

Chrysler Lauds TRW's Driver Aid Technology

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"Lane Centering Assist is just one of those technologies . . . You're going to see more cameras and radar systems, more driver assistance (technologies), and TRW is looking to launch more of those systems in North America right now."

State-of-the-art safety technology is definitely an element taken into consideration by today's buyer when looking at a new vehicle purchase.

The seven vehicles featuring TRW safety technology to earn an IIHS Top Safety Pick+ Award are the Chrysler 200 four-door, Dodge Avenger, Ford Fusion (built after Dec. 2012), Honda Accord two-door and four-door, Kia Optima, Acura TL and VW Passat.

To earn this designation, a vehicle has to offer good or acceptable ratings in the new IIHS small overlap test, in addition to winning top marks in other IIHS evaluations, including moderate overlap frontal crash, side impact and rollover, and seat/head restraints for protection against neck injuries in rear impacts.

In the small overlap test, engineers simulate what happens when the front corner of a car collides with another vehicle or with an object like a tree or utility pole. In the test, 25 percent of a car's front end on the driver's



Chrysler awarded TRW's hard work on driver assist technology.

side hits a rigid barrier at 40 mph with a crash test dummy in the driver's seat.

Having vehicles which feature TRW's leading safety technologies receive recognition as top safety picks underscores how its products make a difference in helping automakers produce," said TRW executive Peter Lake.

Rumors Swirl Around Cadillac Ad Account

by Jim Stickford

Rumors that Cadillac was making Warren-based Campbell Ewald its new advertising agency made the news last week.

The story was first reported by the media outlet *Crain's Business Detroit* on March 11, but was soon picked up by other outlets, including *The Wall Street Journal* and *Advertising Age*.

Crain's reported that the outlet "has been briefed on the matter by sources familiar with the situation, but who agreed to speak only on the condition of anonymity."

"A deal has not yet been finalized and financial terms have not been disclosed, but the account for the General Motors brand is believed to be valued at about \$244 million annually in media billings. No timeline has been disclosed."

Crain's further reported that the talks were "serious," and would represent a relationship renewal between two companies linked for almost a century.

Campbell Ewald handled Chevrolet's marketing for GM for 91 years until the automaker shifted to a rival agency in 2010, which was widely reported at the time and considered a major advertising story for 2010.

Crain's went on to report that "the Cadillac scenario, as laid out by insiders and explained to Crain's, has it eventually taking over the work for the General Motors Co. luxury brand from in-

cumbent Minneapolis-based Fallon Worldwide Inc."

When contacted for a comment, Campbell Ewald Spokesperson Kelly Barnes said that the agency had nothing to say about the story and that any comments should come from David Caldwell, manager of communications for Cadillac.

When contacted for a comment, Caldwell said "that what's taking place, not to criticize those news outlets that speculated on what's happening with Cadillac and its ad agency, is that the account has been placed under review."

What that means, Caldwell said, is that Cadillac is asking ad agencies from around the country to submit their proposals as to why Cadillac should drop their current agency - Fallon Worldwide - and select them as the brand's new ad agency.

Caldwell said Fallon Worldwide has been asked to participate in the review.

Dr. Michael Bernacchi, professor of marketing and advertising at U-D Mercy, said that if the rumor is true, having Campbell Ewald take over the Cadillac account makes sense. The agency has a lot of experience in the car business and even today, experience counts.

"Agencies lose accounts all the time," Bernacchi said. "But even when you have musical chairs, you don't want to lose that experience that veterans bring to the table. When an agency gets a new client there is usually a learning curve."

Bernacchi said that he doesn't

know if the rumors are true and declined to comment on them, but did say that Fallon only had the Cadillac account for three years, and that putting up an account after three years could be considered a short period of time in the ad business.

"GM must be doing this for a reason," Bernacchi said. "There is no entity more sensitive to criticism than an ad agency. GM must know that putting an account up for review after three years will invite criticism. My view is that they must have a damned good reason to think about making a jump."

Bernacchi said that perhaps GM wants to change how people look at getting a luxury car. In the old days, the average luxury buyer moved up in class until he or she was in their 50s and got a Cadillac. Maybe GM wants to go after younger buyers.

"But that's pure speculation on my part," Bernacchi said. "I have no inside information, but I will say no one likes to be criticized and GM's move will be part of the conversation about Cadillac. I am going to continue to look at what is happening with great interest. Even if this switch doesn't happen it gets the Cadillac name talked about, and maybe that is the name of the game."

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