

# 'We Focus on the Customer' – GM Safety Director Kent

General Motors Executive Director of Vehicle Safety and Crashworthiness Gay Kent recently shared her insights about the importance of technological innovation and continuous improvement as part of GM's safety strategy.

Kent is an engineer who worked in full-size truck development before holding a variety of positions in vehicle safety and crashworthiness leading to her current position.

**Q: What should customers know about GM's commitment to vehicle safety?**

**A:** Our safety strategy is about providing continuous protection for our customers before, during and after a crash. For example, the crash-avoidance system features a forward collision alert. And a lane departure warning offered on the 2012 GMC Terrain crossover is designed to help the driver avoid a crash before it happens.

The industry-first front-center air bag coming to our mid-size crossovers in 2013 is an example of GM's newest safety technology that may provide additional protection during side crashes and rollovers.

And OnStar enables occupants to get help from emergency services after a crash through Automatic Crash Response.

Another recent example of our commitment to providing safety "after" the crash is first responder training. For the Chevrolet Volt, GM worked with the National Fire Protection Association to develop and deliver a comprehensive training program for first responders. We believe our approach to vehicle safety and occupant protection is one of the most comprehensive in the industry.

**Q: How does this strategy apply globally?**

**A:** We design safety and crashworthiness into our vehicles very early in development. Different regions have unique requirements for crash safety as part of their New Car Assessment Programs or NCAPs. For example, the Chevrolet Cruze global compact sedan received the highest-possible 5-star crash ratings for overall safety in China, Korea, Europe, Australia and the United States.

**Q: How do increasingly stringent federal safety standards and regulations influ-**

**ence GM's work on vehicle safety?**

**A:** Federal motor vehicle safety standards and safety regulations are included in the design and performance requirements for every new vehicle up front. On the Cruze, about 40 percent of the crash load cases were based on regulatory requirements, with the remaining 60 percent based on GM's own internal requirements for vehicle safety and crashworthiness, which go above and beyond federal requirements.

**Q: What drives new technologies like the front-center air bag, which is not required by federal safety regulation?**

**A:** GM is focused on the customer. From a vehicle safety perspective, this means demonstrating strong performance in third-party consumer metrics. For example, the NHTSA NCAP and the Top Safety Pick vehicle test program by the Insurance Institute for Highway Safety.

Beyond that, GM has many partners in injury prevention. How a vehicle performs in the real world is an important source of information for driving continuous improvement

and innovation in vehicle safety. The front-center air bag is an example where studies of national collision data made it clear that an air bag of this type could help address many of the injuries and fatalities sustained by front occupants in far side impact crashes. No other air bag in passenger vehicles today offers the type of protection in the front seat that this air bag is designed to provide.

**Q: How important was Takata, the system supplier, in the development of the front-center air bag?**

**A:** Takata played a vital role. GM and Takata had been working independently toward the same goal – the development of an air bag that could provide additional protection in side impact crashes. By teaming up, we were able to accomplish that goal more quickly and efficiently.

**Q: Why is the introduction of a camera-based forward collision alert and lane departure warning system so important?**

**A:** First, the system is designed to help drivers avoid crashes, and is able to offer two important features using a single camera. Often such



Gay Kent, GM Executive Director of Vehicle Crashworthiness and Safety, discussed her job and auto safety.

new technologies are only seen on more expensive models, but GM is committed to offering them on a broad

range of models. Terrain is a great vehicle to introduce this system, because it is attracting many (new) consumers.

## IndyCar Studies Reasons For Las Vegas Smashup

By JENNA FRYER  
AP Auto Racing Writer

Las Vegas Motor Speedway's "limitless" racing surface was singled out recently as a significant factor in a "perfect storm" of conditions that led to the death of two-time Indianapolis 500 winner Dan Wheldon.

Wheldon was killed Oct. 16 during the series' season finale when his car sailed 325 feet through the air into a catchfence, and his head hit a post in the fence. The blow created a "non-survivable injury."

In the wake of the 15-car wreck, many criticized CEO Randy Bernard and IndyCar for creating a deadly mix of circumstances – offering a jobless Wheldon the chance to earn a \$5 million bonus if he could drive from the back of a 34-car field to Victory Lane on a high-banked oval, where a field of mixed experience level drivers had enough room to race three-wide at over 220 mph.

But IndyCar president Brian Barnhart dismissed those factors and focused instead on Vegas' multi-grooved wide racing surface that heightened the dangers of pack racing on a high-banked oval.

The IndyCar, with open wheels and an open cockpit, is not suited for the pack racing that develops on ovals. Unlike NASCAR, where cars bump and bang on every lap, any contact in an IndyCar results in either a crash or a slew of broken parts.

"Racing grooves not only restrict drivers' naturally aggressive racing behavior, but make the location of another competitor's car on the race-track more predictable," the report said.

