



GM bought Strobe Inc. for the company's "Cruise Automation" efforts.

## GM Invests in LIDAR Firm

General Motors Co. has acquired LIDAR technology company Strobe, Inc.

As part of the deal, finalized on Oct. 9, Strobe's engineering talent joins GM's Cruise Automation team to define and develop next-generation LIDAR solutions for self-driving vehicles, said GM spokesman Dan Pierce.

"Strobe's LIDAR technology will significantly improve the cost and capabilities of our vehicles so that we can more quickly accomplish our mission to deploy driverless vehicles at scale," said Kyle Vogt, founder and CEO, Cruise Automation.

LIDAR uses light to create high-resolution images that provide a more accurate view of the world than cameras or radar alone.

As self-driving technology continues to evolve, LIDAR's accuracy will play a critical role in its deployment, Pierce said.

The successful deployment of self-driving vehicles will be highly dependent on the availability of LIDAR sensors," said Julie Schoenfeld, founder and CEO, Strobe, Inc. "Strobe's deep engineering talent and technology backed by numerous patents will play a significant role in helping GM and Cruise bring these vehicles to market sooner than many think."

In September, Cruise Automation revealed the world's first mass-producible car designed with the redundancy and safety requirements necessary to operate a vehicle without a driver, Pierce said.

The vehicle will join Cruise's testing fleets in San Francisco, metropolitan Phoenix and Detroit.



This pink Camaro is on display at GM HQ for breast cancer awareness.

## GM Splashes Pink to Raise Breast Cancer Awareness

Think pink. That's the message Chevrolet is getting out this October.

For the seventh consecutive year, Chevrolet and General Motors employees, dealers and customers are joining in the fight against breast cancer by supporting the American Cancer Society Making Strides Against Breast Cancer walks, said GM spokeswoman Afaf Farah.

Chevrolet and participating dealers across the United States also support the Making Strides Against Breast Cancer program through event sponsorships, team participation, customer engagement and other activities, Farah said.

The money raised helps fund

the American Cancer Society's efforts in breast cancer research, education for health care professionals, screening guidelines and promotion for early detection. Since 2011, Chevrolet has helped the American Cancer Society raise more than \$7.7 million.

Also in recognition of breast cancer awareness, the towers of GM's Renaissance Center global headquarters in Detroit will glow with bands of pink during October, which is Breast Cancer Awareness Month, said Paul Edwards, U.S. vice president, Chevrolet Marketing.

"The Chevrolet team knows how important it is to be part of

Continued on page 2

## TARDEC Teams Up With Auburn University To Demonstrate New Vehicle Technologies

Auburn University has joined the U.S. Army Tank Automotive Research, Development and Engineering Center, or TARDEC, to conduct a live demonstration of autonomous vehicle technology traveling across the border between the U.S. and Canada.

The capabilities of truck platoons were showcased traveling down I-69, going east across the Blue Water Bridge connecting

Port Huron with Ontario before returning to the U.S., said Bernie Theisen, project manager for TARDEC's leader-follower program.

The demonstration was conducted in cooperation with the Michigan Department of Transportation.

Truck platooning links two or more trucks using vehicle-to-vehicle wireless communications

technology and sensors that allow them to maintain a set, close distance between each other automatically. Truck platooning generates tremendous returns in terms of increased fuel efficiencies, decreased traffic congestion and improved safety for both commercial and military applications.

Continued on page 3



TARDEC vehicles will undergo special testing by Auburn University staff in Port Huron.

## Detroit's Corktown Neighborhood Gets New Manufacturing Innovation Center

Efforts to boost manufacturing in Michigan moved forward with the opening of a new manufacturing innovation facility in Detroit.

Two Manufacturing USA institutes – The Institute for Advanced Composites Manufacturing Innovation (IACMI) (Knoxville, Tenn.), and LIFT- Lightweight Innovations for Tomorrow (Detroit) – celebrated Manufacturing Day Oct. 6

by cutting the ribbon on and hosting an open house at the new IACMI/LIFT manufacturing innovation facility in Detroit's Corktown, said event spokesman Tom Wegehaupt.

