

# Volt Earns Automotive Excellence Award from Steel

by Gerald Scott  
News Dept.

At the big auto trade show where the steel industry meets the car industry, it was the Chevrolet Volt that reigned supreme.

This all happened at the Laurel Manor in Livonia last week, where the greater auto industry gathered for the 11th annual Great Designs in Steel conference.

There, the Automotive Applications Council of the Steel Market Development Institute honored GM's Chevrolet Volt design and engineering team with its annual Automotive Excellence Award.

The Volt team was recognized for its efficient and effective use of advanced high-strength steel in the development of the Volt's upper- and lower-body structures.

Steve McCallum, upper structure lead engineer, and Monte Taylor, lower structure lead engineer, received the award on behalf of GM. They



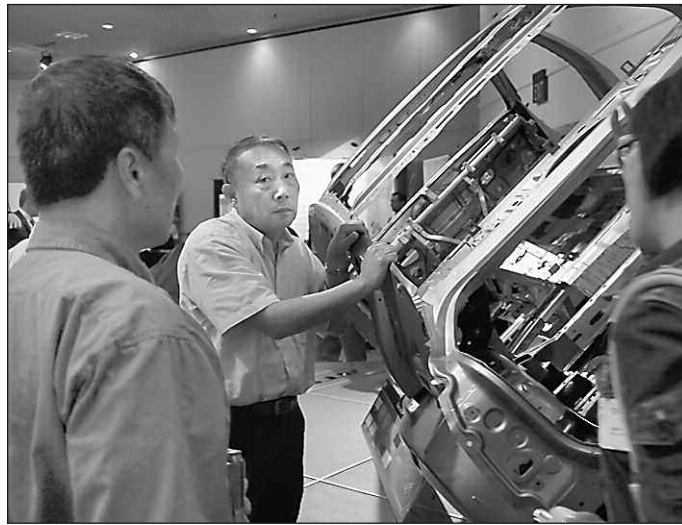
Ron Krupitzer, president of the Steel Market Development Institute, hosted the 11th annual Great Designs in Steel conference in Livonia last week. Great Designs pairs the auto and steel industries in an effort to collectively drive weight out of the vehicle.

had presented the award-winning presentation, entitled "Chevrolet Volt Body-In-White Design Solution Including Energy Storage Package Considerations" at last year's show.

"The Volt's design achieves segment-leading safety per-

formance by using steel in more than 70 percent of its body structure," said Ron Krupitzer, vice president, automotive market for SDMI.

"As leading automakers like GM continue to implement mass reduction technologies



A visitor checks out the frame of the 2013 Cadillac ATS at the Great Designs in Steel conference in Livonia last week.

using higher-strength steel grades, vehicles will continue to become lighter and more fuel-efficient, while maintaining key safety and performance requirements.

"GM's use of advanced steel technology on the groundbreaking Volt is an excellent example of how steel can transform the future of the auto industry."

According to the presentation, the Volt's design implemented GM's latest strategies for steel selection and geometry.

As a result, the design incorporates an increased use of AHSS, maximizing the vehicle's safety and reliability, as well as reducing its overall mass. The upper body structure experienced significant mass reduction compared to earlier designs, while still meeting tough safety standards.

The team's lower body design provides a high-performance, mass-efficient foundation for the overall vehicle. Delivering a significant mass reduction from the baseline design, the structure and battery pack tray achieve or exceed all performance requirements.

Meanwhile, the Automotive Excellence Award that the Volt team earned recognizes individuals or teams from automakers, suppliers or the academic community who em-



Note the jaws of life, foreground, from the Livonia Fire Dept., which did a demo of how their firemen cut open this Nissan Sentra, built with a high-strength steel interior.

brace innovation and make significant contributions to the advancement of steel in the automotive marketplace.

Award winners are actually chosen from presentations given at the previous year's GDIS seminar.

Candidates are rated in several categories, including: implementation in production; overall contribution to the advancement of steel; challenges and benefits associated with cost, mass reduction and performance; replacement of competitive materials; and structural performance and efficiency.

# Ford Motorsports Feels the Pain of Carroll Shelby's Passing the Most

by Gerald Scott  
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The domestic auto industry lost a good one last week with the announcement that Carroll Shelby had died at Baylor Hospital in Texas at age 89.

