

Detroit Auto Scene®

NEWSPAPER OF THE BIG 3 AUTO INDUSTRY

VOL. 80 NO. 40

"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

OCTOBER 15, 2012

Tom Izzo Will Speak on Leadership at SAE Convergence

by Gerald Scott

GM is bringing in an interesting "drawing card" for the SAE Convergence auto trade show in Detroit this week.

His name is Tom Izzo, the highly successful basketball coach at

Michigan State University.

When Izzo visits Detroit these days, it's usually for recruiting the cream of the crop of local high school talent.

"Tom will be speaking about leadership on Wednesday night (Oct. 17) from 7 to 9 p.m.," said

GM Engineering spokeswoman Jennifer Ecclestone.

GM is the corporate sponsor of the event, which is subtitled, "Electronic Innovation Through Leadership," hence the subject matter for Izzo's speech.

Izzo is perhaps one of the state of Michigan's most recognized athletic celebrities these days, so out-of-towners visiting Convergence may also want to check in to Izzo's Oct. 17 speech, all to see the firebrand coach in action.

Also, on Tuesday, Oct. 16, the morning opening ceremony will include GM Vice President for Global Vehicle Engineering John Calabrese introducing GM senior executive Mark Reuss, who will make his introductory marks at 9:15 a.m.

Reuss is GM North America president, of course, and a proponent of many of the "convergent" auto technologies that will be on display during the two-day trade show.

Convergence is a term first used to cover a series of trade shows dating back to the 1990s when it first looked like consumer electronics and the auto industry were on track to merge.

Well, counting successful auto innovations like OnStar, Sirius/XM satellite radio, Ford's Sync, Chrysler's uConnect and the like, well, it seems safe to say

that merge they certainly have.

All of which leads to what is officially titled SAE International Convergence 2012 – Electronic Innovation Through Leadership," which figures to give participants a look-see into what the next generation of technical innovations will be invading the auto cockpit.

Think in terms of human-machine interface, haptics, voice recognition and more, as the auto industry is working hard to assimilate new technologies into the cockpit, all while trying to eliminate driver distractions and the like.

Meanwhile, the new International Convergence show seems to be reaching for something much larger than the earlier shows from the 1990s.

Officials say that the lineup for Convergence 2012 is loaded with new, exciting and interactive programs, all designed to speak more to the under-30-year-old transportation engineer while not alienating the veterans.

Interesting balancing act, that, as the Baby Boomers begin to retire out of the auto industry with Generation X and other followers now picking up the slack behind.

"It's critical that we have programs that attract younger engineers to SAE, and also keep our long-time members engaged, excited and enthused," said GM's

John Calabrese, who is serving as general chair of the 2012 Convergence.

One of the keynote auto talks will be given by Thilo Koslowski of the Gartner Group, whose presentation is entitled, "The Dawn of a New Automotive Era – Key Trends and Innovations that will Impact the Automotive Industry."

'Art of Wine' Set For Saturday At GM Design

WARREN – Tickets are still available for the Oct. 20 "The Art of Wine" event at the GM Design Dome in Warren.

World-class wines, automobiles and art converge when General Motors and Cadillac present the 31st annual Detroit International Wine Auction (DIWA). The event benefits the College for Creative Studies (CCS).

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

Chairing the auction and gala are Edward T. Welburn, Jr., vice president, GM Global Design and CCS trustee and his wife, Rhonda T. Welburn.



Tom Izzo

Arts, Beats & Eats Raised \$337K

ROYAL OAK – More than 60 charitable and cultural organizations benefited from Ford Arts, Beats & Eats, which again took place in downtown Royal Oak on Labor Day weekend.

The festival raised \$337,092.45 from gate admission, beverage proceeds, the Arts Du Jour charity preview event, special festival-sponsored community initiatives and parking revenue.

This year, 390,000 people visited Ford Arts, Beats & Eats. Of those, 159,280 were paid admissions and the remainder consist-

ed of festival patrons who donated non-perishable goods to the Citizen Bank Hunger Initiatives, those who took advantage of early admission on the opening day of the event, and complementary admissions to sponsors, stakeholders and participants in other community outreach. Those included Autism Days, and The Zumbathon and 5K run sponsored by Priority Health.