The event included more than 160 Detroit-area K-12 students participating in hands-on STEM activities, and comments from Michigan Governor Rick Snyder,

Detroit Mayor Mike Duggan, U.S. Senator Debbie Stabenow, Congresswoman Brenda Lawrence, Michigan State University President Lou Anna K. Simon, and many other leadership stakeholders for both institutes.

The center houses the LIFT headquarters and the IACMI Ve-

Continued on page 4



Metro Detroit high school students were shown the new manufacturing innovation center in Corktown.



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## Learn About the Hammered Dulcimer

The Civic Center branch of the Warren Library is hosting a workshop titled, "Introduction to the Hammered Dulcimer" on Monday, Oct. 23.

The event begins at 6 p.m., said Warren librarian Cyndi Knecht.

"Come to the library and experience the unique sound of the hammered dulcimer," Knecht said. "This will be an interactive program that combines performance with 'hands-on' opportunity for people who want to experience this instrument up close and personal. You will get to hear, touch and even play a hammered dulcimer. All ages are welcome, but children must be accompanied by an adult."

Knecht said that space for the event will be limited, so people interested in attending should call 586-574-4564 to register and reserve a spot.

The Civic Center branch is located on the ground floor of the Warren city hall off of Van Dyke, across from the GM Tech Center.

# Warren Getting New Library Branch/Mini-Police Station

by Jim Stickford

After years of effort, bad weather could not put a stop to the Oct. 12 groundbreaking for the new Civic Center that will function as a library/mini-police station.

The new building will be built at the corner of Van Dyke and Republic, just north of Nine Mile in Warren.

Warren Library Director Oksana Urban said, "As library director, I look to the building of a 9,400-square foot state-of-the-art library. The facility will have computers, study rooms, a community room that will seat 80 people and a special needs playground.

"The staff that will work here are creative, resourceful and helpful. They will reach out to the surrounding community and provide the kinds of services that benefit all. I also want to thank the citizens of Warren for approving the millage that finances this project. They helped make a lot of dreams come true."

Urban said the Warren library

just opened up the new Dorothy Busch branch of the library earlier this year.

Frank Pasternak, chairman of the Warren Library Commission, said when they campaigned for the millage to finance improvements to the library sytem a few years ago, they made a lot of promises about what would be created with taxpayer money.

"What you're seeing here today is the result of the efforts of

so many," Pasternak said. "This is going to be a beautiful library once construction is completed."

Warren Mayor James Fouts said the project is not being paid for out of the city's general fund, but from the library millage and TIFA funding.

Warren Police Commissioner William Dwyer told the people at the ceremony that he not only was born in the neighborhood but "grew up here" where the

Civic Center is going to be built.

"I really think this building will help reduce crime once it is completed," Dwyer said.

"This will be a mini-police station that will be open 24 hours a day, seven days a week. It's just one of the things we're doing to reduce crime in this neighborhood.

Library officials say the new building should be open by the spring of 2019.



Artist's rendering of the future library branch/mini-police station scheduled to open by the spring of 2019.

## GM Thinks Pink for 2017 Breast Cancer Awareness Month

CONTINUED FROM PAGE 1

the fight against breast cancer, as many of our own family and friends have been affected by the disease," said Edwards. "We are proud to partner with the American Cancer Society and our dealers once again to raise awareness and funds for research toward a cure."

Chevrolet will participate in national, regional and local events and activities all month.

- Chevrolet will support the partnership through a social media engagement program in October that encourages

people to share that they drive for Chevrolet in the Twitter account, "#IDriveFor." Chevrolet will contribute \$5 (up to \$400,000) for every social post on Twitter or Instagram using #IDriveFor.

- Chevrolet will donate \$350 (up to \$50,000) for each caution lap taken by this year's Team Chevy-commissioned pink Chevrolet SS Pace Car. The donations will be offered at two NASCAR Monster Energy Cup Races at Talladega Superspeedway on Oct. 15 and Martinsville Speedway on Oct. 29.

The American Cancer Society and Chevrolet will also host breast cancer survivor events where survivors and caregivers will have once-in-a-lifetime experiences on the tracks.

