

TRW Plans to Build New Facility for China Market

AUTO SHANGHAI, CHINA – TRW Automotive Holdings Corp. last week announced plans to open a new Technical Center in China in 2013. The 32,000 square meter facility will be built in Anting and will be able to accommodate more than 1,000 engineers.

John Plant, TRW Automotive president and chief executive officer, explained: “The new Tech Center in China demonstrates our long term commitment to China and the region and when complete will be one of our largest technical facilities worldwide. With over 26 million vehicles predicted to be built in the year 2016 in China, the automotive industry needs to be prepared to support this tremendous growth. Our Tech Center will support our customers with their ambitious plans.”

The new Technical Center will house research and development, engineering design and application, testing and validation activities across all of TRW’s product lines – and will be able to directly provide its customers with technical and commercial services.

It is planned that construction of the site will commence in autumn of this year and will be ready for operations in 2013.

On a related note, TRW Automotive Holdings Corp. is also demonstrating its leadership in cognitive – or intelligent – safety solutions designed for a full range of vehicles, at the Auto Shanghai International Motorshow, in China, which opens today.

TRW’s John Plant said “At Auto Shanghai this year we’re demonstrating how TRW has the broadest portfolio of safety systems of any global supplier and how we’re bringing this expertise to help protect drivers, occupants and other road users in China. “We’re expanding our safety campaign in China – highlighting the importance of vehicle safety – especially to wear seatbelts and increase road safety awareness. Almost a quarter of global deaths in children are as a result of road traffic incidents, according to World Health Organization statistics.

“To tackle this key challenge, we have created a range of resources to support the communication of key messages about road safety to young people and will now focus on making the tools available as widely as possible.”

TRW’s presence at Auto Shanghai highlights how it is taking an elevated approach to safety in three ways:

through advanced systems; by improving value and offering more affordable solutions; and through a range of innovative fuel efficient systems to help reduce the impact of harmful emissions on our environment. TRW’s stand focuses on these three key areas which underpin Cognitive Safety: ‘Advanced Thinking’, ‘Smart Thinking’ and ‘Green Thinking’.

Executive vice president of sales and business development, Peter Lake, remarked: “With Advanced Thinking, we’re demonstrating to Auto

Shanghai visitors how we use our suite of sensors to integrate radar, video, steering, brakes, crash sensors and more. For example, TRW is highlighting its Automatic Emergency Braking system, which is the ultimate expression of intelligent safety.”

TRW is also highlighting a number of key technologies which deliver class leading fuel efficiency beyond powertrain, including electrically assisted steering and hybrid enabling braking technologies as well as innovative light weight braking solutions.



TRW announced plans to build a new technical center in China. It will be built in Anting and will accommodate more than 1,000 automotive engineers concentrating on TRW parts and systems.

2011 Shanghai Auto Show Is Off to a Fast Start

By KELVIN CHAN
AP Business Writer

HONG KONG (AP) – Global automakers are bringing their flashiest SUVs, luxury sedans and electric concept cars to Auto Shanghai, China’s biggest auto show of the year, as the industry reels from disruptions caused by the massive earthquake and tsunami in Japan last month.

The show has become one of the industry’s most important as automakers look to booming China to drive profits. China overtook the United States in 2009 as the biggest auto market and growth stayed strong through the global crisis.

General Motors, Toyota, BMW and others, including China’s own small but fast-growing brands, are working hard to woo China’s newly prosperous buyers. World premieres are planned for a new Chevy Malibu, a BMW luxury coupe and other models, putting Shanghai on a par with auto shows in Detroit, Tokyo and Frankfurt as a global platform for new products.

Illustrating China’s rise in the auto world, French automaker Peugeot will show off its SXC, which was conceived at its Shanghai design studio. The futuristic concept car features a conventional gasoline engine driving the front wheels and an electric motor powering the rear, sleek narrow headlights and rear-hinged doors.

The 14th Shanghai International Automobile Industry Exhibition opens Tuesday to reporters and to the public on Thursday.

“Nobody wants to lose out here and everybody wants to play a key role,” said Johan Willems, a Shanghai-based spokesman for GM International Operations.