But when the race began at Vegas, the packed 34-car field was all over the track – movement series officials did not expect despite drivers' warnings.

"The ability of the drivers to race from the bottom of the racetrack all the way up to the wall and run limitless is not a condition we've experienced before," Barnhart said.

"I don't think we were expecting it to be any different from what we'd experienced in the last decade at places like Chicagoland, Kentucky, Fontana and Texas. . . ."

"We were never expecting to be able to run from the top to the bottom (at Las Vegas)."

Most ovals have one or two racing grooves. Drivers, however, predicted as early as preseason testing that Las Vegas would be hairy and repeated those warnings during the buildup to the race.

"We knew that was the case before we even started the race, because it's been the case at (ovals) where you can run multi-grooves," driver Will Power, who broke his back in the accident, told The Associated Press.

"The biggest problem we face is it's almost like driving on the highway at full speed and you can't get away from anyone," he said. "It's the same thing NASCAR has with Daytona and Talladega, and when they have the big one, the consequences aren't nearly as bad as in IndyCar."

"We can't race in a pack. You just can't in open-wheelers. There's no room for error."

Bernard said the report was shared with Wheldon's widow, Susie, recently, and she spoke with both Barnhart and Bernard afterward.



Michael Sydlowski

## MIS Has Named Sydlowski Its New Sales VP

BROOKLYN, Mich. – Michael Sydlowski has joined Michigan International Speedway as vice president of Sales and Marketing. He begins Jan. 3.

Sydlowski, 41, brings a tremendous amount of professional sports sales and corporate partnership experience, including jobs at Learfield Sports/Rocket Sports Properties in Toledo, Ohio, the NBA's Detroit Pistons and Palace Sports and Entertainment, Old Dominion University in Norfolk, Va., the University of Nebraska at Omaha, and Kent State University in Ohio.

He was with the Detroit Shock when it won the WNBA Championship in 2003, and the Detroit Pistons for the NBA Championship in 2004.

"During the interview process, Michael cited his philosophy from one of his previous jobs that I found extremely helpful when making my decision, said speedway President Roger Curtis.

"He said that during his time with the Detroit Pistons, 'We don't control the score, but we do control if a guest steps in gum or not while at a game.' I found that attitude will fit perfectly with the guest experience culture we have built at MIS, and look forward to him joining our team."

Most recently, Sydlowski worked for Alternative Revenue Development in Troy, Mich., as the vice president of sales.

The start-up entity assisted Michigan schools with incremental revenue streams through the formation of sponsorships to assist them with their funding problems.

A graduate of Kent State University in Kent, Ohio, Sydlowski lives in Saline, Mich., with his wife Diana and their two children, Kaija, 9, and Kristofers, 6.

"I'm looking forward to the opportunity of joining such fine organizations in Michigan International Speedway and International Speedway Corporation," Sydlowski said.

"MIS has a reputation for being a first-class racetrack and treating fans, employees and sponsors with the utmost respect."

Sydlowski replaces Dennis Bickmeier, who left MIS to become the president at Richmond International Raceway, one of MIS's sister racetracks in Virginia.

## MIS Charities Raced Past \$600K in '11

BROOKLYN, Mich. – The spirit of giving isn't just a seasonal belief at Michigan International Speedway; it's the racetrack's way of life, providing a valuable fund-raising platform for the community.

In 2011 alone, Michigan International Speedway and its catering and concession partner Americrown donated or paid out more than \$618,000 to local charities and service groups through cash donations and work programs.

The speedway and Americrown annually work with service groups, church groups, Kiwanis, Rotary and Lions clubs, masons, high school sporting clubs and a host of other nonprofit organizations to provide a platform for those groups to earn money for their causes and programs during the racetrack's events.

Imagine how long it would take a high school cheerleading team to generate more than a half-million dollars. That's a lot of bake sales, car washes and lemonade stands.

"We provide many annual opportunities for local clubs to earn some money for their groups," speedway President Roger Curtis said.

"We couldn't run our business without the help of these clubs; but they certainly couldn't raise the money they

need without us, either."

Service groups annually and frequently assist MIS in a number of ways, including tram drivers, car parkers, ticket stubbers, program sellers, T-shirt folders, gate staffers, hamburger flippers and soda jerkers.

Members of Acts 4:9 Church, a Jackson, Mich., church and Bible study group, drive trams at MIS on race weekends so they can earn money to fund projects in the community.

They adopt deployed soldiers and their families for Christmas, buy Thanksgiving and Christmas turkeys for local families in need and, most recently, enclosed a screened-in porch of a local food bank so the food bank could use the new space for much-needed storage with some of the funds they raised.

