

Job Opportunities, Networking, Meeting Recruiters Top List at SAE Congress

by Gerald Scott
News Dept.



Five different supplier engineers working with the Steel Market Development Institute on their Future Steel Vehicle (FSV, above) will be delivering papers on the project at the SAE Congress in Detroit this week.

The annual event brings together auto and transportation engineers from around the globe to deliver papers and otherwise discuss current car trends, all around the theme of "Get Connected." Truly, there is something for everybody at this year's show, scheduled for April 24-26 at Cobo Center. Besides a gamut of keynote speakers, there is a Ride and Drive opportunity to take as many as 25 different EVs and hybrids for a spin, a Career Fair, professional career and social mixers and more. The SAE 2012 World Congress Career Fair will provide the opportunity for mobility industry engineers and related professionals to explore available jobs, network, and meet with professional recruiters, and representatives from OEMs and suppliers. The Career Fair runs Tuesday and Wednesday in the Cobo Center lobby, from 10

shifts. "Using Social Media for Your Job Search" will be presented by Greg Doyle, business consultant, Oakland County Planning and Economic Development. Doyle will review best practices for utilizing social media, Facebook, LinkedIn and Twitter for job searches, but particularly those searching within the rather byzantine world of automotive and supplier engineering.

More than 50 major transportation industry employers will be recruiting at the SAE Career Fair, including Alpine Electronics, Behr, BorgWarner, Delphi, Detroit Diesel, Magna, Nexteer, Pratt & Miller, Tata Motors, U.S. Navy, and the Volkswagen Group of America (VW). Elsewhere at the SAE Congress, keynote speakers will include Jeffrey Immelt from General Electric (Tuesday); Anthony Levandoski from Google's Self-Driving Car Project (Wednesday) and NHTSA Administrator David Strickland (Thursday). Professional Development Seminars and Technical Talks abound. Visit the 2012 SAE Congress Web site for further schedules and details.

Verano Buyers Choosing Crystal Red

DETROIT - Buick Verano sales continue to trend upward, with nearly 2,500 sold in March, the luxury sedan's best month yet. Early trends show the Verano is bringing new types of customers to the Buick brand. Verano owners are:

- Seeing Red. Or at least buying it. One-quarter of all Veranos sold have worn the most colorful hue offered, Crystal Red Tintcoat. According to paint supplier PPG, red was only the fifth most-popular color across the industry last year.
- Progressive urbanites. Verano's top three markets are New York, Philadelphia and Chicago. Other major metro-

politan markets like Dallas, Houston, and St. Louis are among the Top 10.

- New to Buick. Nearly one in two Verano owners are trading in vehicles from brands outside of General Motors.
- Western leather lovers. Almost half of Veranos sold on the West Coast are top-spec 1SL models with soft leather-appointed interiors, a heated steering wheel, and standard Bose audio.
- Saving fuel. According to Buick officials, Verano's EPA rating of 32 mpg on the highway beats competitors like the Acura TSX, Infiniti G25, and Lexus IS250. While those competitors recommend the use of premium fuel, Say Buick offi-

cials, Verano uses regular gas. Karen Schindler of St. Louis became the first Verano owner in early December when she traded in her 2002 Lexus IS300. "I got everything I wanted with this car for a great price. I really love it, and things like the heated steering wheel were a big surprise. And it's great that it was built here in the U.S." The Verano is assembled in Lake Orion, Mich. Every 2012 Verano is eligible for Experience Buick, which offers the security and convenience of a 24-month lease that includes routine maintenance, an OnStar Directions and Connections plan, and SiriusXM radio, bundled into a single monthly payment.

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2012 VERANO
Was \$23,470

EVERYONE'S SALE PRICE **\$21,984^{00*}** **EVERYONE'S \$169^{00*}**
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2011 REGAL
Was \$31,975

EVERYONE'S SALE PRICE **\$22,390^{86*}** **GM EMPLOYEE \$189^{00*}**
24 MO. LEASE 12K Miles/Yr.

NO DOC FEES **2012 EQUINOX**
10K MILES/YR

MSRP 24,355

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EVERYONE'S SALE PRICE **\$22,570*** **24 MO. LEASE \$199***

2012 SONIC
Stock #420493

EVERYONE'S SALE PRICE **\$13,973***

2011 SIERRA EXT CAB
Was \$26,390

GM EMPLOYEE PRICE **\$19,054^{76*}** **GM EMPLOYEE \$189^{00*}**
24 MO. LEASE 10K Miles/Yr.

2012 TERRAIN
Was \$28,040

EVERYONE'S SALE PRICE **\$24,116^{0*}** **24 MO. LEASE \$189^{00*}**
12K Miles/Yr.

NO DOC FEES **2012 SILVERADO W/T**
10K MILES/YR

MSRP 23,845 Stock #520323

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EVERYONE'S SALE PRICE **\$16,808*** **39 MO. LEASE \$169***

WOW! **2012 TAHOE Z71**
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GM EMPLOYEE PRICE **\$45,286*** **39 MO. LEASE \$509***

2012 ACADIA
Was \$27,030.38

EVERYONE'S SALE PRICE **\$27,030^{38*}** **24 MO. LEASE \$162^{59*}**
10K Miles/Yr.

WOW! **YUKON DENALI**
*****DEMO
5 AVAILABLE SAVE \$15,000

2011 List \$62,964

GM EMPLOYEE PRICE **\$47,964^{22*}** **GM EMPLOYEE \$581^{96*}**
59 MO. LEASE 10K Miles/Yr.

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