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## GM Sponsors 'Convergence'

by Gerald Scott

Between sponsorships from General Motors and SAE International, the Convergence 2012 conference set for later in October is bound to be a hit.

Its official name is "SAE International Convergence 2012 – Electronic Innovation Through Leadership" and it runs Oct. 16-17 at Cobo Center in Detroit.

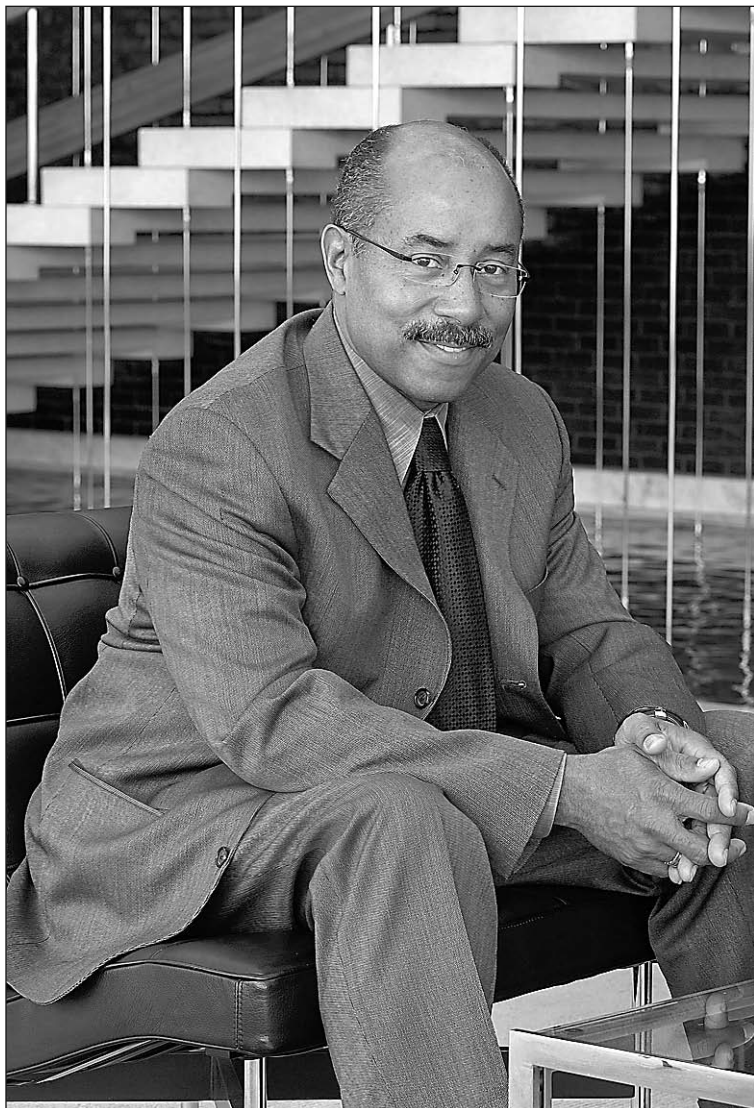
It's a derivative of the original "convergence" auto industry trade shows in Detroit dating back to the 1990s when it first looked like consumer electronics and the automobile were going to converge.

Counting successful auto innovations like OnStar, Sirius XM Radio, SYNC and the like, it appears that that's already happened in the decade since.

Meanwhile, the new International Convergence show seems to be reaching for something even more.

Officials say that the lineup for Convergence 2012 is loaded with new, exciting and interactive programs designed to appeal to young engineers and keep veteran engineers engaged all the same.

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GM Vice President of Global Design and event chairman Ed Welburn.

## Annual 'Art of Wine' Auction Moves to GM Design Center

DETROIT – World-class wines, automobiles and art converge Oct. 20 when General Motors and Cadillac present "The Art of Wine," the 31st Annual Detroit International Wine Auction (DIWA).

The event, which benefits Detroit's College for Creative Studies, will be held for the first time at the GM Design Center.

Chairing the auction and gala are Edward T. Welburn, Jr., vice president, GM Global Design and CCS trustee, and his wife, Rhonda D. Welburn of the law firm Dickinson Wright PLLC.

Organizers hope to exceed the \$1.4 million raised last year to fund undergraduate scholarships at CCS and art classes for at-risk youth in Detroit.

Guests will get a rare glimpse inside the GM Design Center and adjacent Design Dome, internationally recognized for their mid-century modern architecture.

"The College for Creative Studies is such a jewel in Detroit's creative economy, and among the premier automotive and transportation design schools in the world," said Welburn.

"During GM Design's 85th anniversary this past June, we celebrated design innovation and its power to differentiate great brands. This event helps make it

possible to attract, educate and retain a new generation of designers who will lead our global industry into the future."

Winemaker Manuel Louzada of Numanthia – known for its iconic, award-winning wines from Toro in Northwestern Spain – is this year's featured vintner.

