

Ford - TechShop Facility Is Now Open For 'Do It Yourselfers' and Gearheads

By Kurt Anthony Krug, Special Writer

The ribbon used at the ribbon-cutting ceremony at the grand opening of TechShop on Ford property in Allen Park recently, really was unlike any other.

The ribbon was not made of cloth, but steel. Instead of a giant pair of scissors to snip it in two, the ribbon-cutters - Randy Visintanian, director of Ford Motor Company Research & Innovation, and U.S. Representative John D. Dingell - donned safety goggles and used a state-of-the-art plasma cutter.

Dingell steadied the machine, while Visintanian sawed the ribbon with white-hot sparks cascading all over the place, making other dignitaries step back. Once finished, their efforts were met with applause from a crowd of approximately 50 visitors and dignitaries.

"Today, you're seeing America moving forward. You're seeing cooperation between cities, government, and two major industries - you're seeing TechShop and you're seeing Ford. They're going to make the kind of jobs to make America competitive. They're going to help us do what (President Barack Obama) said: 'We're going to out-compete, out-build,

out-work, and out-educate them all, and that's gonna make America great in a difficult and competitive world,'" Dingell said after the cutting.

Dingell was one of several politicians attending the TechShop grand opening - a new 38,000 sq. ft. facility owned by Ford Land - at 800 Republic Drive in Allen Park, very near the Detroit Lions' practice facility.

Also present was U.S. Representative Hansen Clark, Dearborn Mayor John B. O'Reilly Jr. (wearing a TechShop T-shirt and membership badge), and Kalamazoo Mayor Bobby Hopewell.

"I happened to visit TechShop in San Francisco in March. I've been working with a lot of tech entrepreneurs in Kalamazoo. I have an interest in this sort of creativity on the west side of the state in Kalamazoo, so I wanted to come here and check it out. We all know that we need the entire state - especially Detroit - to be successful if this state is going to continue to come back," said Hopewell.

Meanwhile, the TechShop chain was founded by Jim Newton and Ridge McGhee. Newton - who served as science adviser on the TV show "Mythbusters" and taught robotics at

the College of San Mateo in San Mateo, CA - was inspired to create TechShop upon witnessing his students' frustration when they had no equipment and tools to work on their projects.

The first TechShop opened in October 2006 in Menlo Park, CA in the heart of Silicon Valley. Its other locations include San Francisco, San Jose, and Raleigh-Durham. Allen Park is the 5th TechShop to open.

"When Bill Coughlin (president and CEO of Ford Global Technologies) came to us a year and a half ago and said, 'We want a TechShop in Detroit. We think it'll be really good for the community to give people access to the tools of innovation, so they can start businesses and develop new technology.' We said, 'That's great, Bill, but Detroit's 39th on our list; it's gonna take a couple of years.'" "But Bill was persistent and we figured out a way to make it No. 5 instead of No. 39," explained Newton, which elicited a round of applause from the attendees.

After the ribbon-cutting, Newton, Coughlin, and Ed Martin of Autodesk, Inc. - a leading company in 3D design, engineering, and entertainment software headquartered in San Raphael, took media Q&A.



Ford's Randy Vistainer, second from right, led the metal "ribbon cutting" at the grand opening of the national TechShop chain that opened on Ford property in Allen Park last week.



A Ford Mustang was on display at the much-anticipated opening of the TechShop on Ford property in Allen Park. The national chain offers users a variety of garage and home tools to create industrial, auto or retail items, all for a small monthly fee.

Chrysler Honors Thirty of Their ECO Car Dealers

AUBURN HILLS - Tim Parker Chrysler Dodge Jeep Ram in Hot Springs, Ark., is one of 30 dealerships that Chrysler Group LLC has recognized for their unwavering commitment to environmentally friendly and energy-efficient business practices.

This is the first group of dealers to be recognized under the new Dealer ECO (Environmentally Conscious Operations) Program launched last year by the Chrysler Group Network Development organization and the Corporate Sustainability Office. The new program provides Chrysler Group dealers with the opportunity to demonstrate their commitment to ECO business practices and to be recognized for their efforts.

Tim Parker Chrysler, located adjacent to the Hot Springs National Park in central Arkansas, installed a 2,000-square-foot solar panel system on the dealership's roof, one of the largest, privately owned solar panel systems in the state. More than 100 solar panels enable the dealership to dramatically reduce its electricity usage and carbon dioxide emissions.

Tim Parker Chrysler's solar panel system qualified as a major ECO initiative. Eight of the 30 Chrysler Group dealers implemented one or more major ECO initiatives.

For example, Hunter Dodge Chrysler Jeep in Lancaster, Calif., has solar panels on carports that produce energy while providing protective cover for customers' vehicles in for service; Milosch's Palace Chrysler Jeep Dodge in Lake Orion, Mich., heats the dealership and separate new body shop with used motor oil from customer oil changes; and Williams Chrysler Dodge Jeep Ram in Stigler, Okla., collects and recycles rainwater.

"The Dealer ECO Program is a vital initiative that supports Chrysler Group's commitment to creating a sustainable enterprise," said Peter Grady, Vice President of Network Development & Fleet, Chrysler Group LLC.

