 14,408 to 12,099.

"Leading in transaction prices indicates the rising stature of Cadillac in consumers' minds, and represents the manifestation of our continued strategy to prioritize the elevated position of the brand over volume," said Cadillac President Johan de Nysschen. "Reinforcing the aspirational stature of our brand is a key ingredient as we pursue expansion of our global footprint."

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### **MCC's Nursing Program Has** Student Grants

NEW 2016 GMC CANYON

**CREW CAB SLE 4X4** 

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Remote Start
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Macomb Community College has received a \$12,000 grant from the Metro Health Foundation that will be used to provide six \$2,000 scholarships for nursing students at the college, said MCC spokesman James Melton. The Metro Health Foundation Nursing Scholarship is for students enrolled in Macomb Community College's nursing program who maintain at least a 3.0 grade-point average, demonstrate a need for financial aid and successfully follow the prescribed nursing program curriculum each term while receiving the scholarship. The award of up to \$2,000 per academic year can be used for tuition, fees and educational materials. Melton said. Macomb Community College's nursing major is a selective admission program that prepares nursing students for National Council Licensure Examination (NCLEX) exams and a career as a registered nurse, Melton said.



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