“Yes, the sales growth is a little bit slower than before, but it’s still growing. This is the biggest market in the

world,” he said, adding that he’s optimistic the auto industry will bounce back from production disruptions. “Companies will deal with it, but I don’t think there’s any long-term impact on vehicles sold.”

The global industry is struggling to rebound from the loss of components caused by Japan’s March 11 earthquake and tsunami, which killed some 25,000 people, caused power shortages and forced factories to shut down. Shortages of crucial parts have forced automakers to temporarily idle some production lines or cut back output at factories in Europe and the U.S.

Toyota Motor Corp., the world’s No. 1 automaker, has announced temporary production halts in Europe and North America due to parts shortages. The company, which has shut down all output in Japan except at three plants, will resume some limited production at its other plants in the near term.

Nissan Motor Co. is suspending production for several days in April at plants in the U.S. and Mexico. Ford Motor Co. also says several North American plants would be closed for part of April.

Chrysler Group LLC is cutting overtime at plants in Canada and Mexico to conserve parts.

China’s market is crowded with global brands, which usually operate through joint ventures with local partners, and fledgling Chinese producers such as Geely Holding Group, the new owner of Sweden’s Volvo Cars, and Chery Automobile Co.

Automakers have been silent about the possible impact of last month’s disaster in Japan on their China operations.

“Normally, China is very self-sufficient in auto production because you have a lot of spare parts locally produced.

However, there also are some critical parts, like electronics, like transmissions systems, that are imported from Japan,” Klaus Paur, chief analyst for China and South Korea at Synovate Motoresearch, told The Associated Press in Shanghai.

With carmakers typically holding six to eight weeks’ worth of Japanese parts in their inventories, “we are coming now, by the end of April and the middle of May, into the critical phase,” Paur said. “If in Japan, production cannot be resumed, then the stock runs out here in China, which means car production cannot be continued.”

Auto companies have been forced to take a close look at their supply chains to see how well they would stand up to a similar disaster, said Ivo Naumann, managing director of Alix Partners.

“It will not be so easy in the short term to move that production somewhere else, but certainly it’s a moment in time when companies reassess their global supply chains,” Naumann said in Shanghai.

China’s auto industry had a banner year in 2010, with 13.7 million passenger vehicles sold, up a third from 2009. It’s unlikely such robust performance will be repeated this year, as tax incentives for some vehicle purchases expire and cities renew efforts to bring traffic under control. So far this year, car sales have grown much slower than the monthly double digit percentage increases seen last year. Sales rose 5.4 percent in March over a year ago to 1.8 million vehicles, up from 4.6 percent in February.

Still, Naumann and other analysts expect China’s overall passenger vehicle market to grow 10-15 percent a year for the next five years.

Automakers in Shanghai will give buyers a first glimpse of new models that will be

sold around the globe, a sign of how the balance of power in the auto industry has shifted eastward.

General Motors Co. promises the global debut of an all-new Malibu, a midsize car that was GM’s biggest seller last year and which it plans to sell in nearly 100 countries. In a sign of the company’s global ambitions for the car, it will also be simultaneously revealed on Facebook.

Other GM products on display will include the Cadillac CTS Coupe, Chevrolet Camaro and a Buick concept SUV.

BMW, one of the top brands in status-conscious China, is planning the world premiere of a new 6 Series luxury coupe in Shanghai, along with a concept M5 executive sport sedan. Mercedes-Benz will reveal its entry-level A-Class concept car while Audi is set to unveil a new Q3 crossover.

Many automakers will also be showing off electric cars, an industry segment that China is trying to position its domestic brands to dominate.

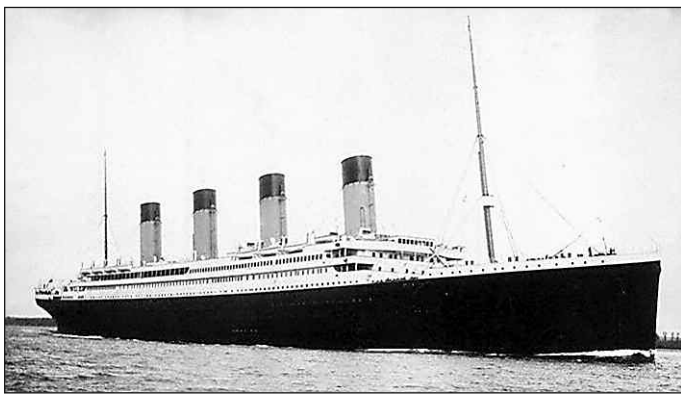
Among the 17 models Ford is bringing to the show is the Focus Electric, a battery-powered version of its popular compact that can be recharged in four hours. Also on display will be the C-Max plug-in hybrid, which can go 500 miles (800 kilometers) on one charge.