"By far, the most money we raise is at MIS," Tim Lamphere, treasurer and project coordinator for Acts 4:9, said. "We would never be able to make as much money as we do to fund these important projects or make the impact that we do without the speedway. And we have fun while we're there, too."

The group has been working at MIS for about six years, though many of the members have worked at the racetrack

for much longer.

Additionally, MIS Cares, the speedway's charity arm, recently awarded \$75,000 in cash donations to local charities through its annual grant program. Another \$50,000 was awarded through sponsorships and tickets that groups raffle off, also to raise money for their clubs.

Service groups interested in assisting at MIS for future events may call Tim Booth, director of Guest Services, at 517-592-6666 to place your service group on a list.

Groups looking for grants or financial assistance should log onto [www.MISpeedway.com](http://www.MISpeedway.com) and click the MIS Cares link at the top of the page.

Nestled in the lush Irish Hills of Southeastern Michigan, Michigan International Speedway is the Great Escape, a venerable NASCAR national park where fans can get away and enjoy the very best in racing and camaraderie. It's the love of racing and the thrill of a great time for race fans and drivers alike.

MIS said that it is always looking to build on the conveniences it offers to its race fans and that NASCAR customer feedback is always welcome. Meanwhile, MIS also is proactive in involving itself in charitable works in the Brooklyn-Jackson community.



Scottish designer Judy Clark fashioned a dress from tweed, silk chiffon, leather, lace and an assortment of parts from a 2012 Ford Focus. Clark was commissioned to design the dress by Ford, as part of a month-long event celebrating Ford's history in Britain. English jewelry designer Katherine Hawkins created a complementary necklace – also from Ford Focus parts.

## Ford Focus Dressed Up in Style – Including a Parts-Filled Necklace

DEARBORN – At Ford, designers consider each new vehicle a work of art. Now the world of fashion can get a taste of that enthusiasm.

Two young British designers have created haute couture – an elegant Edwardian dress and a showstopping necklace – comprising parts from a 2012 Ford Focus.

Judy Clark, a nominee for Scottish designer of the year who worked under the late Alexander McQueen, was commissioned to create the dress in one week as part of the 100th anniversary of Ford in Britain. English jewelry designer Katherine Hawkins was issued a similar challenge – only use the parts to create a necklace.

Also using spray paint, tweed, leather, lace and silk chiffon the color of diesel, Clark formed her frock with the help of two boxes full of components sent by Ford. The parts, she said, included car keys, radio and dashboard components, seat covers and two red taillights.

Clark, who details her work on her blog, <http://judyclark.blogspot.com>, calls the back of the dress the "engine," where the smaller components have been stitched into a crinoline-style bustle. There, the eye is drawn upward, to the red taillights swaying at hip level and a biker-style jacket – complete with speedometer – created from seat covers.

Inspired by the Edwardian time period, Clark said she wanted to create a dress that

mixed feminine layers with industrial mechanics.

What's a dress without jewelry?

Complementing the gown is the ornate necklace crafted by English designer Katherine Hawkins – also from parts from a Ford Focus. The piece uses dials, springs, buttons and seat material.

The centerpiece of the creation is a grouping of instrument panel switches, while

## Ford Uses BW's Turbos

AUBURN HILLS – Two BorgWarner turbochargers boost the fuel-efficient Ford 3.5-liter V6 EcoBoost direct injection engine, which powers the 2012 Ford F-150 pickup. Delivering best-in-class torque, towing capability and payload, the EcoBoost-powered F-150 has enjoyed strong sales since its North American launch in February, 2011.

EcoBoost has been so successful with F-150 customers looking for maximum capability and fuel efficiency that Ford expected to sell at least 100,000 units by the end of 2011 and EcoBoost is 42 percent of the F-150's engine mix.

BorgWarner's turbocharging technology helps the 3.5-liter EcoBoost engine increase fuel economy up to 20 percent compared with its predecessor, achieving an EPA rating of 22 mpg on the highway.

BorgWarner's turbochargers are also in high demand for Ford's 1.6-liter and 2.0-liter

four-cylinder EcoBoost engines, the latter launching in the U.S. in the 2012 Explorer and 2012 Edge models, and in China with production of the Ford Mondeo in Changan in 2011. Ford's global family of EcoBoost engines now includes 1.0-liter, 1.6-liter, 2.0-liter and two versions of a 3.5-liter engine (for cars and crossovers, and the F-150).

"The steady increase in Ford EcoBoost engine sales demonstrates that BorgWarner's turbocharging technologies meet the market's demand for improved fuel economy and outstanding performance, from small cars to light-duty vehicles," said Frederic Lissalde, president and general manager, BorgWarner Turbo Systems Passenger Car Products.

"We are pleased to further expand our partnership with Ford, allowing customers worldwide to benefit from more power at the pedal, more miles to the gallon."