

Detroit Auto Scene

31201 Chicago Road South
Warren, Michigan 48093

586-939-6800

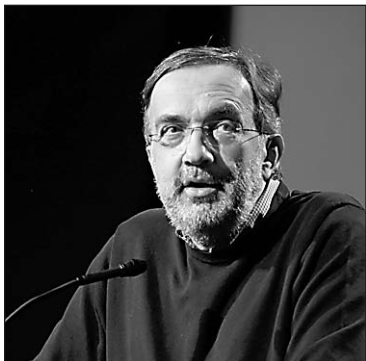
Reader Input or feedback:
News@DetroitAutoScene.com
To Inquire about advertising:
Ads@DetroitAutoScene.com

Deadline: Thursday 5:00 p.m.
for the next edition of Monday

William Springer II, publisher
and interim news editor;
Lisa A. Torretta, operations

Detroit Auto Scene is a registered
trademark of Springer Publishing Co.

www.DetroitAutoScene.com



Sergio Marchionne

Sergio is Named 'Man of the Year'

It's been four years since Sergio Marchionne took the helm of Chrysler. Now, he has been named "Man of the Year" by *Automobile Magazine*.

Since 2008, Marchionne has completely transformed Chrysler, though he gives credit where he thinks it's due: to the people he assembled to manage each of Chrysler's brands and assets.

While Chrysler Communications acknowledges the award is "clearly a great honor," Marchionne has issued no official statement, and has instead kept his media team focused on other, more pressing news.

Marchionne joins Kia's chief of design, Peter Schreyer, and Ford Motor Company CEO Alan Mulally, "Man of the Year" recipients in 2012 and 2010, respectively.

In Marchionne's case, each year since becoming chairman and chief executive officer, Chrysler Group's sales have rebounded at an incredible rate.

AAIA Award-Winning Delphi Device Communicates Data to Owner And to Designated Service Center

CONTINUED FROM PAGE 1

through an exclusive partnering agreement with Aftermarket Telematics Technologies LLC (ATT), and was picked on the basis of how it links consumers to independent aftermarket service providers as well as supporting independent car care and traditional parts distributors.

Chris Slesak, director of telematics for DPSS, said the company's connected car telematics solution is a device that is plugged into a vehicle's OBDII plug connector, which is usually located under the dashboard. These connectors have been placed in all cars built after 1996.

The actual device, Slesak said is smaller than the average smartphone.

"We've been using similar technology for the past several years," Slesak said. "What's different about this device is where the information collected is sent. It can go to the end user, but it can also go to a designated service center."

So if a warning light goes on in a car with a DPSS device, the driver is notified by email or through an app on his or her phone. But that information can also be sent to the driver's service garage so the driver now has an expert to talk about what to do.

It may be possible to wait before having the vehicle checked, or the mechanic might tell the driver to get the car into a shop right away. The important thing is that the driver now has more knowledge in which to make an informed decision.

The connected car telematics solution is connected to the vehicle through the OBDII device designed by DPSS. It has been successfully road-tested over 50 million miles in thousands of vehicles.

ATT provides the vehicle owner and service operator with a Web interface to view vehicle history and alerts, as well as service information from Delphi.

DPSS is planning on leveraging all the ways people communicate, so messages may be sent to smartphones, computers and tablets.

DPSS is still in the testing stage, but Slesak said the goal is

to start production next year.

The solution will have a monthly cost, Slesak said. Installation is simple.

"It's designed to be installed by an 8-year-old and an 80-year-old," Slesak said. "Just as a cell phone can be updated over the air, so can our system."

"When first installed, some information on who received collected data has to be programmed into the system, but we've tried to make it as simple as possible to do. We've timed technicians and they've been able to do it in two minutes."

Information can be sent only to participating service centers, Slesak said. DPSS is working hard to get the word out and let them know the value of being able to participate in the system network.

"It gives service providers an opportunity to stay connected with their customers," Slesak said. "We think there is great value in that."

There are no plans to sell the system through retailers such as Radio Shack.

