

# Chrysler, Suppliers Team on Energy Savings

Chrysler Group, LLC was recognized last week with the Orion Environmental Stewardship Award for the auto giant's dedication to protecting the health of their communities, natural resources and the global environment.

In addition to developing green products as part of their SmartWay Vehicle Certification program, and their work to develop alternative fuel vehicles, Chrysler is in the process of completing energy efficient lighting retrofit projects that will decrease their electricity consumption by 2.9 million kilowatt-hours a year at their GEMA Engine Plant in Dundee, Mich. and the Mt. Elliott Tool and Die Facility in Detroit.

As a result, Chrysler will reduce 38,500 tons of greenhouse gasses throughout the life of the system including carbon dioxide, sulfur dioxide, nitrogen oxides and mercury, which are all byproducts of electricity generation. The energy efficient lighting was designed and manufactured by Orion Energy Systems, a Manitowoc, Wisconsin-based power technology enterprise that designs, manufactures and deploys energy efficient and renewable technology for commercial and industrial companies, and supplied by McNaughton-McKay Electric Company based in Madison Heights.

Chrysler was recognized by Orion's President and Chief Operating Officer Michael



PHOTO: MCNAUGHTON-MCKAY

**Chrysler's Paul Bedich, second from right, helped organize a Chrysler / McNaughton-McKay team that has been driving electricity costs savings at Chrysler plants in the Detroit area.**

Potts and McNaughton-McKay's Sr. Executive VP of Sales & Marketing, Rick Dahlstrom during McNaughton-McKay's 100th Year Anniversary Open House celebration.

"This project is an excellent example of what Orion refers to as permanent distributed load reduction," said Orion President and Chief Operating Officer Michael Potts. "Chrysler's commitment to reducing the electric load where it is used has far reaching benefits both from an economic and an environmental standpoint.

"It's good for the economy because it saves Chrysler money on their energy bill and it reduces the need to generate, transmit and distribute the electricity, a process in which 65 percent of all prime energy is lost. It's good from an environmental standpoint because of the obvious greenhouse gas emission reductions."

Chrysler is obviously

pleased with these environmental developments.

"We are very proud to receive this award from Orion and McNaughton-McKay," said Paul Bedich, Chrysler's Energy Commodity Manager. "This was truly a collaborative effort between Chrysler, the GEMA and Mt. Elliott facilities, the supplier and the utility, DTE Energy. These facilities have realized cost savings, energy reductions and are helping us minimize the environmental impact of our operations."

Orion's technology on average increased light levels by 50 percent and provided a natural color of light, which is proven to increase morale and productivity. The high-intensity fluorescent technology also turns on instantly as opposed to the traditional high-pressure sodium lighting it replaced, which can take upwards of 15 minutes to warm up and typically produces an orange hue.

The reduced electricity is enough to power 278 homes a year and is expected to save Chrysler hundreds of thousands annually in light-related energy costs. In terms of environmental impact, the electricity reduction is the air scrubbing equivalent of a 536-acre forest or like saving nearly 5 million gallons of gasoline over the life expectancy of the fixtures, according to the Environmental Protection Agency.

"McNaughton-McKay has been working closely with the Chrysler Corporate Energy Management Operations Group, Corporate Purchasing and individual plant Facility Managers over a three year initiative to identify cost and energy saving opportunities. These awards acknowledge the first major results of this initiative," stated Dahlstrom.

Supplier McNaughton-McKay's main offices are in Madison Heights.

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## MDOT Cites Safe Driving

Are you ready for fall driving conditions? The Michigan Department of Transportation (MDOT) has several driving tips that can help make everyone safer in these early months of autumn:

1) Remember to make adjustments for the amount of daylight. We lose a minute to daylight each day until the clocks are set back in November. If you are going outdoors, this safety slogan can be life-saving: "Be Safe, Be Seen."

2) Avoid driving over wet leaves (or through leave piles in streets or driveways) because wet leaves reduce tire traction;

3) Come to a controlled stop if a deer begins to cross the road in front of you; with an active herd, just remember — don't veer for deer;

4) Always remember to keep a fully stocked emergency kit in your vehicle, including food, water, other basics and a flashlight;

5) Watch out for frost on the road. Frost can make the road surface slippery, especially on bridges and overpasses.

6) Plan ahead for changing weather conditions and winterize your vehicle. We're in Michigan — the first snowfall can happen at anytime.



