

Tech Center News

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

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

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ATS is Car of Year; Winner Called 'Its Own Vehicle'

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since the first Cadillac CTS.

"It showcases new technologies, along with an exceptional driving experience. Quick, nimble, and fun to drive, the all-new 2013 Cadillac ATS is a true compact luxury sports sedan."

"The ATS," said Don Butler, vice president of Cadillac Marketing, "is the latest and most significant step in Cadillac's long-term mission to return to being the standard of the world."

"That makes it especially rewarding to have ATS recognized by experts on the leading edge of cars and culture."

Each of the *Decisive* magazine Urban Vehicles of The Year will be featured in the winter issue of the magazine, which will also be online at www.decisivemagazine.com.

"The renaissance at Cadillac shows no signs of abating," said Randi Payton, founder of the Urban Wheel Awards.

Ricardo Study Addresses Future CAFE, GHG Regulations

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- Downsizing of internal combustion engine cubic displacements with turbocharging or supercharging to boost power;

- Transmissions with six or more speeds as standard;

- Stop-start systems.

- Enhancement of torque at low engine speeds to enable taller gear ratios and opportunities to reduce friction losses also will receive attention.

- Niche offerings of hybrids, plug-in hybrid-electric vehicles (PHEVs) and EVs will continue.

During the transition from 2017 to 2025 (which Ricardo executives refer to as the "medium term"), the focus will be on expanding the "menu" of available technologies to address the further increases in CAFE and gas emissions targets.

Ricardo executives say they expect to be evaluating an array of possible concepts that might currently be in the experimental stage, or possibly not even that far advanced.

These could include: stop-start with regeneration during deceleration; high-efficiency lean stratified ignition; combined turbo/supercharging systems; advanced low-carbon fuel formulations; cam phasing; variable valve lift; automated manual transmissions (hydraulic or electro-mechanical); and dual clutch and automatic transmissions with up to 10 speeds.

In their 2025-and-beyond market scenarios, Ricardo executives project EVs as being purely "city vehicles" and PHEVs as being in only premium and performance segments.

So, while EV/PHEV market penetration might increase, internal combustion engine-powered products would remain dominant.

In the area of vehicle weight,

historical data showed that, on average, passenger car curb weights have increased by close to 50 percent in the past 30 years, largely reflecting manufacturers' preferences for constant upgrades in feature/specification levels in order to maintain competitiveness.

As fuel economy targets be-

come more severe, however, manufacturers are acknowledging the need to include weight reduction as an important part of their respective "tool kits" of solutions to meet those targets.

So, the auto industry, say Ricardo executives, can expect significant reductions in vehicle weight to

occur during the next few years.

They added that it's likely that the typical 2025 car body-in-white will feature a multi-material approach with increased use of aluminum and magnesium alloys and reinforced plastics, along with continued use of steel in a variety of grades.

GM, Chevy Awarded for Fight Against Cancer

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"And then in 2011, Chevrolet really became actively involved with their support, and obviously they got over that one million dollar mark just simply in support of Making Strides, and hence the award they received."

The support from all 19 donors made a positive impact in the lives of people stricken with cancer and will help many recover, she said.

Other contributors were Abbott; Bank of America; Curves International; Foot Locker, Inc.; HairUWear;

IBM Corporation; Kohl's; the Kroger Company; National Football League; Proctor & Gamble; Live Positively and Sprite Zero of the Coca-Cola Company; The Pampered Chef, LTD; United Airlines; the Walgreen Company; Walmart; Wellpoint, Inc; Wells Fargo, and Maurices & Dress Barn (divisions of the Ascena Retail Group, Inc.).

"The generosity and ongoing support of these companies has a direct impact on the American Cancer Society's ability to help people stay well and get well, to find cures for cancer and to fight

back," said Dr. John Seffrin, chief executive officer of the American Cancer Society.

"It is with their help that we are able to save 350 lives per day from cancer and continue on the path toward our goal of saving 1,000 lives per day."

In addition to their donations, all of the Excellence in Philanthropy recipients have led the way in supporting many Society programs and services in ways that tap the strengths of each company and the interests of its employees.

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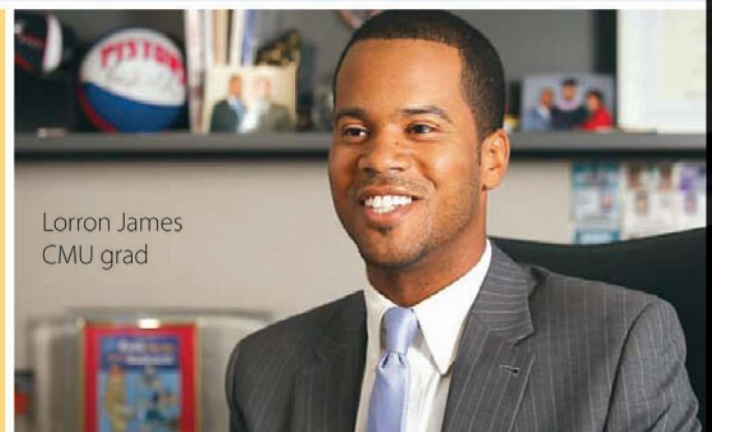
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