



The Chevrolet COPO Camaro concept, designed for NHRA Stock Eliminator drag racing competition, was on display during its world debut at SEMA last October in Las Vegas. COPO stands for Central Office Production Order and was Chevrolet's special-order system used by dealers in the 1960s.

COPO Camaro Recalls 1969 Era

DETROIT – Chevrolet will build 69 COPO Camaros for 2012, the brand's first purpose-built Camaro drag-racing specialty car designed to compete with the quickest in NHRA's Stock Eliminator and Super Stock classes. National records for quarter-mile times in these contests are in the nine-second range.

As such, the COPO Camaros are expected to be the quickest Camaro ever offered by Chevrolet.

"The COPO Camaro is going to shake up the sportsman drag racing ranks this summer and give Chevy fans a great new reason to cheer on the Bowtie," said Jim Campbell, GM U.S. vice president of Performance Vehicles & Motorsports.

"COPO builds off the strengths that have made the Camaro the best-selling sports car in America. And while it was developed strictly for the drag strip, the COPO Camaro is infused with the same performance pedigree that every Camaro shares."

The 69-car production for the 2012 COPO Camaro matches the number of "ZL-1" COPO Camaros made in 1969. COPO stands for Central Office Production Order and was Chevrolet's special-order system in use by dealers to build high-performance models in the 1960s.

The new COPO Camaros will be built using factory

"body-in-white" body structures produced at the Oshawa, Ontario, plant that manufactures regular-production Camaros.

They are the same body-in-white body shells available to all racers under Chevrolet Performance part number 19243374.

Customers will order and complete the transaction for their COPO Camaro at their preferred Chevrolet dealer with delivery at the General Motors Performance Build Center in Wixom, Mich.

Deliveries will begin early this summer.

Highlights of the new COPO Camaro program include:

- A sequenced build number matched to the engine but sold without a Vehicle Identification Number and cannot be registered for highway use
- Three racing-class engines are available, including a naturally aspirated 427 (7.0L) and two supercharged 327 (5.3L) V8 engines
- Engine assembly at GM's Performance Build Center, where the buyer can opt to participate in the engine assembly similar to Chevrolet's Corvette Engine Build Experience and the Chevrolet Performance Build Your Own Crate Engine programs
- Engines pairing with a Powerglide automatic transmission designed for drag racing
- Five colors: Flat Black,

Summit White, Victory Red, Silver Ice Metallic and Ashen Gray Metallic

• A COPO graphics package similar to the one introduced on the concept vehicle available in Metallic White, Semi-Gloss Black, Inferno Orange Metallic and Chevy Racing Blue.

GM R&D Collaboration with NASA Bears More Fruit

HOUSTON – GM's current industrial collaboration with NASA has yet another triumph to report. Not only is the R2 robot working at the International Space Station (ISS), but there is more good news as well.

That's because General Motors and NASA are jointly developing a robotic glove that auto workers and astronauts can wear to help do their respective jobs better while potentially reducing the risk of repetitive stress injuries.

The Human Grasp Assist device, known internally in both organizations as the K-glove or Robo-Glove, resulted from GM's and NASA's Robonaut 2 (R2) project, which launched the first human-like robot into space in 2011. R2 is a permanent resident of the International Space Station.

When engineers, researchers and scientists from GM and NASA began collaborating on R2 in 2007, one of the design requirements was for the robot to operate tools designed for humans, alongside astronauts in outer space and factory workers on Earth. The team achieved an unprecedented level of hand dexterity on R2 by using leading-edge sensors, actuators and tendons comparable to the nerves, muscles and tendons in a human hand.

GM R&D research in Warren

Chrysler Marketing Executive Francois Revels in Success of Automaker's Ads

by Gerald Scott
News Dept.

How do you explain the ongoing success of Chrysler's series of national TV ads, ones that have become a lightning rod for attention at broadcast time – and then ad infinitum, so to speak, on YouTube where they are replayed millions of times?

By now, we're familiar with these ads, especially the "Eminem" Super Bowl ad from 2011 and the related Clint Eastwood ad at the same event here in 2012.

But there was also a Fiat ad starring Jennifer Lopez that created a lot of buzz. And even now, there's a follow-up Fiat ad that hasn't aired yet (starring Charlie Sheen) but still has 1.4 million recent views on YouTube.

All of this success can be largely attributed to both Chrysler executive Olivier Francois – and the quirky and footloose corporate culture that Chrysler seems to have embraced here in the post-bankruptcy era.

Francois is president and CEO of the Chrysler brand in



PHOTO: GERALD SCOTT

The Chrysler-Fiat Group's marketing chief, Olivier Francois, has a history of creating unconventional ads. He discussed Chrysler's successful run of big TV ads including the ones starring Eminem and Clint Eastwood recently.

North America, but also the chief marketing officer (CMO) for all of Chrysler Group, LLC.

He's the executive responsible for Chrysler's run of engaging national TV ads and he discussed the automaker's success in this arena in a recent talk to the Automotive Press Association in Detroit.

He said there are still regional differences in advertising – that Europe tends to be more emotional and humorous but that they do not leverage "all things digital" as is done in the U.S.

"I'm trying not to bring a

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U.S. Export-Import Bank Will Open Detroit Office

by Gerald Scott
News Dept.

The Motor City's status as an important player in the industrial export market got a huge endorsement recently.

That's because the chairman and president of the Export-Import Bank of the United States (Ex-Im Bank), Fred P. Hochberg, announced last week that the Ex-Im Bank will establish a new full-time presence in four U.S. cities by this summer.