Chrysler is touring the country with a mobile showroom featuring the automaker's latest vehicles. The mobile tour is projected to travel about 12,000 miles across the country in the next 10 weeks.

## Chrysler Puts Its 'Mobile Showroom' On the Road Across the Continent

Chrysler Group LLC has taken 10 of its Chrysler, Jeep, Dodge and Ram Truck vehicles on the road in a 10-week mobile showroom.

The new and exciting mobile marketing tour is designed for thousands of employees that work for Chrysler Group affiliate companies and suppliers like Case New Holland, Comau, 3M, Union Pacific Railroad and Mohawk Industries.

The cross-country tour launched last week and will continue through mid-November, providing affiliate and supplier employees with a great opportunity to preview both 2011 and 2010 Chrysler Group vehicles in a pressure-free environment.

The mobile showroom will visit 50 companies that combined have more than 22,000 employees. The vehicles are being transported to each location in three trailers wrapped in festive Chrysler, Jeep, Dodge, Ram Truck and Mopar brand graphics. One of the trucks features a Dodge Viper ACR visible through a display window.

The caravan will travel about 12,000 miles during the 10-week excursion.

"We're taking the showroom directly to our affiliate and supplier employees, where they can check out our

2011 models and talk to our product specialists in a fun and relaxed environment right at work," said Fred Diaz, President and Chief Executive Officer of the Ram Truck Brand and Lead Executive for U.S. Sales.

The mobile showroom was launched with the all-new 2011 Jeep Grand Cherokee, 2011 Jeep Wrangler Unlimited, 2011 Dodge Caliber, 2011 Ram 1500 and 2011 Ram 2500.

The 2010 model year vehicles are the Chrysler 300S, Chrysler Town & Country, Dodge Journey, Dodge Challenger and the Dodge Viper ACR.

Additional 2011 model year

vehicles will be added to the tour as they become available. The Jeep Grand Cherokee, it might be noted, is built in Detroit.

Chrysler Group is proud to recognize the business relationship with its affiliate and supplier companies by offering these employees a discount on their next vehicle purchase or lease.

The discount is in addition to most consumer incentives available at the time of the sale at Chrysler Group dealerships.

The stops last week included 3M in St. Paul, Minn. and Case New Holland locations in Fargo, N.D. and Benson, Minn.

## BorgWarner Touts SAE

Auto supplier BorgWarner will continue its support and funding for the SAE Foundation through 2012.

The support and monies provided by BorgWarner, Inc. will be used to help promote the continued awareness, funding and distribution of SAE International's education programs.

With such unrestricted funding, the SAE Foundation can take advantage of emerging opportunities, ideas and innovations related to its larger philanthropic mission.

"We are very pleased that BorgWarner will continue their support of the SAE Foundation," said Matthew Miller, director, SAE Foundation and Pre-College Programs.

"The SAE Foundation is a recognized leader for innovative programs supporting the advancement of science, technology, engineering and mathematics education, and that can only be done through the support of our corporate partners." BorgWarner is in Auburn Hills.

## Pike: Hybrid Sales to Surpass 740K

Commercial and government fleet managers are looking to a variety of technologies to protect their budgets from increasing fuel costs and, at the same time, meet emissions-reduction targets.

Fleet operators are increasingly finding that hybrid electric vehicles (HEVs) can help accomplish both goals — improving fuel economy between 5 and 40 percent and lowering emissions 10 to 50 percent below comparable vehicles with internal combustion engines.

According to a new report from Pike Research in Boulder, Colo., the global market for HEV light-duty vehicles in the fleet sector will increase at a compound rate of 17.5 percent during the years from 2010 to 2015, with vehicle

sales in this category surpassing 740,000 per year, by the end of that time period.

"There is a compelling case for hybrid fleet vehicles from the perspective of fuel efficiency and environmental impact, but a number of economic challenges still remain for the industry," said senior analyst David Hurst.

"Lifetime costs for HEVs, including the cost of the vehicle plus fuel, can often be higher than ICE vehicles. However, a number of government incentives are helping to close the gap for fleet operators.

"In addition, many fleet managers are electing to purchase HEVs as a means of complying with requirements to reduce fleet emissions, as well as to hedge against higher fuel costs in the future."