"It was a very nice weekend for the 2012 Ford Arts, Beats & Eats," explained Jon Witz, event producer. "This year was a special

one, as we introduced new initiatives such as the Deaf Arts Festival and Autism days, in addition to generating the second-highest amount for nonprofit organizations in the festival's 15 years of operation."

The preliminary figures on the economic impact of the festival on the area indicate that it brought in approximately \$35,100,000.

The total bar, restaurant and retail revenues were estimated at \$13,801,500.

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Arts, Beats, Labor Day weekend.

New Atrium Will Make Showgoers Proud

DETROIT – Cobo Center has installed the uppermost, 12.5-ton beam in the new riverfront atrium frame of the Cobo renovation.

Midwest Steel, contracted for the renovation iron work, ceremoniously placed a six-foot Douglas fir tree on top of the beam, a Scandinavian custom going back 1,000 years as a symbol of growth and good luck. The tree will later be planted to commemorate the event.

"The new glass atrium will be a signature space in the new Cobo, and open the facility to the Detroit River with spectacular views," said Thom Connors, SMG regional vice president and general manager of Cobo Center.

"It will be ready for use in time for the 2013 North American International Auto Show in January, and 735,000 attendees will enjoy the view."

The adjacent ballroom is still under construction, an adaptive re-use of the Cobo arena space. The ballroom, with exterior food court, administrative offices and meeting rooms, will be available for galas in late May of 2013.

The atrium top beam, placed



Cobo Center is getting a new glass atrium.

90 feet high, will create a level rooftop between the facility and new ballroom space.

The massive project is drawing industry attention and business to the facility. "Bookings are strong with recent confirmation of city-wide events into 2016," said Connors. "And the increase in sales inquiries has been phenomenal."

When the \$299 million transformation is completed in 2014, the Cobo Center will offer a total

of 723,000 square feet of exhibition space, a 40,000-square-foot, dividable ballroom, 100 meeting/breakout rooms, 2,200 parking spaces, and 31 loading docks.

With 725,000 square feet of exhibit space, Cobo Center boasts one of the largest contiguous exhibit floor spaces in North America and is the 19th largest convention center in the country.

For more information, visit online at www.cobocenter.com.

GM Triple-Salutes Cabrera

DETROIT – Look, up in the sky. General Motors last weekend added three panels to its rotating LED sign atop its Renaissance Center headquarters to salute Detroit Tigers third baseman Miguel Cabrera's winning the American League Triple Crown.

Cabrera led the league in batting average, runs batted in and home runs, the first player from either league to do so in 45 years.

In addition to the Tigers' Old English "D" that is part of the GM sign rotation during Tigers home stands, new panels will say: "Congrats Miguel Cabrera," "Triple Crown Winner," and "AL Central Division Champions."

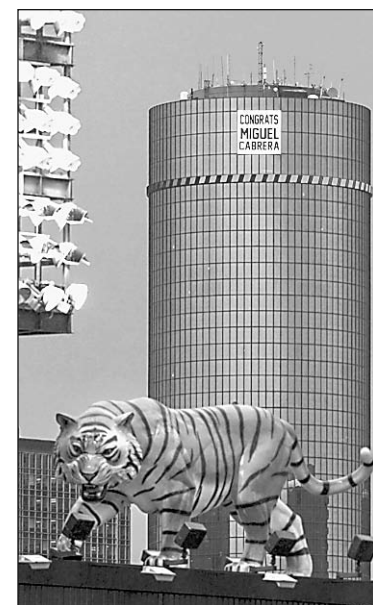
The Triple Crown was last accomplished by Hall of Famer Carl Yastrzemski in 1967 and only 14 times since the year 1900.

The achievement puts Cabrera in select company, placing his name in the record books alongside eight Hall of Fame players – Yastrzemski, Ty Cobb, Ted Williams, Lou Gehrig, Mickey Mantle, Jimmy Foxx, Frank Robinson and Nap Lajoie.

The last National League Triple Crown winner was St.

Louis Cardinals left fielder Joe Medwick in 1937.

Cabrera has been a consistent hitter, with nine straight years of at least 30 home runs, 100 RBI and a .318 career batting average. Last year, he hit a career-high .344 to win the batting title.



Congrats from GM.