Pamela Marko, DPSS spokesperson, said, "We were very surprised and pleased to win the award. "The thing to remember is that the competition was global."

Puppies, Duck Decoys Aid Lions Club Efforts to Help Needy at Christmas

The Lake Orion Lions Club recently raised \$20,000 at its "A Christmas for Everyone" charity auction Nov. 3, in Milosch's Palace Chrysler Jeep Dodge Ram dealership in Lake Orion.

Auction chairman Jim Leach, Jr., said the event was a great success.

"I would say that about 190 people attended," Leach said. "In addition to money from ticket sales, we had a live auction. We're looking at about \$20,000 raised."

All funds generated at the charity event go toward the Lake Orion Lions Club's Christmas basket program, Leach said. Last year, the club served more than 240 families and seniors in the Lake Orion Community Schools area.

"We sent them food baskets," Leach said. "When I say baskets, I mean it's more like five boxes that contain about a month's worth of food."

"We also try to take care of special needs. If the family has kids, that might be toys for Christmas or maybe scarves or hats, things like that."

Leach said the auction was particularly successful thanks to a couple of interesting donations.

"We had a couple of chocolate lab puppies that were 12 weeks old and donated by a local breeder," Leach said. "They

fetched a high price.

"We also had a panama jack bicycle that was donated and it sold for \$700. And we had four carved duck decoys that were made in the mid-1980s that brought a lot of money as well. They were carved by a man named Jim Harkness. I looked him up and he was quite a remarkable man."

Leach also wanted to thank the folks at Milosch's Palace Chrysler Jeep Dodge Ram for donating their space.

"This is now the fourth year in a row that we have been able to hold our fundraiser at their dealership," said Leach.

"They've been so generous, and in addition to letting us use their space, they also made a nice cash gift as well. They just bend over backwards to help us and I can't say enough nice things about what they do to help out."

Leach said there's still time for people to make a donation to the Lake Orion Lions Club Christmas basket program. Those interested should visit the group's Web site at www.LakeOrionLions.org.

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.



in your CORNER
with low auto loan rates

rates as low as
1.99% APR*

www.CCFinancial.com
800-777-6728

Locations in:
Auburn Hills
Troy
Somerset
Center Line
Perrysburg



*APR = Annual Percentage Rate. Rates are "as low as" and are based on credit score and term of loan, and subject to change. Other account requirements and restrictions apply.

BIG 3 EMPLOYEE DISCOUNTS • BIG 3 EMPLOYEE DISCOUNTS



24 HOUR TOWING

WHIPS
COMPLETE AUTO-BODY REPAIR

EXCLUSIVE CUSTOM PAINTING • AUTO DETAILING DONE FIRST CLASS
ALL INSURANCE COMPANIES WELCOME
LIFE TIME WARRANTY • DEEP DISCOUNTS ON DEDUCTIBLES

FREE LOANERS

"WE ARE MINUTES FROM THE TECH CENTER"

586.795.4655

6285 E. 14 MILE • EAST OF MOUND ROAD • 8-6 MON-FRI • 9-6 SAT

FIRST CHOICE **MUFFLER & BRAKE SERVICE**
23252 VAN DYKE
3 Blocks North of 9 Mile
HOURS: Mon.-Fri. 7:30am-5pm; Sat.-Closed

WARREN • 586-757-7203

DELUXE OIL CHANGE SPECIAL
Up To 5 Qts. Of Oil Lube & Filter
No Disposal Fee

\$21⁷⁰

Valvoline
Includes topping off fluids
11-30-12

MUFFLER, EXTENSION PIPE & TAIL PIPE
Most FWD Cars **10% Off**
In-store offer ends 11-30-12

BRAKE SPECIAL
\$199⁹⁵ • Front Metallic Disc Brake Pads
• 2 New Front Rotors
• Labor Included
Most F.W.D. U.S. Cars • In-store offer ends 11-30-12

**Check Our Price on
Tune Ups, Water Pumps,
Heater Cores & Other Repairs**

MAKE US YOUR FIRST CHOICE