

Tech Center News™

WARREN, MICHIGAN - EST. 1976

VOL. 37 NO. 8

"Covers the Hub of Macomb County's Auto Industry"

OCTOBER 29, 2012

'Luxurious' Cadillac Plug-In will be True to Its Concept

General Motors is in the process of preparing its Detroit-Hamtramck plant to build the Cadillac ELR, a luxury coupe featuring extended-range electric technology.

GM president Mark Reuss declined to give many details about the vehicle and its features and capabilities at the SAE Convergence conference in Detroit's Cobo Center, but said GM would give more details soon at an auto show very nearby. The 2013 North American International Auto Show takes place in Cobo Center in January.

"The ELR will be in a class by itself, further proof of our commitment to electric vehicles and advanced technology," Reuss said.

"People will instantly recognize it as a Cadillac by its distinctive, signature look and true-to-concept exterior design."

Production of the Cadillac ELR is scheduled to begin in late 2013 and represents a \$35 million investment in the Detroit-Hamtramck facility.

Overall, GM has spent \$561 million in total product investment at the plant since December 2009.

"This investment reflects the corporation's confidence that the highly-skilled members of UAW Local 22 can successfully build one of the most technologi-

cially-advanced vehicles in the world," said UAW Vice President Joe Ashton, who directs the union's GM department.

Brian Hepsen, Cadillac communications manager and spokesman, said that the ELR is important to Cadillac.

"The Cadillac ELR will deliver to affluent buyers interested in being green a vehicle gas-free and emissions-free driving for 35 to 40 miles," Hepsen said.

The automaker will have more to say about the exact details of the ELR when they show off the actual production model, Hepsen said.

"The ELR is in a class by itself," he added. "It's cutting-edge technology."

GM picked the Detroit-Hamtramck plant because that's where it builds the Volt and the staff already has experience with the technology, Hepsen said.

Many people don't know that GM builds the Opel Ampera, the electric vehicle exported to Europe, and the Holden Volt, which is exported to Australia.

"We build those cars here in

America and export them to the world," Hepsen said.

The Converj concept design has won several awards, including EyesOn Design's Best Concept Vehicle of 2009.



The Cadillac Converj concept foreshadowed the ELR.

MCC Marks M-TEC's 10th Anniversary on Wednesday

Macomb Community College is hosting a 10th anniversary event at its Michigan Technical Education Center (M-TEC) on Wednesday, Oct. 31, at 11 a.m.

The celebration is, in part, meant to highlight the college's comprehensive programs designed to support a skilled workforce ready for the demands of the "New Economy."

A brief program at 11:30 a.m. will follow with featured speaker Doug Rothwell, chair of the Michigan Economic Development Corporation Executive Committee.

Rothwell is also president and CEO of Business Leaders for Michigan. He will address the role of workforce development in maintaining economic vitality.

College employer partners and

students will also share their experiences. The program is followed by lunch and a tour of the facility, featuring demonstrations by faculty and students.

Macomb's M-TEC is located at 7900 Tank Avenue, Warren.

For more information, or to register, call 586-445-7204, or email communityrelations@macomb.edu.

CONTINUED ON PAGE 5

Special Olympics Gala is Nov. 9 In Motor City

by Jennifer Knightstep

The Sound Board inside the MotorCity Casino Hotel in Detroit is about to become more than just a hip night spot.

For one night only - Friday, Nov. 9 - the Sound Board will host the Special Olympics Michigan (SOMI) 2012 Inspire Greatness Gala, an evening of dinner, entertainment, and even a SOMI athlete art auction.

The Gala, in its second year, is about more than just raising funds - it's also about raising awareness.

"The Gala will be an evening of inspiration," said Kimberly Purdy, chief marketing & development officer at the Special Olympics Michigan.

"Attendees can expect to mingle with some of our athletes, to hear firsthand about how Special Olympics Michigan impacts their lives in such a positive way.