- Chevrolet and GM employees across the country are participating in local Making Strides Against Breast Cancer walks by gathering co-workers, family and friends to show their support.

A number of employees will participate in the Detroit walk

at Hart Plaza on Saturday, Oct. 21.

Hundreds of dealerships are sponsoring teams in community walks throughout October.

Those interested in participating in a Making Strides for Breast Cancer walk in their community can visit [www.makingstrides-walk.org](http://www.makingstrides-walk.org).

"We are delighted that Chevrolet is once again supporting the American Cancer Society during Breast Cancer Awareness Month.

"By encouraging their customers and communities to become involved, they are helping raise awareness and funds to end breast cancer through our Making Strides Against Breast Cancer walks and social media," said Sharon Byers, chief development and marketing officer for the American Cancer Society.

"We are very grateful for corporate sponsors such as Chevrolet who continue to increase breast cancer awareness and help us attack cancer from every angle."

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The 2018 Equinox's interior has materials developed for everyday use.

## New Equinox Interior Cloth Fashionable Stain Fighter

Stains happen, and when stains happen on one's car seat people turn to social media to share experiences and track the latest trends in fashion and design.

So does Chevrolet, said GM spokeswoman Katie Amann.

When working on the 2018 Equinox's interior, the design team crafted a comfortable, fashion-forward interior with features and materials developed for easier everyday use, Amann said.

During the process, they followed real people on Instagram and other social media channels, along with designers and lifestyle influencers, monitoring color and fabric trends as well as common consumer problems such as dark-wash denim staining other fabrics it touches – including new-vehicle seats.

"Many fashion trends disappear after a year or two, while the Equinox is designed for the long haul, making the durability of its materials very important," said Mara Kapsis, color and trim designer for the 2018 Equinox. "By following real people and absorbing the little things in life that help or hinder them – such as photos posted of muddy paws, spilled drinks or stains on the seats – we learned more about how we could make the new Equinox easier to live with and enjoy every day."

The 2018 Equinox interior offers a durable denim-like seat fabric that is easy to clean, or available leather seating surfaces with a treatment to resist staining and scuffing, Kapsis said.

The denim-like material's appearance and color were inspired by contemporary trends in black denim clothing, while the material offers exceptional wear resistance and easy clean-up.

"The fabric is very durable, while the color and even the pattern help hide dirt and stains," said Kapsis. "It's also very easy to vacuum and clean, which saves owners time and helps keep the interior looking great year after year."

As for the available leather-trimmed seats, the newly developed surface treatment makes it easier to clean any "bleeding" of other materials such as new jeans and annoying scuffs from black leather belts or boots.

"The Equinox is designed for the way our customers live," said Kapsis. "Complementing its style with durable, easy-to-clean materials helps ensure it and its owners make a fashion statement every day."

Fashion forecasting was also part of the process, as the design

team needed to anticipate color trends about three years ahead of the Equinox's launch, which is typical for vehicle design.

"More than anticipating where design will be when the vehicle is introduced, you've got to balance it with a timeless quality that will keep it looking modern for years to come," said Kapsis. "There's risk involved with that, but it paid off with the new Equinox."

The new 2018 Equinox, said Kapsis, is a fresh and modern compact SUV that features an expressive design, increased cargo space, the latest connectivity, an expanded roster of available safety features and an all-new range of turbocharged engines – including the segment's first turbo-diesel.

Purposeful technologies are designed to help keep passengers safe, comfortable and connected, Amann said. Teen Driver is offered, along with safety features such as Safety Alert Seat, Surround Vision, Forward Collision Alert and more.

## TARDEC Testing New Vehicle Technology

CONTINUED FROM PAGE 1

"Auburn University and TARDEC researchers are advancing this technology to the point where it is ready for commercial and military uses," said David Bevy, director of Auburn University's GPS and Vehicle Dynamics Laboratory and professor of mechanical engineering. "Today's live demonstration under real-world traffic conditions highlights just how far this paradigm changing technology has come."

Auburn's two Peterbilt 579 trucks led the mixed convoy of commercial and military trucks using autonomous platooning software that Bevy's research group developed.

