

AAA, State Police and Detroit Tigers Push for Safer Driving on the Holiday

by Jim Stickford
Special writer

A special press conference was held in front of Comerica Park in downtown Detroit on May 18 as part of a broader effort by AAA of Michigan, the Michigan State Police and the Detroit Tigers to promote safer driving habits for teens.

Michael Prince, director of the Michigan Office of Highway Safety Planning, said with Memorial Day coming up, Michigan drivers are going to hit the road in, if not record numbers, certainly in large numbers.

The days are longer, the weather is warmer and teen drivers have more places to go, Prince said. But teen drivers aren't as good as they think they are.

He said a University of Michigan study determined that 14 percent of teens are in an automobile accident during the first three years of their driving history.

Auto accidents kill more teens than cancer, suicide and homicide - combined, Prince said.

"Teen drivers don't have the experience on the road or the time behind the wheel," Prince said.

"Unfortunately, the only way to get experience and time behind the wheel is to drive. The chances of a teen driver getting into an accident increase as the number of passengers in that teen driver's car increase."

Prince said when he was a new teen driver, he wanted to drive himself and a bunch of his buddies to a sports tournament in Kalamazoo, which was more than 100 miles away. His father said no, that plan was too dangerous. While not pleased with that decision at the time, Prince said his father made the right call.

But today's teens face distractions that didn't exist in his youth. He said that means today's cell phones and smart phones, which distract drivers with telephone calls and texting.

So, in the past couple of



PHOTO: JAMES STICKFORD

Lt. Derrick Hayes of the Michigan State Police kicks off a new program, organized by AAA Michigan, to promote safer teen driving. The event was held at Comerica Park, where the Detroit Tigers hosted AAA Teen Driver Safety Night.

years, police have partnered with AAA and Ford to create a safe driving program using teens to talk to other teens about the hazards of driving.

"We've discovered that teens would rather listen to other teens than adults about driving hazards," Prince said.

First Lieutenant Derrick Hayes of the Michigan State police, said Michigan, along with Indiana, were among the first states to launch Operation C.A.R.E. (Combined Accident Reduction Efforts). The program is now used in all 50 states.

He pointed out that Memorial Day is one of three major driving holidays that occur over the summer.

The state police, he said, will be doing their best to inform drivers of the dangers associated with more than 1 million drivers hitting the road over a three-day period.

But there's only so much outside groups can do, he said, adding that it's up to parents to do their part.

"Parents need to set limits," Hayes said. "Teens are over-rep-

resented in driver accidents and education is important in reducing accidents."

AAA of Michigan Traffic Safety Manager Jack Peet said that over the Memorial Day Weekend more than 34 million drivers across the country hit the road.

This year's traffic should be heavier than in the past couple of years. The economy has improved and people who have been staying home will want to get out and enjoy the holiday.

"Drivers will want to take advantage of the lower gas prices," Peet said. "This year's prices are lower than last year. "I encourage all drivers to be well rested when they hit the highway and to have their vehicles in good shape. Make sure the battery is charged and that the tires are in good shape."

AAA of Michigan has driving simulations that it brings to its centers in the state.

Improved Interior Designs Can Lead to Better Mileage

by Jim Stickford
Special Writer

To reach fuel efficiency, some simple and some more sophisticated changes can be made, according to a panel of experts at the May 17 Ward's Auto Interiors Conference in Dearborn.

The conference focused on engineering interiors for better fuel economy.

The panel was moderated by Vic Peltola of TRW. He pointed out that cars can be more energy-efficient through simple things like replacing incandescent lights in the interior with LEDs, which reduces the parasitic energy loss from the engine.

This method, Peltola said, doesn't require any great engineering changes and is relatively simple.

But there are more sophisticated things that can be done in the interior to improve energy consumption.

Richard Vaughan, design leader at Visteon, said that,

Regal Places 2nd in Nevada Challenge

ELY, Nev. - A pair of Buick engineers piloted a stock Regal GS luxury sport sedan to a second-place finish in the 135-mph class of this month's Nevada Open Road Challenge, finishing within 0.4 seconds of their 40-minute target time.

The podium finish follows a first-place title claimed by the same team - driver Bill Rietow and navigator John Townsend - in the 120-mph class last fall.

