

Cadillac Drives into Online Racing

DETROIT – Team Cadillac Racing is partnering with iRacing.com, a premier online motorsports simulation gaming service, to put virtual racing fans behind the wheel of one of the team's CTS-V race cars on iRacing.com's multitude of tracks.

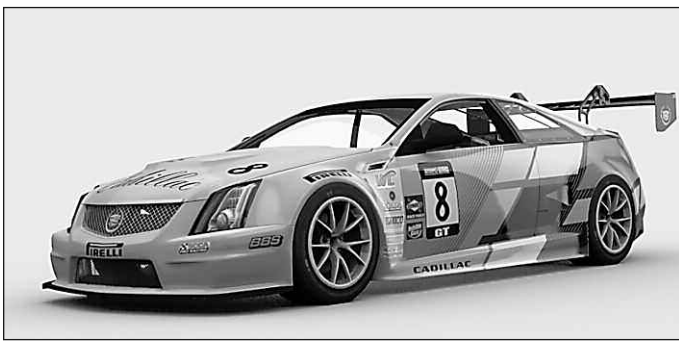
The virtual race car, based on the CTS-V Coupe race cars driven by Team Cadillac's Johnny O'Connell and Andy Pilgrim, will be designed and based on the actual race cars by iRacing.com engineers.

iRacing engineers visited the Team Cadillac race team, Pratt & Miller Engineering, near Detroit recently to begin creating the digital version of the CTS-V race car.

Precise measurements of the racing cars will be made to ensure authenticity in both appearance and performance. They'll also record the sounds of the Cadillac engine to provide an added dimension to the user experience.

"Having more than 30,000 virtual racers drive a Cadillac CTS-V Coupe race car on some of the most challenging tracks in the world is a great opportunity to demonstrate Cadillac's world-class performance credentials," said Cadillac Global Marketing Director Jim Vurpillat.

"When they climb in, flip



The iRacing virtual Cadillac CTS-V race car, shown here in a 3D rendering, will be among the new teams for iRacing members to choose from in 2012.

the switch on the 520-horsepower race engine and hear that rumble for the first time, they'll remember the experience."

The Cadillac CTS-V Coupe is a member of the world's fastest family of production cars. The racing version took the first place podium twice last year, with O'Connell driving in its return to competition in the Pirelli World Challenge GTS Series.

"The V-Series is Cadillac's most exciting car, and the Coupe really drives that point home," said John Kraemer, Cadillac V-Series marketing manager.

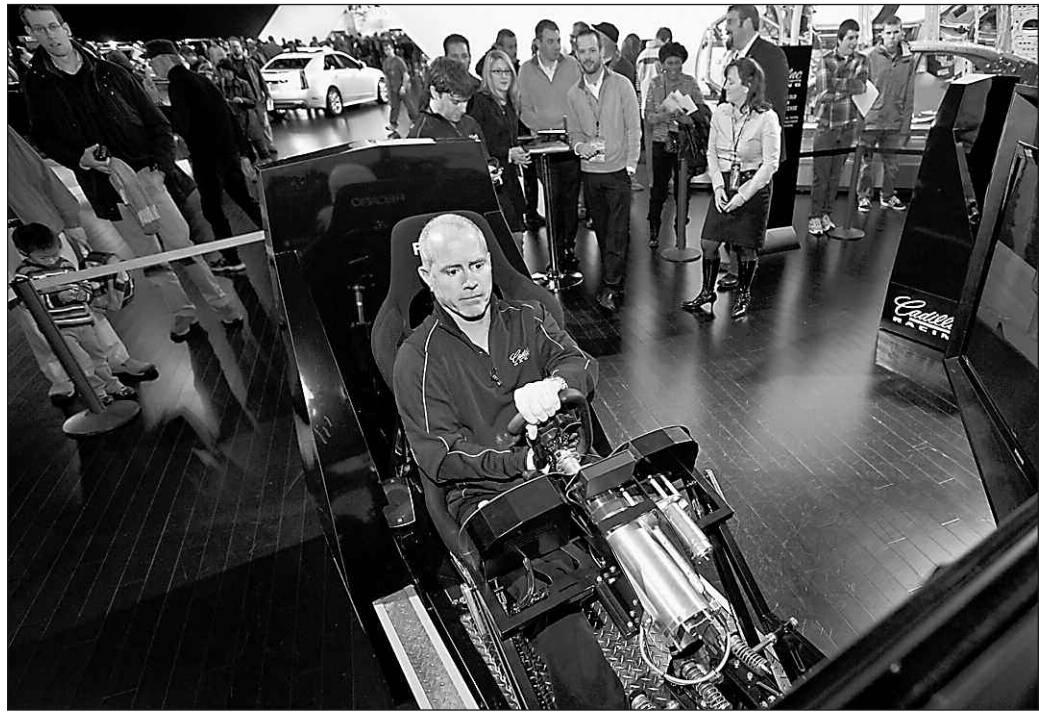
"The virtual experience of iRacing.com will combine the technical expertise they have in the digital world with our technical excellence over the

road, and the results should be spectacular."

iRacing allows members to compete with other drivers in an online series of racing challenges that mirror the actual racing season. The Cadillac CTS-V Coupe will be among an exclusive number of race teams for participants to choose from in the 2012 racing season and will be released this spring.