Hurst adds that passenger cars will be the largest such segment for HEVs in fleet markets, but some of the highest growth rates over the next five years will be in the SUV and pickup truck segments, particularly in the U.S.

For plug-in hybrid electric vehicles (PHEVs), Pike Research anticipates that passenger cars will be even more prominent, representing more than 80 percent of the fleet market in 2015, due to automakers' focus on consumer markets for PHEV model launches.

The Pike study examines global "growth drivers" and business case considerations for fleet managers, and includes a detailed market forecast, segmented by world regions and key countries.

## GM Serves as Platinum Sponsor of DEER Gathering

By Gerald Scott  
Staff Reporter

Perhaps the most engaging aspect of the DEER Engine Conference at the RenCen Marriott in Detroit last week was that GM was one of the five notable "platinum level" corporate sponsors.

GM served in that role along with Caterpillar, Cummins, Detroit Diesel and Navistar.

The conference used to focus exclusively on diesel engine development, but these days the DEER acronym stands for Directions in Engine-Efficiency and Emissions Research Conference.

From a Detroit auto industry point of view, GM's sponsorship and participation were welcomed if only because a year ago, coming off bankruptcy, GM seemed to be walking on eggshells as far as having a market presence at these types of functions went.

At the RenCen Marriott's exhibition hall, GM had a large, representative pavilion full of its latest engine products and among the several GM employees staffing the booth was John Bucknell, senior powertrain engineer, Advanced Power Generation at

GM Powertrain in Pontiac.

Bucknell explained GM's display offerings, which included its 2.4L fuel efficient engine.

"The 2.4-liter EcoTec appears on the Theta platform, which is the Equinox and the Terrain, then launching now on the LaCrosse and Regal," Bucknell said.

"Behind us we have our six-speed, front-wheel drive automatic (transmission)."

Bucknell himself was lead calibrator on the 2.4-liter engine. "Thirty-two mpg on the freeway, that was quite an accomplishment," he said.

Bucknell is a three-year GM Powertrain veteran engineer who has worked in both Warren and Pontiac.

"I moved to GM Powertrain World Headquarters a year ago May," Bucknell recalled.

"The large diesel truck engine guys, the transmission guys, all moved out to Pontiac because of our new (lab) there."

Bucknell wasn't presenting a paper at DEER, but he nonetheless was able to speak knowledgeably about GM's overall powertrain and engineering research efforts to the hundreds of people visiting the big and busy DEER

conference and show.

"Certainly, diesel technologies and gasoline technologies have a lot of overlap, right?" Bucknell said.

"That's why we're hosting it — the DEER Conference is no longer just diesel, it's all propulsion technologies."

Presenting engineers came from all over the world to talk about the latest trends in powertrain technologies, including the impact that newer and harsher emissions and fuel efficiency regulations might have on current and future engine offerings from all of the OEMs.

GM Vice Chairman Tom Stephens spoke at the opening day of the DEER event and he hinted that GM might come out with a diesel-engine passenger car within a few years, but he didn't add a lot of details about how that possibility might play out or which GM car brand it would appear on.

Otherwise, visitors enjoyed a wide variety of technical presentations about leading-edge research in everything from diesel engine-filtration trends to which metals and chemicals should be used in catalytic converters to make them longer-lasting and even

more fuel efficient than they already are.

The U.S. Department of Energy also helped sponsor the annual DEER event.

Attendance was remarkably high at the conference — automakers from all over the world sent engineers and other representatives because everybody is being squeezed by new emissions laws.

## New Wind Farm To Start in 2011

BRECKENRIDGE, Mich. (AP) — A company is moving forward with plans to build 125 wind turbines near Breckenridge in Gratiot County.

Invenergy Wind announced last week that the 30,000-acre wind farm is expected to be operating by late 2011 about 100 miles northwest of Detroit. It will have the capacity to power nearly 54,000 homes.

Invenergy says it will be the largest wind farm in the state. Invenergy Wind is affiliated with Chicago-based Invenergy LLC.

Detroit-based DTE Energy Co.'s Detroit Edison subsidiary plans to buy power from the wind farm.



PHOTO: GERALD SCOTT

Staffing the GM booth at the DEER engine conference at the RenCen in Detroit last week was John Bucknell, senior project engineer, Advanced Power Generation of GM Powertrain. On display is GM's 2.4L engine, which Bucknell helped calibrate.