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"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

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Chrysler Touts Fuel Economy and Torque For Ram 1500 Equipped with EcoDiesel

by Irena Granaas

Chrysler engineers just keep upping the ante in order to offer truck customers with the most competitive package of capability, fuel economy, comfort and convenience.

The Auburn Hills-based automaker has just released details on the 2014 Ram 1500 that the automaker is confident will have truck users clamoring to get to dealer showrooms, such as the long-anticipated 3.0-liter EcoDiesel, which, mated with Chrysler's fuel-saving, eight-speed Torque-Flite automatic transmission, offers what the automaker says is best-in-class fuel economy.

In fact, Chrysler asserts Ram is the only brand offering a small-displacement diesel engine for its half-ton line of trucks.

"For a long time, customers have been clamoring for a half-ton truck with a diesel engine... We've had them in three-quarter and one-ton (payload) trucks, but the diesel brings about great fuel economy (and) it has a lot of torque," said Ram Spokesman Nick Cappa.

Enter the 3.0-liter EcoDiesel, which is very similar to the engine offered as an option on the Jeep Grand Cherokee, but has

been specifically modified and tuned "to provide more truck," Cappa explained.

Fuel economy numbers have not yet been officially released, but when the EcoDiesel is mated with the standard Torque-Flite eight-speed transmission, Cappa said the truck will get better than 25 miles per gallon on the highway, "a number that, we at Ram already hold the title to best-in-class fuel economy, so we're upping our own best-in-class fuel economy with this newest three-liter diesel engine."

"It's a 3.0-liter V6 turbo diesel and it has 240 horsepower but (with) 420 lb.-ft. of torque. At 420 lb.-ft. of torque, you're chasing large displacement V8s with a three-liter engine."

"In my nine years working with Chrysler," Cappa said, "there's not been a product that's generated more interest with customers calling me directly and wanting to know, 'What's the torque? What's the fuel economy?'"

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The 2014 Ram 1500



2014 Corvette Stingray Convertible

Stingray: 'More Performance, More MPG' – Chief Engineer

Being sporty shouldn't preclude being efficient. At least that's the message Chevrolet is sending out with the 2014 Corvette Stingray.

"The Corvette Stingray establishes the benchmark for modern performance cars by using technologies to deliver more performance and more miles per gallon," said Tadge Juechter, executive chief engineer for the Corvette. "We expect more and more performance cars will follow Corvette's example."

The vehicle will deliver up to an EPA-estimated 17 miles per gallon in the city, 29 mpg on the highway, he said.

Juechter added that the EPA estimates make the new Stingray the most fuel-efficient sports car on the market as no other car offers more than 455 horsepower and greater than 29 mpg highway.

The EPA estimates are for the Corvette Stingray equipped with an all-new, seven-speed manual transmission, Juechter said.

The estimates reflect an average of fuel economy in both the default "Tour" mode, which delivers 28 mpg highway, and driver-selectable "Eco" mode, which delivers 30 mpg highway.

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Fehan's 2012 SEMA Custom Camaro 1-LE Inspires Chevy Racing, Brand Confidence

by Irena Granaas

He may be holding down a full-time "day job," but Bob Fehan doesn't let that get in the way of his lifelong passion – designing and building (and sometimes racing) specialty vehicles, a passion Fehan has pursued with spectacular success for more than 35 years.

Fehan, vice president of Engineering at Gibbs Sports Amphibians in Auburn Hills, took some time out of his busy schedule recently to talk about his latest creation, the customized 2012 Chevrolet Camaro 1-LE.

He built the race car in partnership with Chevrolet Performance to campaign at major track events and auto shows.

Past and present credentials include owner/president at Bob Fehan Motorsports Inc., vice president of Manufacturing at Gibbs Technologies and senior manager of Manufacturing at Chip Ganassi Racing with Felix Sabates.

The Camaro 1-LE took its first bows in November at the 2012 SEMA (Specialty Equipment Market Association) Show in Las Vegas, where the striking red-and-black race car won the People's Choice award at the premier automotive specialty products trade event.

"And I got a very nice award from Mr. Ruess himself (Mark Ruess, president of GM North America)."

More than just auto enthusiast eye candy, the 1-LE was built from the get-go to hold its own on city streets and race tracks, and has been amped up even fur-

ther by Fehan, aided by Chevrolet Performance and others.

Fehan said he was very impressed by the car itself, and then how well the stock vehicle performed right off the showroom floor.

"It just whet my appetite like you wouldn't believe, and then, when I got behind the wheel, it absolutely blew me away, how well it performed, its handling, braking and how it cornered," he said.

"It was like driving a Go-Cart. I just couldn't believe GM could build a stock vehicle like that and sell it.

"I couldn't wait to start working on it."

Fehan lent his creative touch to the car's exterior and interior, added various engine modifications, and some requisite safety and other modifications required for racing.

The award-winning result speaks for itself, as was demonstrated just recently.

As he was driving the Camaro 1-LE to his Auburn Hills office to be photographed for this article, pulling onto I-75 northbound, other drivers were racing to get next to him, "winding their windows down and giving me a



The 2012 SEMA Chevrolet Camaro 1-LE Track Event/Race Car

thumbs-up at 80 miles per hour."

With performance enhancements and eye-catching details added by Fehan, and legendary Chevrolet Camaro racing DNA built into the stock vehicle, the 1-LE seems to be fulfilling its mission as ambassador for Chevro-

let, the Camaro brand and Chevrolet racing.

Here are some specs provided by Fehan about the 2012 SEMA Chevrolet Camaro 1-LE Track Event/Race Car SCCA T-2 CLASS,

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A 2004 prototype of GM's hydrogen fuel development efforts

GM, Honda Collaborate On Clean Mobility Technology

GM and Honda have entered into a long-term, definitive master agreement to co-develop next-generation fuel cell system and hydrogen storage technologies, aiming for the 2020 time frame.

"This collaboration builds upon Honda and GM's strengths as leaders in hydrogen fuel cell technology," said Dan Akerson, GM chairman and CEO. "We are convinced this is the best way to develop this important technology, which has the potential to help reduce the dependence on petroleum and establish sustainable mobility."

GM and Honda plan to work together with stakeholders to further advance refueling infrastructure, which is critical for the long-term viability and consumer acceptance of fuel cell vehicles.

According to the Clean Energy Patent Growth Index, GM and Honda rank No. 1 and No. 2, respectively, in total fuel cell patents filed between 2002 and 2012, with more than 1,200 between them.

Takanobu Ito, president & CEO of Honda Motor Co., said, "Among all zero CO2 emission technologies, fuel cell electric vehicles have a definitive advantage with range and refueling time that is as good as conventional gasoline cars."

"Honda and GM are eager to accelerate the market penetration of this ultimate clean mobility technology, and I am excited to form this collaboration to fuse our leading fuel cell technologies

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