"This is great news for iRacing and the online racing community," said Tony Gardner, president of iRacing.com.

"The performance of the real-world Cadillac CTS-V race car is truly astonishing. I'm sure the iRacers around the world will be eager to get their hands on our digital version of this world-class machine."



The Cadillac CTS-V Coupe will be among the race teams for participants to choose from in the 2012 racing season and will be released this spring. Pictured here is Johnny O'Connell on the racing simulator in the Cadillac exhibit at the North American International Auto Show at Cobo in January.

NASCAR Finally Uses Fuel Injection

DAYTONA BEACH, Fla. (AP) – Jack Roush once was the most hands-on team owner in the NASCAR garage.

It wouldn't be odd to walk into the garage on a race weekend and see Roush under the hood, fiddling with a carburetor.

But with the advent of electronic fuel injection in the Sprint Cup Series this season, Roush jokes that the level of technology finally has exceeded his ability to tinker.

After winning pole position for the Daytona 500 on Sunday, Roush Fenway Racing driver Carl Edwards joked that one of the keys to the team's great start to the season is that "Jack hasn't been doing much carburetor tuning."

Roush, sitting next to Edwards in the interview session, had to acknowledge it was true.

"They're working me closer to the door," Roush said in a joking fashion. "The more this technology expands, the less there is for a dinosaur like me to do. I'm just a comedian right now."

After clinging to carburetors for decades after they

were regularly found in passenger cars, NASCAR finally is making the switch to fuel injection.

It was a major change for teams and their engine builders, making right now an exciting time for guys like engine builders. Doug Yates, the CEO of Roush Yates Engines, said he has more data than ever to analyze and can make far more adjustments to affect the engines' performance.

"It's very exciting from an engine builder and an engineer's perspective, having new technology in NASCAR," Yates said.

"And it's our job to hopeful-

ly make it seamless."

The transition mostly has flown under the radar during Daytona Speedweeks so far – a good sign that there aren't any major issues.

"It's out there, and it's quiet," said Robin Pemberton, NASCAR's vice president of competition.

"Knock on wood, but it just goes to show you how hard everybody's working."

Pemberton said the move to fuel injection helps make NASCAR more relevant, especially to automakers backing the sport. It also gives teams a little more leeway to tune their engines – to a point.

Ford Moves On with New Face Heading Sustainability, Environment and Safety

by Irena Granaas
Special Writer

There's a new sheriff in town, so to say.

Following the retirement last month of Ford Motor Company's long-time torch bearer for safety and the environment, Sue Cischke, the automaker announced the appointment of Robert D. Brown as vice president, Sustainability, Environment and Safety Engineering.

Brown, 56, assumed his new role Jan. 1. He previously served as vice president, Sustainability, Environment and Safety Engineering, Ford of Europe.

Brown began his career at Ford in 1979 as a compliance engineer. Since that time, he has held a variety of responsibilities, including a stint as Ford's environmental regulatory manager in Washington, D.C., assistant director of the company's Automotive Safety Office and director of Ford's Vehicle Environmental Engineering.

He reports directly to Ford President and CEO Alan Mulally.

In his newest post, Brown will spearhead the company's environmental and safety strategies and ensure Ford's successful compliance with U.S. and global safety and environmental regulations.

"Robert has the right combination of skills and experience to lead Ford forward in this very important area for our company and our stakeholders," Mulally said.

"Robert's appointment ensures we will be positioned to continue our leadership in the areas of sustainability and safety, and demonstrates our continued strong commitment to working together with all our stakeholders to develop holistic solutions that contribute to a better world."

Brown has solid Detroit roots, holding a bachelor's degree in electrical engineering from the University of Michigan-Dearborn and a master's of science degree in engineering from Wayne State University.

In a recent statement, he expressed his commitment to leading Ford's continuing progress in these important areas.

"Ford has made great progress in the areas of safety leadership and environmental responsibility over the years, developing new technologies that are benefiting both our customers and communities alike," said Brown.

"I'm excited to take on this new role and to be part of a team that's committed to further evolving our product lineup, especially in the areas of fuel efficiency and safety."

Brown's environmental and safety bona fides include serving on the Board of Advisors for UC-Riverside Center

for Environmental Research and Technology.

He has also contributed with service on the Coordinating Research Council Board of Directors and Management Committee, the Truck and Engine Manufacturers Board of Directors and Executive Committee, the Subcommittee for EPA's Mobile Source Technical Review, and the Alliance of Automobile Manufacturers Mobile Source Committee and the Safety Policy Committee.

Wherever he goes, Brown demonstrates a strong fidelity to helping out surrounding communities, not only with basic needs, but in furthering educational opportunities.

For example, Brown has given his support for the Ann Arbor Community Center, UM-Dearborn College of Engineering, Gleaners Food Bank, United Way, the Salvation Army, Wayne State University College of Engineering, the United Negro College Fund and the USO.

Among his efforts to open doors for youth are Brown's fundraising activities for Ann Arbor area high school talent and scholarship award programs.

In his new post, Brown has big shoes to fill. Cischke came to Ford in 2001 after stellar service as an engineer for Chrysler Corporation and



Robert Brown

held a leading role in Regulatory Affairs and Passenger Car Operations with Daimler-Chrysler.

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