BMW and joint venture partner Brilliance China Automotive Holdings Ltd. will show off a plug-in hybrid sedan based on the 5 Series sedan that is set to go into production in 2013.

Toyota will feature several versions of its popular Prius hybrid, including the newest model and a plug-in version that is still in the concept stage.

The Shanghai and New York Auto Shows compete for global attention at the same time.

AP Television News producer Ben Marino in Shanghai contributed to this report.



The Titanic is seen leaving Southampton on April 10, 1912. She would sink five days later, of course. “Titanic: The Artifact Exhibition,” will be coming to the Henry Ford Museum in 2012.

Titanic Tour Set for Next March at The Henry Ford

DEARBORN – On April 15, 1912, Titanic, the world’s largest ship, sank after colliding with an iceberg, claiming more than 1,500 lives. During the 100th anniversary of the sinking, The Henry Ford will host the largest touring exhibition of “Titanic: The Artifact Exhibition,” in Henry Ford Museum, March 31 through Sept. 20, 2012.

“We are privileged to bring this extraordinary exhibit to Henry Ford Museum, especially as 2012 marks the 100th anniversary of the sinking of Titanic,” said Patricia Mooradian, president of The Henry Ford.

“Known as one of the greatest innovations from that era, this ship was ahead of its time with its top-notch engineering, modern equipment and luxuries.

“Touted by the media as the ship that was ‘virtually unsinkable,’ no one could believe the magnitude of this disaster that occurred in April of 1912. As Americans, it’s a story that resonates with us all.”

This exhibition, 10,000 square feet in size, features more than 300 artifacts – 250 of which have never been displayed in Michigan. In addition, visitors will walk through extensive room recreations, be able to get their photos taken near the full-scale replica of the Grand Staircase, as well as learn about passengers on board who had local ties to Michigan.

Moving through this newly redesigned and expanded exhibition, visitors are quickly drawn back in time to 1912 as each receives a replica boarding pass of an actual passenger aboard Titanic. They then begin their chronological journey and “travel” through the life of the Titanic – from the ship’s construction to its on-board passengers, its ill-fated voyage and the amazing artifact rescue efforts that involved divers returning to it in recent years.

Attendees will marvel at authentically recreated first- and third-class cabins, stop for a breathtaking glance at the social hub of Titanic – the Grand Staircase – and press their palms against an iceberg to feel its temperature, all

while learning of countless stories of heroism and humanity.

During the exhibition, The Henry Ford will host a variety of programming related to Titanic, including daily museum activities, presentations and lectures on this legendary ship. More information can be found at www.thehenryford.org/titanic.

“We are thrilled to open ‘Titanic: The Artifact Exhibition’ to such a renown institution during the 100th anniversary of its maiden voyage,” said Katherine Seymour, vice president of Communications for RMS Titanic, Inc.

“On that unexpected night in 1912, more than 1,500 passengers met the same fate no matter their class or place in society; a shocking ending to what was a joyous journey. Their story is our story and it is our honor and duty to share these treasures with Michigan at such a poignant time.”

The Henry Ford in Dearborn is the world’s premier history destination and a National Historic Landmark that celebrates American history and innovation. Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America’s traditions of ingenuity, resourcefulness and innovation.

Its purpose is to inspire people to learn from these traditions to help shape a better future.

Five distinct attractions at The Henry Ford captivate more than 1.5 million visitors annually: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. The Henry Ford is also home to Henry Ford Academy, a public charter high school that educates 485 students a year on the institution’s campus and was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County Public Schools. For more information, visit the website, thehenryford.org.