The autonomy software utilizes GPS and other on-board vehicle data shared over Dedicated Short Range Communication (DSRC) radios in conjunction with radar measurements to allow the convoy to maintain a set distance between each truck.

"We are proud to contribute key technology and expertise to this groundbreaking demonstration as part of our longstanding partnership with TARDEC," said Chris Roberts, dean of the Samuel Ginn College of Engineering at Auburn University. "The important work Dr. Bevy and his autonomous vehicle research development team are engaged in with TARDEC will go a long way toward bringing this exciting, life-saving technology to commercial and military application."

The Army's vehicles in the convoy, two M915 "line haul" tractors carrying flatbed trailers loaded with cargo containers, are each equipped with TARDEC's Autonomous Mobility Appliqué System technology which enables a full range of capabilities, from driver-warning features like in today's commercial automobiles to fully-autonomous opera-

tion, which can move the vehicle along a path using pre-programmed waypoints.

"Driverless capabilities can do so much for our soldiers and their missions," said Bernie Theisen, project manager for TARDEC's leader-follower program. "We can move soldiers out of the convoy trucks and into missions where they're uniquely suited, and this technology can significantly increase the safety for those soldiers who do continue to operate the convoys."

On display at this demonstra-

tion are the vehicle's automated acceleration and deceleration features, which allow the vehicle to adjust its speed and braking according to instructions passed back to it from the lead vehicle.

Additionally, the Army's trucks are enabling the automated steering feature. With this capability, the truck's computer receives information from the lead vehicles and steers the truck accordingly. This is the first time the Army has tested this capability on a public roadway, said Theisen.

Kristin Newsome,  
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# Detroit’s Corktown Gets a New Innovation Center

CONTINUED FROM PAGE 1

hicles Scale-Up Facility, the research and development hub for the IACMI Vehicles Technology Area. This event capped a near-\$50 million investment in world-class manufacturing equipment and improvements to the Corktown facility, recognizing the future of innovative research in both composites and metals.

The institute’s co-location was announced in 2015 and, one year later, Wegehaupt said, the two institutes celebrated their combined investment in the innovation center, which began the acquisition and installation of equipment in the joint facility.

IACMI’s and LIFT’s investments have allowed institute members, partners, and others in the industry to conduct research and development projects in both lightweight metals and advanced composites.

It also continues to provide education spaces for students and adult learners focused on developing careers in the composites and lightweight materials industries.

“I appreciate the incredible investment that these two world-class research and development institutions are making in our state and the city of Detroit,” Gov. Rick Snyder said.

“With Michigan’s talented workforce and reinvented business climate, I am confident that this partnership between IACMI, LIFT and our state will be an extremely prosperous one.”

Manufacturing Day is a national celebration of modern manufacturing, encouraging the next generation of STEM workers to recognize the innovative possibilities of the future of manufac-

turing in the U.S. Last year’s Manufacturing Day reached more than 267,607 students, and had more than 595,000 participants overall.

This year’s national event continues to grow, and the IACMI/LIFT ribbon-cutting engaged a large audience of K-12 students, Michigan government and state university stakeholders, Michigan State University engineering students, and industry professionals from across multiple states.

The Detroit-area students participating in the event engaged in hands-on STEM events such as building hovercrafts out of compact discs, and creating an automobile out of different materials and testing the characteristics through virtual reality, Wegehaupt said.

They also had the opportunity to tour the facility and speak with engineers and MSU engineering students about career options.

The students gathered with more than 200 industry, government, and university attendees to join for speaking remarks where they learned more about the impact manufacturing has on the Detroit community, the State of Michigan and the country from the leaders on hand for the event.

“Being headquartered in Detroit, it is critical for our institute to open our doors to Detroit-area students to learn about LIFT and to understand the opportunities for engineering careers and innovative research that will affect the future of the auto industry – and is being done right here in our community,” said LIFT Executive Director Lawrence E. Brown.

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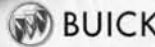
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# Cadillac Racing Wins 2017 Team Championships

Cadillac V-Performance racing team Konica Minolta Cadillac retired from Oct. 7's IMSA WeatherTech Championship Motul Petit Le Mans just over two hours in, but accumulated enough run time to win the DPi drivers and team championships for the year 2017.