"They'll also hear how our programs provide an atmosphere of acceptance and inclusion for children and adults with intellectual disabilities. It's going to be wonderful."

Last year was the Gala's inaugural event, and it was remark-

This Week in Las Vegas: Automakers Are Ready For 2012 SEMA Show



Malibu Turbo Perf Concept

Chevy Will Focus On Small Cars

by Jim Stickford

Chevrolet, known better for its robust muscle cars than for its small car portfolio, wants to make a splash at this year's Specialty Equipment Market Association (SEMA) show in Las Vegas, which is taking place between Oct. 30 and Nov. 2.

Reporters were given a preview on Oct. 19 at the GM Heritage Center in Sterling Heights of the vehicles that will see their debut at the SEMA show.

"With Chevy's new small cars attracting young buyers with a taste for customization, Spark, Sonic and Cruze are the perfect canvases to express their personalities," said Chris Perry, vice president of Chevrolet marketing.



Sonic Spec 2.5 Concept

"The content, colors and performance of each concept is being evaluated for possible production as Chevrolet continues to seek new ways to give customers more choices."

Jim Campbell, U.S. vice president - Performance Vehicles & Motorsports for Chevrolet, the brand's small car sales have really taken off in 2012.

And by going to SEMA and showing how vehicles such as the Sonic and Cruze can be customized and personalized, Chevrolet is letting the world at large know just how much fun it can be to own a Chevy small car.

CONTINUED ON PAGE 2



Mark Trostle, head of SRT Mopar and Motorsport Design, with sketches of the "Moparized" 2013 SRT Viper.

Performance Junkies: 'Mopar or No Car'

Chrysler recently offered a select group of journalists a sneak peek at their range of vehicles set to take the show floor at this year's SEMA show at the end of the month in Las Vegas.

There were 24 vehicles in all, each customized with Mopar performance parts and accessories, from a juiced-up Dodge Charger street rod, to an uber-tough Jeep Wrangler Sand Trooper, to an extraordinarily peppy vintage hot-rod-inspired Fiat 500 Beach Cruiser (complete with requisite hula girl on the dash).

The array of one-offs is meant to showcase Mopar's impressive industry-first after-market features in two distinct categories - one to satisfy the tech geeks, the other to wow hard-core performance junkies.

For the tech people, there are features like wiTECH, a secure, wireless vehicle diagnostic tool network, and wireless in-vehicle

charging for portable devices.

For the more traditional set, there are the classic Mopar parts and accessories, boosting horsepower, off-road capabilities, and general "am I bad" stuff, inside, outside, and under the hood. Their slogan: "Mopar or no car."

"The SEMA show is the perfect place for us to showcase our vast portfolio of proven, quality-tested Mopar performance parts and accessories," said Pietro Gorlier, president and CEO of Mopar.

"We hope that show-goers look at each of these vehicles and get inspired to customize and accessorize their rides."

Scrutinizing the lineup, it's impossible to select a favorite vehicle, or even to choose just one favorite feature.

The Chrysler 300 Luxury takes the premium feel of the brand to another level, Chrysler officials say, one worthy of the most discerning consumer. From the Lux-

ury platinum mesh grille and luxe Katzkin leather seats and shift handle, the car lives up to its name, Chrysler officials say.

Then there's the Urban Ram, a 2013 Ram 1500 with a 392 HEMI engine, Mopar headers, cold-air intake, and performance dual exhaust with chrome tips and hyperblack 22-inch R/T wheels.

Or, could the favorite be the Dodge Dart Carbon Fire? The 2013 Dart does have the most available after-market parts and accessories in the compact-car segment, Chrysler says. Some of the state-of-the-art upgrades to the Carbon Fire are prototypes, like the grille texture, which is a departure from the customary Mopar cross-hair grille, and the front fascia insert and lightweight carbon fiber hood.

These 24 vehicles unite to drive one point home: there truly is a part, accessory, or tech upgrade for any mod lover.