“Titanic: The Artifact Exhibition” is produced by RMS Titanic, Inc., a wholly owned subsidiary of Premier Exhibitions, Inc.



A Massachusetts supplier will be providing materials for the soft top on the 2011 Chevrolet Camaro convertible.

Fabled Henry Hotel in Dearborn Earns AAA’s Four-Diamond Award

DEARBORN – For the 22nd consecutive year, The Henry, the first and only Autograph Collection hotel in Michigan and formerly called The Ritz Carlton Dearborn, has earned the coveted AAA Four Diamond designation as awarded by the American Automobile Assn. The Henry is one of only 15 lodging properties in the State of Michigan to receive the AAA Four Diamond rating for 2011.

The Gallery Restaurant in the Henry, has also been awarded the prestigious AAA Four Diamond rating for the 7th consecutive year.

“We are proud to be a part of this very elite group of hotels and restaurants to have earned the AAA Four Diamond rating,” said Bill Quiseng, general manager of The Henry. “For over twenty years, this property has achieved a legacy of delivering exceptional service and we have continued this tradition at The Henry.”

Meanwhile, the AAA Four Diamond rating is assigned to lodging facilities that feature upscale accommodations and

offer an extensive array of amenities combined with a high degree of hospitality minded service and an attention to detail culture, AAA evaluators say.

In 2011, a total of 1,349 hotels and 756 restaurants throughout the U.S., Canada, Mexico and the Caribbean received the AAA Four Diamond Award. AAA Four Diamond hotels and restaurants represent just 3.6 percent of the 59,000 approved and Diamond-rated properties extant.

AAA’s more than 51 million members rely on Diamond ratings in the AAA TourBook guide to assist them in making their choices while traveling.

Currently ranked as the No. 1 hotel in Dearborn by TripAdvisor and a AAA Four Diamond Award winner, the Henry is described as the first and only Autograph Collection Hotel in Michigan.

The Henry is located within walking distance to Fairlane Town Center and only three miles from The Henry Ford entertainment complex.

Haartz to Make Soft Tops For Camaro Convertible

ACTON, Mass. – The Haartz Corporation, a leading global manufacturer of convertible top material, last week announced it will supply convertible topping to the 2011 Chevrolet Camaro Convertible.

Haartz has supplied soft top material to the vehicle since the first model in 1967. The 2011 Camaro Convertible is now available in Chevrolet U.S. dealerships.

Current Haartz toppings are engineered with the latest technology to make convertible sacrifices a thing of the past.

The topping retains the chopped-look roofline of the fixed-roof coupe, while the insulated liner creates a silent cab with excellent acoustics. Haartz engineers the material to pass an intense eight-minute water test, ensuring reliability and longevity in all weather conditions.

“The Camaro is the best-selling car in its segment in the U.S., and Haartz is proud to continue to deliver on the rich heritage we have been a part of for more than four decades,” said Matthew Williams, director of business development at Haartz.

“Our premium three-layer convertible topping on the Camaro features an acoustic butyl rubber inner-layer that helps create a quiet cabin, along with the strength and quality to withstand the harshest weather conditions.”

Haartz convertible toppings combine the latest in

textile and plastics technology, Haartz materials offer benefits on par with both coupes and retractable hard tops including all-season driving and superior acoustical and NVH performance, and optimized trunk space when the top is down.

A full-range of customizable laminates allows Haartz to meet the strictest OEM specifications and design targets with lower-cost engineering and manufacturing compared with retractable hardtop designs. Haartz laminates give the automaker the ability to maintain the distinctive appearance of open-air vehicles, top up or down.

The Haartz Corporation is the leading manufacturer of convertible topping for automakers across the globe. In addition to convertible and sport-utility topping, Haartz supplies automotive exterior trim including laminates for truck tonneau covers, tire- and nose-covers, and the recently introduced Defenzall paint protection film.

Haartz also offers a full portfolio of automotive interior trim including moldable coverstocks for door panels, instrument panels and console lids, along with a line of artificial leather for seating, door panel and shift-boot applications.

Haartz has been an automotive supplier since 1907, and continues to be privately owned and operated by the Haartz family.

The company’s headquarters is in Acton, Mass.