

Detroit Auto Scene

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City Tree Lighting Slated for Dec. 1

The City of Warren is holding its annual Tree Lighting Ceremony at City Square on Saturday, Dec. 1, 5-8 p.m.

The ceremony will feature:

- A petting zoo, sponsored by Lake Trust Credit Union;
- Horse-drawn wagon rides, sponsored by Concentra Urgent Care;
- Live reindeer, ice skating and hot chocolate, sponsored by Mendelson Kornblum.

The Warren Cousino High School Marching Band will be leading Santa into City Square for the Tree Lighting.

The Warren Community Choir will perform inside the atrium along with the Santa Band, and the Life Application Ministries Choir will be performing outside, either rinkside or on the main stage.

Got News?

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

Battery Show Visitors Talk About Growing EV Industry

by Jim Stickford

The push to develop better battery systems for Electric Vehicles (EVs) and Hybrid Electric Vehicles (HEVs) has been good for businesses in Southeast Michigan as evidenced by the turnout of local firms at The Battery Show trade event in Novi Nov. 13-15.

Bill Arrandale, account executive for TUV SUD America in Auburn Hills, said his company, which tests systems for customers in the auto business, attended the convention to expand its customer base in the energy storage arena.

"Companies, as they design systems, need someone to test them in the design cycle and then in the product validation cycle," Arrandale said.

"Right now, business is good. Batteries are a growing field in the auto industry as well as in other industries and we're seeing a huge upswing in business. I know it sounds like a cliché, but sales in the last couple of months have been excellent, especially when compared to just a few years ago."

Abe Shocket, manager, advance engineering for TE Connectivity of Troy, said his company is a component supplier to firms like Siemens. He was a speaker at the show and said among the products they sell is the "nozzle" charging plug that is used in electric charging stations. These stations can be sold to businesses or even set up in the garages of people who own EVs or HEVs.

"The theme of my talk is that we need to be able to place charging stations at multi-family dwelling units - apartment buildings," Shocket said. "To do that, we need to lower the cost of infrastructure, which can be quite high. I've seen cases where installation costs are higher than equipment costs."

Shocket said that most taxpayers would probably oppose using their tax dollars to install expensive charging stations at someone's apartment building. At the same time, a landlord would balk at the cost if his current tenants didn't have EVs.

His solution is to lower the cost of infrastructure by installing level 1 chargers, which charge a vehicle slower than level 2 chargers. A level 1 device might cost only \$100 to install to an already-existing electrical outlet, such as a lamp post.

Since much of the driving people do is to and from work, parking a car for eight hours to charge while someone is at work isn't a problem. That person will then go home and park his car at his apartment overnight, allowing for another multi-hour charge time.

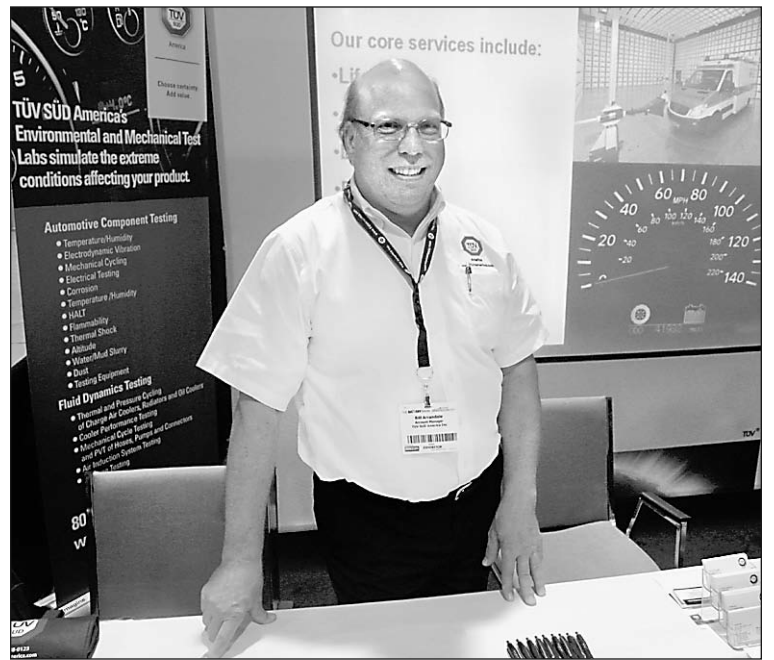
Shocket said things are going well at the company's Troy office and he expects business to continue along this line.

