Detroit Auto Scene®

THE OLDEST FREE NEWSPAPER IN THE UNITED STATES

VOL. 80 NO. 32 | *"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS* | AUGUST 20, 2012

GM Engineers and U-M Advance Auto Safety

DETROIT – General Motors safety engineers are helping to advance crash test methods by getting out of the lab and into University of Michigan Hospital to witness surgeries and other medical procedures resulting from crash-related injuries.

GM's collaboration with the University of Michigan's International Center of Automotive Medicine over the last decade has resulted in 25 GM safety personnel participating in ICAM's Technical Fellowship for Engineers.

Crash test engineer Barbara Bunn, vehicle safety performance engineer Suzanne Kayser and senior field performance assessment engineer Mike Haldenwanger currently spend a day each week at ICAM's research labs at the University of Michigan Hospital in Ann Arbor, where they attend surgeries and dissections to understand crash-related injuries up close. It is knowledge they use to advance automotive safety.

Dr. Stewart Wang, left center, with Suzanne Kayser, Mike Haldenwanger and Barbara Bunn (left to right).

"ICAM is dedicated to preventing injuries from happening in the first place," said Dr. Stewart Wang, the center's founding director and head of the University of Michigan Program for Injury Research and Education, as well directing Acute Care Surgery research.

"We estimate our work has influenced the design of more than 75 million vehicles on the road."

GM's collaboration with ICAM reflects the automaker's commitment to crash safety.

For the 2012 model year, 14 Chevrolet, Cadillac, Buick and GMC vehicles have been named 2012 Top Safety Picks from the Insurance Institute for Highway Safety.

Eleven 2012 models have received 5-Star Overall Vehicle Scores in U.S. New Car Assessment Program testing.

"It truly is collaborative work," Wang said. "GM's engineers are the best at what they do and we learn a great deal from them.

"With all my experience as a researcher, they've really pushed me to up my game by demanding mathematically-specific injury data that can serve as the basis for new test methodologies and occupant protection solutions."

ICAM provides GM's safety engineers "analytical morphomics," a 3D medical imaging and computational biomechanics process developed specifically for crash research.

ICAM has amassed tens of thousands of full body scans of

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Mayor Visits DMS Plant

DETROIT – Mayor Dave Bing and Gov. Rick Snyder head a group of local dignitaries that will be visiting Detroit Manufacturing Systems' opening ceremony on Southfield Road on Wednesday, Aug. 22 at 8:30 a.m.

A minority woman-owned business, Detroit Manufacturing Systems is a joint venture between the Rush Group and Faurecia bringing hundreds of high-tech UAW automotive component assembly jobs to the city of Detroit through a long-term contract with the Ford Motor Co.

Detroit Manufacturing Systems is located in the Gateway Industrial Center at 12701 Southfield Road, Building A, in Detroit.

Other VIP visitors to the grand opening ceremony include Andra Rush, CEO, Detroit Manufacturing Systems; Yann Delabriére, chairman and CEO of Faurecia; James Settles, Jr., vice president United Auto Workers – Ford Dept.; Tony Brown, Group Vice President, Ford Global Purchasing, Ford Motor Co., and Louis Green, president, Michigan Minority Business Development Council.

Note that Rush is also the CEO of Rush Trucking Corp. and CEO of Dakkota Integrated Systems, a major supplier of fascia parts.

Cruise is 'Perfect Place To Showcase'

AUBURN HILLS – From high-performance hot rods to cool classic vehicles, the Chrysler, Jeep, Dodge, Ram, Fiat, SRT and Mopar brands were to be present at the 18th annual Woodward Dream Cruise on Saturday, Aug. 18.

New this year, the Dodge brand were to bring the annual celebration of classic cars to its fans as Steve Magnante, a SPEED TV and freelance automotive reporter, and brand representatives was to travel Woodward in a 1970 Dodge Polara interviewing vintage and current Dodge vehicle owners at favorite hangouts along the route. The interviews were to be streamed live on the Dodge brandblog, www.redline-dodge.com.

"The Woodward Dream Cruise is the perfect place to showcase the dynamic vehicles each of our

Durango Owners' Club members leaving Jefferson North Assembly.

brands has to offer as enthusiasts from all over the country come together to celebrate classic and current car culture," said Reid Bigland, head of U.S. Sales and president and CEO-Dodge

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TARDEC, Army Seek Vehicle Beyond MRAP

By Gerald Scott

The GVSETS ground vehicle conference – Ground Vehicle Systems Engineering and Technology Symposium – returned to the Troy Marriott last week and it was a useful forum for the Army spelling out its vehicle needs to a supplier audience.

The Army's vehicle requirements, as outlined by speakers from the TARDEC engineering lab in Warren, as well as its parent organization RDECOM, is that innovation and high technology applications are of the highest order.

The biggest vehicle innovation that came out of the Iraq-Afghanistan wars over the past decade was the famous MRAP vehicles, those with wide hulls that

BAE Systems marketing strategist Sarah Lundgren.

dispersed the explosion and shock waves of IEDs and land mines – and have saved untold lives.

Now, according to presenters at GVSETs, the military is looking for the next big thing, the next new thing to help them meet increasing fuel economy require-

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Teams, Technology Work Together At Ford Electrification Center

By Jim Stickford

Ford Motor Co., has renamed its advanced engineering center, located at the Henry and Edsel Ford Research & Engineering Center in Dearborn. It is now The Ford Advanced Electrification Center.

The new name reflects the company's commitment to its long-term plan to become a leader in electric and hybrid vehicle technology and to offer best-in-class vehicles mileage in every car category.

Ford will now have more than 1,000 engineers working under one roof. The company is doubling its battery testing capabilities by 2013, to accelerate its hybrid and electric vehicle development by as much as 25 percent.

Kevin Layden, Ford's director of electrification and engineering, said the newly-named building will cover 285,000 square feet. He said they needed the room to grow and to help with communication. It really is better to have people in different departments be able to talk just by going down the hall, instead of having to use non-face to face methods.

"New ideas are borne out teams that work together," Layden said. "We have 500 patents in this new technology and we will get more. It's nice to have all the battery experts in one place. Developing and testing a battery is a lengthy process and we don't need to be spread out among different facilities. Now our battery testing team can test four different battery chemistries at one time. That's so much better than what we could do as recently at 2010."

This increased efficiency means customers are getting more and better electric technology, Layden said. This improve-

Ford is investing $135M for its next gen hybrid-electrics.

ment is reflected in such vehicles as the CMax hybrid, which will achieve 47 mg in the city, 47 mpg on the highway, the first vehicle to have equal city and highway mileage. The Focus electric batteries will give the car 110 mpg in city driving.

By developing more technologies in-house through investments in infrastructure and people, Ford is delivering more affordable and fuel-efficient vehicles to its customers.

Joe Bakaj, vice president of powertrains, says the move towad faster development of electric and hybrid-powered vehicles is is important to the company because product development plans are based on the idea that gas prices will continue to rise.

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