Success was based on balancing low-speed sections of the course with running the Regal at top speed for a period of time. During that segment, a radar trap controlled by race operators verified a speed of 162 mph for the 270-horsepower Buick.

Buick's 2.0L turbocharged engine was named one of *Wards Auto World's* 2012 "10 Best Engines" for North America.

"The Regal GS is an incredibly capable performance sedan," said Rietow.

"In addition to the strong acceleration from the engine, the chassis maintained its com-



Driver Bill Rietow, left, and navigator John Townsend, both Buick engineers, finished second - 0.4 seconds off their 40-minute target time - in the May edition of the Nevada Open Road Challenge. They drove a stock Regal GS luxury sport sedan in the 135-mph class. Last fall, the two finished first in the 120-mph class.

posure well while running across these closed public roads at high speeds. Likewise, the Brembo brakes were easy to trust coming hot into a corner."

The Nevada Open Road Challenge takes place on a remote, two-lane, 90-mile-long segment of Nevada State Highway 318. Rather than a test of who finishes a course the fastest, the

goal is average speed consistency. Podium finishers often are separated by hundredths of a second.

The Regal GS piloted by Rietow and Townsend was a stock 2012 model, with modifications limited to safety equipment such as a roll hoop and five-point harness seat belts, as well as data collection computers.

while he isn't an engineer, he is an industrial designer. So he talked about the value of innovation in industrial design.

He cited the iPhone as an example of industrial design leading the way. People buy the iPhone because of its looks and its feel. Its use as a telephone is almost secondary.

"Design is what we sell and what the consumer experiences," Vaughan said.

"At Visteon, we are still the largest provider of value-added components and systems. We use what we call the D system when designing something. It's Discover, which is our research stage.

"We talk to consumers around the world. Then we Dream. The design team takes that consumer information and develops and engineers solutions."

Right now, India and China are wide open markets. Car ownership has not reached the levels of Europe or North America.

Car companies that aren't in those two markets face a bleak future, but selling cars in those markets means designing cars to fit the unique needs and preferences of those markets. That means doing market research and doing creative design based on that research.

"Different markets require different designs," Vaughan said.

"For example, 20 percent of cars in India are chauffer-driven. And the best-selling vehicle is the Maruti Suzuki, which is a very small car. It presents a challenge. There's not a lot of room to work with.

"So with air conditioning, maybe you put jets above the driver and passenger seats to

blow cold air directly on the passengers. That way you don't have to cool the entire interior."

That saves energy, Vaughan said. By rethinking design, car companies can make their vehicles more energy-efficient.

Interior design is also important in selling the vehicle, he added. He spoke with one person who worked in the hotel where Vaughan frequently stayed. The employee owned a car and was proud that he owned a car.

While the vehicle was small and inexpensive by U.S. standards, it was still a major investment for the employee.

Just because the vehicle is of the economy variety doesn't mean that its interior shouldn't be nice, shouldn't be well-designed and attractive to the eye, said Vaughan. "People take pride in their cars and intelligent interior design is one way to make a vehicle stand out in a crowded market."

Chuck Greiwe, program manager for Lotus Engineering Inc., said his company was given an assignment by the state of California. The project was a systematic approach to interior mass reduction. Lotus took a Toyota Venza design and developed designs that reduced interior mass.

He said to "improve" the interior and get parts reduction, they started with brakes, suspension, tires and the engine. These "exterior" parts and systems affect the interior. Part of their assignment required that they didn't change the architecture of the test vehicle.

Greiwe said the interior constitutes about 19 percent of the total vehicle. So, making significant reduction in in-

terior parts truly affects the weight of a vehicle.

One way to reduce weight is by reducing the number of interior parts, said Greiwe. An example of that is getting rid of the parking brake pedal. The test vehicle will still have a parking brake, but it's activated by turning a knob, instead of pressing a larger, heavier parking brake. That saves 3.2 kilograms.

Another way to make reductions, Greiwe said, is to get rid of the gear selection handle. Thanks to modern electronics in today's automobiles, it's possible to switch to drive or reverse or park by turning a knob or dial instead of actually pulling a lever that switches gears. This saves weight.