Bob Malcolm, electrical engineering manager for Hybrid Design Services (HDS) in Troy, said business for his company, which designs and engineers prototype components and systems for HEV and EV systems, has been great.

"We're here to show our products and services and grow the business," Malcolm said. "We also get to see the tech that's used in our business and meet with suppliers."

Malcolm said he retired from Chrysler in 2007 and joined HDS in 2008. Even during the hard economic times, business at his company was good.

"I believe we need to have alternatives to gas engines," Malcolm said. "It can be tough to make the case here in this country where the price of gas is about \$3.50 a gallon. But in Turkey, where the price is closer to \$9 a gallon, making the case



Bill Arrandale, account executive for TUV SUD America.

for alternatives is easier. There's still great interest in EV technology. We're getting inquiries from companies who want us to design components, or, in one case, build a heavy truck."

Rodney Rusk is automotive industry manager, North America, for Rexroth Bosch Group in Rochester Hills, a firm that makes assembly automation equipment for companies that make EV batteries and battery systems.

"People have these designs so they need equipment to make the designs happen," Rusk said. "Over the last two years, we've seen an increase in our business. We've worked with GM on the Volt and with their sub-suppliers."

"We now want to expand our presence in the EV market, which is growing hesitantly, but it is growing. It could be more robust, but we're seeing more confidence from others."

Public Needs to Understand EVs - SAE Exec

CONTINUED FROM PAGE 1

He pointed out that it is highly unusual for a wrecked car to stay in someone's garage two weeks after it was totaled. Those vehicles usually get taken to a salvage yard.

He also pointed out that gasoline is flammable and there are 200,000 car fires a year, but the public is used to that and used to the internal combustion engine.

By adopting universal standards, the battery industry has goals to reach, Galyen said. If some mom and pop operator designs a system and it doesn't meet SAE standards, OEMs and others will know better than to adopt the technology.

Battery standards cover a wide range of areas, Galyen said. That's why the SAE Battery Standards Committee has so many subcommittees.

One covers battery transport, seeking answers to questions like, how can batteries be transported safely, what are the standards for that?

Then, said Galyen, there is a subcommittee to develop electronic battery fuel gauge measurements. Both the public and industry officials really want to know just how much energy is left in their batteries in an accurate, consistent and precise manner.

Also, said Galyen, there is the battery recycling subcommittee. Right now, OEMs and their suppliers are working on improving battery systems. Recycling is not foremost in their minds.

But having standardized recycling protocols, he said, will help the industry in the long run as companies start looking at recycling and how they can profit from that practice.

"The insurance industry is very interested in having standards," Galyen said. "They are al-

ready experimenting in the best way to put out a battery fire in a storage area in the event of a catastrophic failure.

"(They're looking at) What kind of sprinkler head do you use, what kind of what flow works best? Is it mist, drizzle or direct flow? By setting these standards up in advance, you protect yourself."

Galyen said the battery safety subcommittee led by Galen Ressler of GM's Battery Systems Safety has done an excellent job of studying the issues of battery safety.

Their work, he said, along with the battery discharge and disconnect subcommittee, has helped determine how to store batteries and develop procedures that public safety officials can use when dealing with damaged batteries.

If there is an accident, Galyen said, firefighters need to know the best way to deal with a damaged battery and what kind of equipment they'll need to use in such a situation.

Having agreed upon stan-

dards is more than an issue of public safety and confidence, Galyen said. It helps manufacturers on all tiers develop their technology because they will know what standards they have to meet and what standards their suppliers and customers are using as well.

Ultimately, Galyen said, for battery technology to take off four questions must be answered. First is the technology safe. Second, how well does the battery system perform. Third is how will the system last and fourth is what is the cost.

"Most people think cost is the big driver when it comes to adopting battery technology," Galyen said. "It's important but cost is irrelevant if the answers to the first three questions don't add up."

By adopting the SAE standards as they are developed and agreed upon, the auto industry as a whole will have solid, universally understood and agreed-upon metrics that will help them adopt battery technology in an efficient, cost-effective way.

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