One of those four will be the city of Detroit.

Bank staff, which are currently being recruited for the new positions, will be based in Atlanta, Detroit, Minneapolis, and Seattle. This will provide local small business exporters with enhanced access to Ex-Im Bank products and services.

"Ex-Im Bank wants to provide small businesses access to export financing for their export sales," said Chairman Hochberg. "Exports are a true bright spot in our economic recovery, and having additional field staff in four cities will help ensure that more U.S. businesses are reaching international markets."

"More Michigan exports mean more Michigan jobs,"



PHOTO: JEFF KOWALSKY
Fred Hochberg

said U.S. Senator Debbie Stabenow, a member of the President's Export Council under both Presidents Bush and Obama. "Helping Michigan small businesses reach new markets is absolutely one of the best ways to strengthen our economy."

"There is still a lot of work to be done, but with our auto industry coming back, Detroit welcoming the country's first-ever satellite patent office and now this new export center, good news is happening in Michigan."

In the past five years, Ex-Im Bank has earned for U.S. taxpayers \$1.9 billion above the cost of operations.



The Human Grasp Assist, based on the robotic hand of General Motors' and NASA's Robonaut 2, is designed to allow the wearer to hold a grip longer and more comfortably. The glove, still in prototype stage, is expected to be used in space and applied to manufacturing plant use on Earth.

shows that continuously gripping a tool can cause fatigue in hand muscles within a few minutes. Initial testing of the Robo-Glove indicates the wearer can hold a grip longer and more comfortably.

"When fully developed, the Robo-Glove has the potential to reduce the amount of force that an auto worker would need to exert when operating a tool for an extended time or with repetitive motions," said Dana Komin, GM's manufacturing engineering director,



The Robo-Glove (officially known as the Human Grasp Assist) when fully developed, is expected to reduce auto workers' risk of repetitive stress injury. The glove uses leading-edge sensors, actuators and tendons comparable to the nerves, muscles and tendons in a human hand.

Global Automation Strategy and Execution. "In so doing, it is expected to reduce the risk of repetitive stress injury."

For example, an astronaut working in a pressurized suit outside the space station or an assembly operator in a factory might need to use 15-20

pounds of force to hold a tool during an operation but with the robotic glove only 5-10 pounds of force might need to be applied.

"The prototype glove offers my space suit team a promising opportunity to explore new ideas," said a NASA rep.

NASCAR Version of Dodge Charger Makes Its Debut

LAS VEGAS – Fans asked for it. NASCAR agreed. SRT Motorsports and Dodge delivered.

At Las Vegas Motor Speedway last week, in front of the people who asked for the change – the fans – SRT Motorsports unveiled the 2013 Dodge Charger that will compete in the NASCAR Sprint Cup Series next season.

Just as they did with the Dodge Challenger when it was introduced in the NASCAR Nationwide Series two years ago, SRT Motorsports designers and engineers created a race car fans will have no problem identifying on the race track. The defining features of the street Charger have been incorporated into the racing version.

"From the start, it's been a collaborative effort with NASCAR," said Ralph Gilles, president and CEO – SRT Brand and Motorsports. "NASCAR provided the manufacturers with basic specifica-

tions, but offered encouragement to venture beyond the look of the current race car.

"Our design and engineering group, working with Penske Racing, seized the opportunity. We had a fantastic benchmark – the Dodge Challenger – introduced in 2009. This endeavor goes beyond the trend the Nationwide Series Challenger started with a Dodge Charger that amazingly embodies many of the design features of the street version into the race car. We're extremely proud that the Dodge Charger street car is the only rear-wheel-drive model in Sprint Cup competition that is available with a V8 engine."

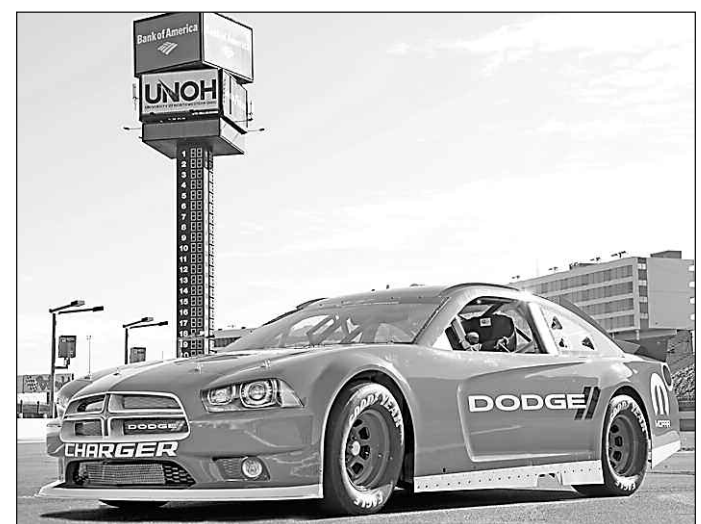
NASCAR eased rules on where manufacturers could put glass and solid body pieces.

That freed designers and engineers to make the "greenhouse," the area above the doors, hood and trunk lid, more closely resemble production cars. Rules were also

eased for the front and rear, and especially the sides, allowing the character lines that come directly from the street car.

"We know NASCAR fans are passionate about cars," said

NASCAR President Mike Helton from Las Vegas. "We're excited about the results of the collective efforts of NASCAR, Dodge and the other manufacturers to create the 2013 Sprint Cup cars."



Chrysler's SRT Motorsports group at Las Vegas Motor Speedway last week unveiled the 2013 Dodge Charger that will compete in the NASCAR Sprint Cup Series next season.