The Mustang Sampling Cadillac closed the year as the Tequila Patrón North American Endurance Cup (TPNAEC) champions and Cadillac was crowned manufacturer champ.

Cadillac's season-ending honors included:

- DPi manufacturer championship.
- TPNAEC manufacturer title.
- Ricky and Jordan Taylor 2017 IMSA WeatherTech DPi driver champions.
- Konica Minolta Cadillac DPi team champions.
- Mustang Sampling Cadillac drivers Joao Barbosa, Christian Fittipaldi and Filipe Albuquerque win the TPNAEC DPi driver championship.
- Mustang Sampling Cadillac wins the TPNAEC DPi team championship.
- Whelen Engineering drivers Dane Cameron and Eric Curran finish second in the driver's championship.
- Mustang Sampling Cadillac drivers Joao Barbosa and Christian Fittipaldi finish third in the driver's championship.
- Cadillac teams combined to win seven races in 2017: Rolex 24 Hours At Daytona, Twelve Hours of Sebring, Long Beach, Circuit of the Americas, Detroit, Watkins Glen, and Canadian Tire Motorsport Park.

The No. 10 Konica Minolta Cadillac team with drivers Ricky and Jordan Taylor, with help in the long races from Max Angelelli, Jeff Gordon, Alex Lynn and Ryan Hunter-Reay, were able to capitalize on their five-win season for the team and driver crowns.

"We are happy to win the

championship," Ricky Taylor said. "The team and car have run flawlessly all year. It's too bad to have an issue at Petit Le Mans when we were fighting for the TPNAEC title. It was a crazy start to the race with the wet and then going dry. It was a lot of work at the start.

"The team did a great job all year, everyone at Cadillac, Dallara and our sponsors at Konica Minolta all have a hand in this championship. The five wins to start the season was great and especially winning the Rolex 24 and Sebring – the stuff all drivers dream about. To win it with my dad, Jordan and Max, who is also family, is really a dream season."

"Being with Ricky the past four years, we have been close to winning the championship," Jordan Taylor said. "It means a lot to win it with family and Max is like family, as well. We started the year strong with five straight wins. Add the victories at Daytona and Sebring, Ricky had all of those poles, and we won Long Beach, too. Winning at Detroit is great, as well. We are a family team. The crew is very close. We were the first ones to work with the Cadillac this year."

"We are really happy to win the drivers and team championship, as well as helping to secure the manufacturer championship for Cadillac," Wayne Taylor said. "We had finished every single race this year. I am not really sure what happened today. We lost drive to the car and we had to withdraw from the race.

"That doesn't take away from what we accomplished this year with five straight wins and taking the big ones at Daytona and Sebring.

"Winning in Detroit for Cadillac is always special, as is winning on the streets of Long Beach for Konica Minolta. A great accomplishment by the team, everyone at Cadillac, Dallara, ECR Engines and, of course, our sponsor Konica Minolta."



## Van Dyke Across From GM Tech Center



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48093

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## Pickups Get Fancy-Schmancy

DETROIT (AP) – Heated and cooled seats. Backup cameras. Panoramic glass roofs.

Not exactly what springs to mind when you think of a pickup. But that's what American truck buyers increasingly want, spending an average of \$46,844 on a pickup, according to *Kelley Blue Book*.

That's more than the starting price of luxury SUVs like the Mercedes GLC or the Lexus RX. In 2016, pickup trucks made up a little more than a third of all vehicles that sold for over \$50,000.

At the State Fair of Texas this month, Ford Motor Co. is displaying its most expensive pickup yet: The F-Series Super Duty Limited, a luxury heavy-duty truck with a starting price of \$80,835. It has custom two-tone leather seats, a heated steering wheel wrapped in hand-stitched leather and high-tech features like a 360-degree camera system that guides drivers when they're hitching up a trailer.

A fully-loaded F-450 – the biggest version of the Super Duty – will top out at \$94,455. It's capable of towing an Air Force F-35 fighter plane, but it also has masaging seats.