By going over everything in the interior from door handles to center consoles, seats, control panels and reviewing them with a fresh perspective, Greiwe said, Lotus was able to reduce the mass in the interior by 39 percent or 98 kilograms.

The main thing to be learned from the project, Greiwe said, is that by creating a culture of mass reduction - or looking at the vehicle in new ways - and the whole vehicle, not just the interior, the weight of vehicles can come down.

Panel member Sebastien Kah, an Eco Design leader for Faurecia Interior Systems, said finding weight savings is a large part of his challenge to find ways to use renewable and recyclable materials in vehicle interiors.

But a major problem is that developing these materials is a complex process and the more complex a process, the more opportunities there are for mistakes.

NOW OPEN SATURDAY'S 10AM-3PM for Your Convenience
MEMORIAL DAY BONUS CASH IS BACK!!! Now Offering up to an Additional \$750 Bonus Cash!

EXPERIENCE BUICK FREE OFFERS

SAVE Up To \$2000 ON YOUR NEXT VEHICLE!
 When You Qualify for One of the Following
 • SATURN LOYALTY - Current Saturn owners of model year 1999 or newer!
 • BUICK LOYALTY - Customers currently leasing or financing w/loan expiration date through April 2013!
 • CONQUEST REBATE FOR EVERYONE - GM employees now receive conquest rebate with proof of ownership of non-GM vehicle!

2 Year Scheduled Maintenance!
2 Year XM Satellite Radio!
2 Year OnStar w/Directions & Connections!

2012 BUICK REGAL GS
 FREE OFFERS: Full Power Inside and Out! 270HP w/Passive Entry & Push Start Technology
 2 Yr FREE Maintenance! HID Headlamps
 2 Yr FREE OnStar! Power Sunroof - Heated Seats
 XM Satellite Radio! Premium Sound System - Bluetooth for the Phone
 GS Sport Handling Suspension w/Interactive Drive Control

LEASE \$339*/mo. FOR ONLY
 DEAL #33910 Stk#5165-12 *24 Mo/12k miles per year w/ \$1195 cap cost reduction down lease figured at GM pricing plus tax, title, license & doc. Must qualify for conquest or saturn rebate for lowest price. NO SECURITY DEPOSIT!

2012 GMC SIERRA CREW CAB 4x4
 6 Months OnStar w/6 Months FREE XM Satellite Radio
 V8
 Power Window/Locks XM Satellite w/CD Bluetooth Steering Wheel Radio Control

LEASE \$225*/39 Months FOR ONLY w/Saturn Loyalty Rebate **\$199*/39 Months**
 Stk#8863-12 DEAL #33462 *GM pricing plus tax, title, license, doc fee & first payment. \$1295 cap. cost reduction.

2012 GMC TERRAIN SLE AWD
 Full Power Windows/Locks Cruise Control Rear Back Up Camera for Safety

LEASE \$239*/39 Months FOR ONLY
 DEAL#33157 Stk#8808-12 *With \$995 down. Must have lease conquest rebate to qualify. Plus tax, title, license, doc fee and first payment.

2011 BUICK ENCLAVE
 Buick's Quiet Ride Technology Full Power Much More!
 FREE OFFERS: 2 Yr FREE Maintenance! 2 Yr FREE OnStar! DRIVE LUXURY FOR ONLY XM Satellite Radio!

LEASE \$345*/24 Months FOR ONLY
 DEAL#33527 Stk#5209-12 *With \$995 down. Plus tax, title, lic, doc w/Conquest Rebate. NO SECURITY DEPOSIT or 1st PAYMENT!

2012 GMC SIERRA 1500 REG CAB
 Chrome Wheels Chrome Grille Fog Lamps AM/FM CD Stereo All Weather Floor Mats Power Windows/Locks/Mirrors!

LEASE \$177*/39 Months FOR ONLY
 Deal #33523 Stk #9039-12 *GM pricing plus tax, title, license, doc fee and first payment.

PULL AHEAD REBATE Receive up to an **\$2000** TO GET OUT OF YOUR NON-GM LEASE!
 Additional... **\$2000** GM EMPLOYEES & FAMILY MEMBERS NOW QUALIFY!

