

Buick Intros '13 Enclave At New York Auto Show

NEW YORK – Buick last week introduced the new 2013 Enclave, an evolution of the industry's best-selling three-row luxury crossover. It offers new styling, new safety technologies, in-vehicle connectivity and a more refined driving experience.

LED daytime running lamps and LED taillamps complement a more sculpted exterior design. The interior is more contemporary, with ambient lighting and IntelliLink in-vehicle communications with touch-screen control and navigation. The industry's first front center air bag system and new dual-flow front struts highlight the safety and performance enhancements.

The 2013 Enclave makes its public debut at the New York Auto Show, where it will be on display April 6-15. It goes on sale this fall.

"The 2013 Enclave advances the award-winning design, craftsmanship and technology that reintroduced Buick to a new generation of customers," said Tony DiSalle, U.S. vice president of Buick Marketing.

"We evolved the interior and exterior design, increased luxury amenities and materials, and engineered purposeful technologies that will make the Enclave continue to resonate with luxury crossover owners."

Enclave saw record sales in 2011, making it more popular than the three-row crossovers from Acura, Audi and Lincoln. More than 58,000 were sold last year – with nearly 50 percent sold to customers switching from non-General Motors vehicles.

The Enclave is offered in front-wheel-drive and all-wheel-drive models, and powered by a direct-injected 3.6L V-6 and an updated six-speed automatic transmission that contribute to the more refined driving experience. Buick's QuietTuning engineering process reduces, blocks and absorbs unwanted noise from the Enclave's cabin, making it quieter than a Lexus RX350.

Enclave's sculpted styling redefined Buick's design language upon its introduction more than five years ago. The 2013 model adds new signature cues, including:

- New front fascia with LED daytime running lamps;
- New headlamp design, with standard Xenon high-intensity discharge lamps (HID) and LED accent lighting. Articulating headlamps are available;
- New hood and black-chrome waterfall grille;
- New rear fascia design with integrated exhaust outlets;
- New LED taillamps;
- New 19-inch and 20-inch aluminum wheel design;
- Monochromatic exterior appearance with chrome accents.

The Enclave's new appearance is instantly recognizable as a modern Buick and the LED lighting elements enhance its technologically advanced presence. The blue translucent rings around the Xenon HID headlamps are Buick design cues found on other models, adding distinction across the brand's lineup.

At the rear, the exhaust outlets are framed with a chrome finish within the rear fascia, for an integrated appearance that exemplifies Buick's attention to detail. New LED taillamps provide a safety benefit by illuminating more quickly than conventional bulbs when the brakes are applied.

The 2013 Enclave's interior is defined by luxurious amenities and high-quality materials, with changes that create a more contemporary ambience and support the integration of Buick IntelliLink.

A new "center stack" with standard IntelliLink LCD display, tri-zone climate system, capacitive touch controls and available navigation system.

"Enclave's sense of fashion is enhanced with rich saturated tones and the new color combinations, which are driven by Buick customers' lifestyles," said Ven Lai, Buick creative designer, color and trim. "The



Buick Marketing Vice President Tony DiSalle introduces the 2013 Enclave luxury three-row crossover at a special event in New York, New York. The 2013 Enclave will go on sale in the fall.

new Cocoa interior color is a great example. It was developed specifically for the Enclave, adding a higher degree of visual warmth that is complemented by the soft feel of the Nuance sandstone leather – a material that has similar characteristics to leathers used in home furnishings. It makes for a comfortable and rewarding place to be for daily commutes or long weekend drives."

The new center stack was developed for easy, intuitive interaction with the new IntelliLink system, along with redundant controls on the genuine Mahogany-accented steering wheel.



General Motors Color and Trim Designer Ven Lai, right, talks with media at the introduction of the 2013 Buick Enclave luxury three-row crossover at a special event in New York last week.

Data Startup Makes Move To TechTown

Data Driven Detroit (D3), a non-profit hub for community information, has relocated its Detroit-based headquarters to TechTown, which is Wayne State University's business incubator at 440 Burroughs in midtown Detroit.

TechTown converted space typically not available for lease upon learning of D3's urgent need to vacate the Barden Cos. Building following the recent sale of the property.

According to TechTown President and CEO Leslie Smith, TechTown was delighted to be able to support D3 in a time-critical situation, as well as to enlist a powerful new information resource to join its ranks.

D3's short-term lease converts 2,500 square feet of space, including a former conference room and shared office space, for the 22-employee agency. TechTown officials say they are hoping that the agreement will convert to a longer-term arrangement as well.

D3 Director Kurt Metzger, a former director of the Metro Information Center at WSU, said he is thrilled to be back on familiar soil there at 440 Burroughs in Midtown.

TRW Develops Touchpad Sensor for Car Interior

LIVONIA – There's more to auto supplier TRW's offerings than just safety, seat belts and airbags.

That's because TRW Automotive Holdings Corp. last week unveiled its new capacitive touchpad sensor incorporating advanced handwriting recognition software to help drivers and passengers coordinate and operate a variety of functions within the car.

The new touchpad has the advantages of improved human machine interface (HMI), advanced recognition functionality and smaller packaging and greater design freedom within the driver cabin.

Frank Koch, advanced engineering manager for TRW's

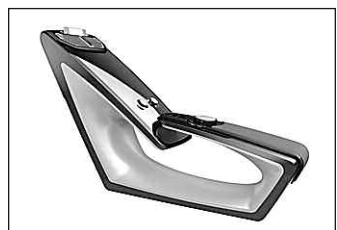
Body Control Systems commented: "The increase in mobile connectivity has inspired us to create a single point of contact between the driver and applications used in the vehicle which will enhance user-friendliness, comfort and help improve safety. TRW research has shown that the use of in-vehicle handwriting recognition operation reduces driving deviations by 78 percent compared with the alphanumeric keyboard method."

The handwriting-recognition touch pad can be used as a standalone product or as a multifunction control panel. The user 'writes' individual characters with a single finger

on the touch sensor area and this input is interpreted by software and acknowledged by an audible feedback.

The touch sensor is able to recognize handwritten numbers, letters and symbols and enables the driver to operate applications such as mobile phones, navigation systems and the radio as well as sending messages, from a single point. It even has the potential of replacing simple switches within the car.

Koch continued: "One of the key features is the system's ability to recognize written inputs and allow an intuitive and fast handling of applications. For the first time, the user is able to input sym-



TRW's touchpad sensor uses advanced handwriting recognition software to help drivers and passengers coordinate and operate a variety of functions within the car with enhanced efficiency and safety.

bolts such as Chinese characters without the need of writing aids that normally transcribe those characters into the Latin alphabet.

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