The Numanthia Estate is owned by LVMH, world leader of luxury goods, which also includes a unique portfolio of prestigious wine and spirits brands, such as Dom Perignon, Moët & Chandon, Chateau Cheval Blanc, Clouy Bay, Newton Vineyard, Belvedere and Hennessy.

Numanthia's powerful yet elegant wines are produced from Tinta de Toro, a single varietal from the Tempranillo grape family. The Numanthia Estate's first vineyards were planted in 1880, and Numanthia's Termanthia wine, for example, is produced from grapes grown on ungrafted, pre-phylloxera vines that are more than 120 years old.

"We are deeply grateful for the long-standing support of General Motors and Cadillac for the auction. Their generosity, along with that of so many other donors, helps us to increase the numbers

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## Volt Was Central Topic at Henkel Supplier Day

by Gerald Scott

Funny thing about the Chevrolet Volt these days.

On one hand, this December marks two full years in the market, so it's safe to claim that it's become a known quantity.

But on the other hand, it's still a technical marvel that turns heads most anywhere the car appears here in late 2012.

Most recent case in point was supplier Henkel, with a big office and factory complex in Madison Heights.

GM brought in a Volt to honor "Henkel Day" last week, literally marking the firm's anniversary founding date, which was Sept. 26, 1876, in Germany.

Here, 136 years later, Henkel is a thriving global concern, providing industrial and automotive products worldwide.

Henkel provides significant parts and systems to Volt, so then again maybe it wasn't all that surprising that they cooed over the unique plug-in hybrid vehicle from GM like they did.

Henkel's Patrick Apsey, Key Account manager, General Motors North America for the supplier, discussed the supplier's contributions to the Volt.

"To start with, the metal pre-treatment, which enhances corrosion protection on the vehicle. It's a real important step to clean the metal and prepare it for the next step, which is Eco," he said.

"Henkel has a lot of options for increased aluminum content, which the (GM) Detroit Hamtramck plant will be seeing in the future, so we have a lot of our sustainable technologies for lightweighting, things like that will be available for the Volt.

"It's an aqueous process, the vehicle comes in and it's either sprayed or dipped. It's about a

10-stage process, we have an on-site person at Detroit Hamtramck. We've (been an) integrated supplier in the plant for over 19 years . . .

"GM relies a lot upon Henkel and our expertise, and he (Henkel rep) actually takes care of this treatment line, this coating line."

Note that the Volt plant is down right now for retooling to allow the 2014 Chevrolet Impala to be built there, so when the plant comes back up later in October, it will be building the Chevrolet Volt/Opel Ampera, Chevrolet Malibu and finally the pre-production cars for the Impala, which won't be assembled for customers until early next year. So Henkel is familiar with GM Hamtramck, indeed.

"All the vehicles that run through the plant go through our pre-treatment system . . . they all see our aqueous coatings," said Apsey.

"There are some other technologies we have down at D-Ham, we have the water-based purge so that when they're painting the vehicle and need to clean their lines, they send a Henkel cleaner (liquid) through the line.

"We're also upstream at the automotive component suppliers. At the GM Powertrain plant in Flint, we have the Loctite RTV gasketing, so a lot of parts that are assembled into the Volt happen outside of Detroit (prior to final assembly).

"Another big part of our business is our acoustics and struc-

tural business, which is pre-formed parts. We've got paintable tapes on the vehicle, one is actually applied down at the Hamtramck plant and the other one is a seal that is applied at a GM Brownstown facility – it's a butyl rubber seal on the battery.

"We have a lot of content on the vehicle, we have some overmolding macro-melt products on the vehicle as well, that's at one of our Tier suppliers, Lear Corp."

Visiting Henkel's Madison Heights facility on Henkel Day, with the Volt, was GM's Richard Smearman, who is the Paint Area manager at GM Hamtramck. Prior to that, Smearman was also Plant Quality manager.

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Henkel's Paul Drzyzga, Jr., right, director, OEM North America, speaks at Volt reception.

## GM Adds Award For Top Quality

DETROIT – General Motors is adding a quality performance award for its top product suppliers.

The GM Supplier Quality Excellence Award joins the 20-year-old Supplier of the Year Award and will recognize about 7 percent of product suppliers – those who have demonstrated the highest levels of quality performance over the previous 12 months.

"Suppliers play a vital part in the overall quality of our vehicles, and we view their hard work and dedication as part of the foundation for GM to continue to be a leader in product quality and overall customer satisfaction," said Bob Socia, vice president, Global Purchasing and Supply Chain.

Winners meet or exceed a stringent set of quality performance criteria along with cross-functional support of the entire GM organization.

"We have made significant progress in recent years improving product quality, and moving forward we will continue to improve supplier relations to achieve a world-class supply chain focused on quality, capacity management and total cost."

As part of GM's commitment to provide the best overall customer experience in the automotive industry, the Supplier Quality Excellence Award will focus on improving collaborations and cooperation with suppliers.

It's not clear how GM supplier executive Bob Socia's move to China will impact later GM-supplier relations, but the infrastructure looks to be strengthened with the establishment of this particular award.

Meanwhile, the 2012 award horizon covers July 1, 2011, to June 30, 2012.