"We commend these dealerships for their efforts and look forward to sharing their examples with others in order to expand and strengthen our shared commitment to sustainability."

The 30 Chrysler Group dealerships are located in 19 states, more than a third of them in California, New York and Michigan. To commemorate their achievements, Chrysler Group recently presented each dealership with a bamboo display plaque and dealership employees with flash drives encased in bamboo. The 30 dealerships were chosen for recognition by Network Development and the Corporate Sustainability Office based on data gleaned from online surveys.



GM Korea President and CEO Sergio Rocha introduces the Chevrolet Corvette to the Korean market, where it went on sale for the very first time on May 4.

Corvette On Sale in Korea

SEOUL - The legendary American sports car, the Chevrolet Corvette, went on sale for the first time ever on Friday, May 4, in South Korea.

"The Corvette is an exceptional product that no other Korean manufacturer can match," said GM Korea President and CEO Sergio Rocha.

"As the most exciting Chevrolet product, the Corvette Coupe will raise the bar for the brand and its products, and broaden our base of Chevrolet customers in Korea."

Since the first generation debuted in 1953, the Corvette has become the most celebrated American sports car nameplate, exciting car enthusiasts around the globe.

The current sixth-generation Corvette delivers more power, passion and precision than ever.

In Korea, the Corvette Coupe is priced at KRW 86.4 million (\$76,399) and a special leather interior package is available for KRW 3 million (\$2,653).

U-M Funds Innovation with \$15M

ANN ARBOR, Mich. (AP) - A research funding effort starting this fall at the University of Michigan plans to put \$15 million into the hands of professors to jumpstart projects they believe in, the school announced last week.

To qualify for the "MCubed" program, three researchers from different disciplines must come up with an idea and agree to work together. The two-year pilot program is seen as an alternative to the traditional government grant review process, the Ann Arbor school said.

"With the speed at which people communicate and share information today, we see an opportunity to do things in a very different way," Mark Burns, professor and chair of chemical engineering, said in a statement. "This is a totally new model that could turn things upside down."

Burns spearheaded the effort along with professors Alec Gallimore and Thomas Zurbuchen, both associate deans in the College of Engineering. Beginning this fall, departments, schools and colleges will allot a \$20,000 "token" to each participating faculty member. Once three researchers decide to work together, they "cube" and register the project online. They will get \$60,000 to hire a graduate student, undergraduate student or post-doctoral researcher.

If 30 faculty members agree on one idea, for example, they could get 10 funded positions.

The provost's office has committed \$5 million in assets. Schools, colleges, and investigators must match that 2 to 1 to make it a \$15 million program, the university said. A

total of 250 projects will be funded during the pilot phase. The program aims to fund studies that could eventually lead to larger traditional grants.

"MCubed" is part of the university's 5-year, \$50 million "Third Century Initiative" that was announced last year.

U-M has said that it's a goal to stay on the leading edge of engineering innovations, in part because professional engineering requirements are changing so frequently, education has to be flexible.

Every Caddy XTS Buyer Gets an iPad

DETROIT - An extensive network of services will accompany the launch of the Cadillac User Experience (CUE), the breakthrough in-vehicle system to access entertainment and information. Each 2013 Cadillac XTS buyer will receive an iPad with their new car as part of the customer experience.

"CUE is intuitive, bringing touch and voice controls into the car in really unique and helpful way," said Don Butler, U.S. vice president of Cadillac marketing. "With CUE becoming a signature feature of Cadillac, and with the launch of the XTS luxury sedan, this is an opportunity for us to build a new level into the luxury customer experience."

Cadillac is launching CUE with training and support resources to enable dealers and customers to provide feedback, ask questions and access support in a number of ways. New customer care elements include:

A Cadillac CUE App that enables shoppers to "test-drive" the system on an iPad, anytime, anywhere. The CUE app replicates many of the controls and features of the CUE center stack.

The CUE center screen and control panel represents the first automotive use of capacitive touch and familiar multi-touch gestures.

Every 2013 Cadillac XTS sold in the United States includes an iPad customized for Cadillac buyers with the CUE App, along with the MyCadillac App and OnStar Remotelink.

Each U.S. Cadillac dealership has a trained technology expert to assist customers, providing a personal, local first line of contact during both the shopping and ownership experiences - all to enhance the buyer experience.



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Twenty-five new Connected Customer Experts are being deployed across the United States to support the launch of CUE. These connectivity experts provide a resource for in-car electronic technological training, sales and service assistance.

Cadillac's existing customer assistance services have added specific CUE experts to answer owner questions. Cadillac's customer assistance center in Austin, Texas, has specially selected and trained advisors who have expertise in infotainment and mobile devices to help answer questions. OnStar, standard on every

Cadillac, will have a direct link to these CUE experts as well, for any owners with questions or wishing to provide feedback.

Every new Cadillac XTS and ATS buyer will receive a welcome call, creating a personal contact to answer questions or provide feedback.

"We're blending the advanced technology of CUE with the personal touches of a luxury experience," Butler said.

"We've built a thorough approach, enabling customers to give us feedback on the technology as they use it, as well as providing support for dealers and buyers who have questions."

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