Fiat Chrysler's Ram brand is also showing luxury pickups at the fair. The 2018 Laramie Longhorn Southfork edition has a walnut-trimmed steering wheel and 4G Wi-Fi capability. The Heavy Duty Lone Star Silver, sold only in Texas, has a luxurious bright chrome grille. Both start around \$50,000 and will be available later this fall.

On a recent visit to the fair, some visitors balked at the prices. One said he'd rather buy a Mercedes S-Class if he had \$80,000 to spare. But others took the high prices in stride.

"It's awesome. I'd love to be going down the road in it right now," said Paul Churchill as he sat in the cab of the Super Duty Limited. "If you're looking for all the technology they have in these trucks now, it's probably worth it."

Demand for luxury trucks is strong. Ford says around half of the individual buyers who purchase Super Duty trucks opt for one of its three luxury versions – King Ranch, Lariat or Platinum. The Limited version will sit at the top of that heap.

The luxury trend has helped pickups outpace the industry in terms of the prices they command. So far this year, the average vehicle is selling for \$34,671, up 38 percent from 2005. The average price of a full-size truck has jumped 54 percent in that same period, to \$46,844.

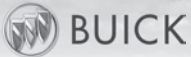
Rebecca Lindland, an executive analyst with *Kelley Blue Book*, says luxury truck buyers cut across age spans but share a mindset. They could buy a German luxury car, she says, but they want the blue-collar brawn of an American truck – or, in Toyota's case, a full-size truck built in Texas.

"These are people with money. These are people who have been very successful," she said. "All they want is the most tarted-up pickup they can buy."

Ford kicked off the luxury truck trend in 1999 when it introduced the Harley-Davidson F-Series. The King Ranch edition followed in 2001. General Motors Co. brought out its high-end GMC Sierra Denali pickup in 2002; the Chevrolet Silverado High Country followed in 2014. The Ram Laramie Longhorn arrived in 2010.

Todd Eckert, Ford's truck group marketing manager, stressed that Ford is still meeting the needs of buyers who want an everyday work truck.

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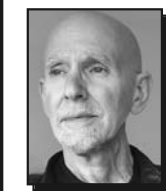
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\*Lease figured with \$1500 Dealer INC. Certifies Program subject to change while INC Supplies Last. \*Lease example is Stock Specific. \*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. \*All lease/purchase examples are figured with GM employee pricing. Lease conquest rebate qualifies to customers who have a non GM lease in household set to expire within 365 days of new lease/purchase delivery date. \*Buick/GMC lease loyalty rebate applies to customers who have a current Buick/GMC lease in household. INC certifies may apply to lease/purchase examples and are good while dealer supply lasts. Prices subject to change during the month of October 2017. \*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. \*For GM Employee Purchase or Lease Conquest Rebate Customer Must Have Non GM Lease in Household To Expire Within 365 Days Of Delivery Of New Purchase or Lease. Programs subject to change. \*\*Additional 2 payments of a max amount of \$400.00 total. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 10/31/17.

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Stock# H40489

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Was \$21,895    Sale Price: \$14,699\*

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\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

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PERIOD!

2017 CRUZE "LT"



- Automatic Transmission!
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- Power Driver's Seat!
- Rear Camera!
- Remote Start and Entry!
- Rear Vision Camera!
- Bluetooth for Phone!

Stock# H32439

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Was \$23,870    Sale Price: \$16,999\*

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\$179\*

\$999 Down

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PERIOD!

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MONDAY!

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- Remote Start and Entry!
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Stock# H37026

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PERIOD!

THIS DEAL ENDS  
MONDAY!

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Friday	8:00 AM - 6:00 PM

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35500 S. Gratiot Avenue... North of 15 Mile / Clinton Township / FIND NEW ROADS™

\*Pictures may not represent actual sale vehicle. All applicable incentives including bonus cash, bonus tags, competitive lease, lease conquest and/or lease loyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax, plate and CVR fees and were valid at time of printing. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$1000 trade-in guarantee is on 2004 thru 2014 model year vehicles in drivable condition less reconditioning costs. No branded, salvage or rebuilt titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 10/20/2017 @ 6:00PM.