2012 GMC ACADIA SL
 Cargo Convenience Pkg Full Power Locks/Windows XM Satellite Radio Remote Start Bluetooth for Phone Steering Wheel Controls for Radio!

LEASE \$249*/39 Months FOR ONLY
 DEAL #33105 Stk #8890-12 *With \$995 Down. GM pricing plus tax, title, doc fee.

ALL NEW 2012 BUICK VERANO
 FREE OFFERS: 2 Yr FREE Maintenance! 2 Yr FREE OnStar! 2 Yr FREE XM Satellite Radio!

LEASE \$199*/39 Months FOR ONLY **LEASE \$208*/24 Months FOR ONLY**
 DEAL#32080 *Lease \$995 down w/Lease Conquest Rebate. Plus tax, title, lic, doc. NO SECURITY DEPOSIT or 1st PAYMENT!

2012 GMC YUKON XL 4WD
 Remote Start Rear Back-up Camera Driver Adj. Pedals Rear Park Assist 20" Chrome Wheels Rear Seat DVD Entertainment Custom Chrome Appearance pkg HD Trailering w/Brake Controller

LEASE \$479*/39 Months FOR ONLY **LEASE \$535*/39 Months**
 Stk #910-12 DEAL #33692 *GM pricing plus tax, title, license, doc fee and first payment. \$1,995 cap cost reduction. Must have Saturn Loyalty Rebate for lowest lease price.

2012 BUICK LaCROSSE
 Full Power Locks/Windows Buick's Quiet Ride Technology Remote Start Rear Back Up Camera CD Player - OnStar XM Satellite Radio!

2 Year FREE Maintenance! 2 Year FREE OnStar! 2 Year FREE XM Satellite Radio!
LEASE \$256*/24 Months FOR ONLY
 *GM pricing plus tax, title, license, doc. fee and first payment. \$995 cap cost reduction & Saturn loyalty. NO SECURITY DEPOSIT or 1st PAYMENT!

MEET OUR PROFESSIONAL SALES STAFF OR VISIT AN OLD FRIEND!

MIKE FLEURY LOU "SKIP" TALLERICO RANDY ESSENMACHER RICH EVERAERT BRETT COLEY SCOTT JUST

*All prices plus tax, title, lic. doc., zero sec. deposit. Lease figured with Competitive Lease Rebate. For customers currently in a non GM lease (proof required of current lease). 1st payment allowance is only Monday sales. No prior purchases apply. Zero sec. dep. required. Program subject to change. Expires 5/31/12.

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com

Be treated with the respect you deserve.
TOP DOLLAR FOR YOUR TRADE and the Best Deal PERIOD!!

Wally Edgar Chevrolet Employee HO Chevy Runs Deep

CHEV Celebrates NATIONAL MILITARY APPRECIATION MONTH VETERANS
 RECEIVE AN ADDITIONAL \$750 REBATE
1-248-724-1073

Open Saturday 9:30-3
 Fax: 248-391-0189
 Cell: 248-821-8026
 Email: jchaiser@wallyedgar.com

Sales Hours:
 Mon. - Thur. 8:00 am - 8:00 pm
 Fri. 8:00 am - 6:00 pm
 Sat. 9:30 am - 3:00 pm · Sun. Closed
 CHEVY DEALER CODE 44085

2012 MALIBU 24 MOS. LEASE • 10K **\$88*** \$999 DOWN

2012 TRAVERSE LS 24 MOS. LEASE • 10K **\$88*** \$999 DOWN

2012 SILVERADO REG CAB 24 MOS. LEASE • 10K **\$59*** \$999 DOWN

Located right off I-75 on M-24, 2 minutes N. of the Palace of Auburn Hills
 Make us your Michigan P.E.P. Car Connection
 *GM Employee pricing Malibu and Silverado, plus tax, title, plate, first month payment and doc fee due at signing. All rebates assigned to dealer. All leases include eligibility for 9 tier and 500 credit score. All leases require competitive lease in household. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. Security deposit may be required by lender. Exp 5-31-12.

1-866-906-0279
Wally Edgar Chevrolet

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com

Vyletel BUICK GMC **586-977-2800**
 View our HUGE SELECTION online!
 VAN DYKE JUST SOUTH OF 18 MILE • STERLING HEIGHTS **www.vyletel.net**