And yet, the Motor City is forgiven if most of our tears emanate from Dearborn and the Ford Motor Co. operation, which had the closest local ties to Shelby over the years, even though the aftermarket and auto racing expert did a few projects with Chrysler as well.

The official Ford statement came from Edsel B. Ford II, member of the Board of Directors of the Dearborn automaker and great-grandson of auto pioneer Henry Ford.

"Today, we have lost a legend in Ford Motor Company's history, and my family and I have lost a dear friend," Edsel's statement read.

"Carroll Shelby is one of the most recognized names in performance car history, and he's been successful in everything he's done.

"Whether helping Ford dominate the 1960s racing scene or building some of the most famous Mustangs, his enthusiasm and passion for great automobiles over six



From coast to coast, the national auto industry was mourning the death of aftermarket and racing entrepreneur Carroll Shelby, who died on May 10 at the age of 89.

decades has truly inspired everyone who worked with him.

"He was a great innovator whose legend at Ford will never be forgotten. Our thoughts and prayers go out to his family and friends."

Indeed, Shelby was actually a member of the Ford family for over 60 years as he forged his reputation in the mid-20th century and it still lives today with his legacy, namesake Shelby companies here in the 21st century as well.

Shelby is so closely associated with Ford and its products that he once said his energy and passion for performance products were always strongest when he was working with Ford.

Shelby most recently collaborated with the automaker on the 2013 Ford Shelby GT500 Mustang, described as the most powerful production V8 car in the world.

Even in recent months, working with Ford SVT (Special Vehicle Team) engineers at Sebring and the Arizona Proving Grounds, at times he drove for more than eight hours - at the ripe old age of 88, at that.

Note that Shelby was nearly 30 years old before he entered his first car race - a quarter-mile drag meet in 1952. The hot rod he drove to the finish line that day was

powered by a Ford V8.

Shelby's first Ford derivatives were the legendary Cobras and Shelby Mustangs of the 1960s. He was heavily involved in the design and engineering of the Ford Shelby Cobra Concept car unveiled in 2004, and was a key member of the Ford "dream team" that built the 2005 Ford GT.

Shelby may have gotten a late start in performance car development, aftermarket accessorizing and racing, but he sure made the most of it once he got comfortable behind the wheel.

Early in 1962, Shelby drove his second Ford-powered race car. It was the first mock-up for the Cobra, Shelby's now-legendary marriage of a lightweight British roadster body with a small-block Ford V8.

By January, 1963, Shelby had homologated the car under FIA's GT Group III class, and that month a Cobra won its first race, beating a field of Corvette Stingrays at Riverside in California.

The rest as they say, is history, but as long as there are Mustangs vrooming up the motorsports landscape with powerful V8 engines and a "Shelby Mustang" decal on the rear window, safe to say that Carroll Shelby's legend will now just live on and on and on.

# 'Red' Poling Was 'Extraordinary Leader' at Ford

DEARBORN, Mich. (AP) - Former Ford Motor Co. CEO Harold "Red" Poling has died. He was 86.

The long-time auto executive died May 12 in Pacific Grove, Calif., according to Ford.

Bill Ford, the automaker's executive chairman, called Poling an "extraordinary leader" who had a "profound impact" on both Ford and those he worked with.

"With a list of accomplishments that span 43 years, including leading the company through a remarkable turnaround during the 1980s and 1990s, Red was respected by all for his leadership, his passion for being the low-cost producer and his genuine affinity for people," Bill Ford said in a company statement.

Poling led Ford as chairman and chief executive less than four years, from 1990 until his retirement at the end of 1993.

Born in the Detroit suburb of Troy, Poling grew up in Fairfax, Va., and served in the Navy before earning his bachelor's degree at Monmouth College in Illinois and then his MBA at Indiana University.

Poling interned at Ford while at Indiana. After receiving his degree, he returned to the automaker as a cost analyst in its steel division's controller's office.

Poling worked his way up through the ranks to lead Ford's European operations in the 1970s and became a member of the automaker's board in 1979.

He went on to serve as its chief operating officer and vice chairman in the 1980s, before being named CEO in March 1990.

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