

Students Clean Up in Joint GM/UDM Project

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vice president and president North America. "It's also a terrific example of how we can work together to improve our neighborhoods and change lives for the better."

UDM economics professor and former GM executive Mike DiGiovanni led the retiree mentors, traversing the city and watching the students' progress.

"The transformation was amazing," said DiGiovanni. "The students did great work and grew immensely as people, more than they probably thought they would. They're inspired by what they accomplished and the discipline and tenacity it took to do it."

"In turn, the communities were inspired by them and their work. The retirees are incredibly impressed with the students, and have forged close bonds with them this summer."

So far, students have refurbished eight Detroit-area parks, planted 425 trees, shrubs and flowers, laid 392 yards of mulch, applied 223 gallons of paint, disposed of 205 bags and 29 dumpsters of plant overgrowth and refuse, distributed 30,000 pounds of food via local hunger organizations, and more.

The last workday of the nine-week internship was Aug. 22.

For many of the high schoolers, the GM internship was their first paying job, said Gary Lichtman, director of media relations for UDM.

The comprehensive program also provided students with sessions on life skills topics such as decision-making, communicating, career development, budgeting and banking, and health and safety.

Students also learned about various career paths during tours of Focus: HOPE, Junior Achievement, GM Design, the GM Heritage Center, the GM Detroit-



GM's Mark Reuss celebrates with students the end of joint project.

Hamtramck assembly plant and the University of Detroit Mercy, Lichtman said.

The students spent last Thursday at the UDM campus, where they spoke to professors and administrators about educational and career opportunities.

UDM Communication Studies Professor Jason Roche and four UDM student videographers, who also served as GM summer interns, chronicled the teams' experiences in a 60-minute documentary; the first clip debuted at an Aug. 15 event. Then, a week later, the student teams formally presented their programs and results to Reuss and his staff.

Additionally, more than 120 GM employees joined students at various project sites to lend a helping hand throughout the summer, Lichtman said.

The GM Student Corps included students from Central Collegiate Academy, Detroit Public Schools' Cody Campus, East De-

troit High School, Hamtramck High School, Harper Woods High School, Henry Ford High School, Madison High School, Melvindale High School, Detroit Public Schools' Osborn Campus, River Rouge High School and Van Dyke Lincoln High School, said Terry Rhadigan, executive director, Product and Technology Communications for GM.

The schools selected participants based on leadership potential, overall energy, enthusiasm and grit, school activities, citizenship and academic performance.

Cadillac Designers Select Wood Types That Best Appeal to Luxury Customers

Sapele, a sustainable, fast-growing wood known for giving acoustic guitars a little extra zing, is one of several veneers "making beautiful music with leather and other surface materials in the current lineup of Cadillac cars," said Erin Crossley, a Cadillac Design manager.

Sapele in tones of "nutella" brown and "raven" black, Crossley said, add a dash of elegance to the 2014 Cadillac XTS's award-winning interior design.

Other high-gloss and open-pore wood trims – black marble burl, black olive ash, okapi contra, smoked laurel burl and real "piano black" raven wood – accent other Cadillac interiors.

When considering wood trims, Cadillac interior designers research furnishing trends, paying close attention to color, tone and grain movement when combining wood with materials such as brushed aluminum and carbon fiber.

Ultimately, the designers select woods that embody Cadillac's luxury appeal.

"By using multiple woods, we were able to come up with a rich mix of materials that will appeal to different customers," said Crossley. "Sapele, for instance, has a rich grain structure with a lot of movement. Just by looking at it, you know that it is genuine."

XTS's interior design is one of the more modern and sophisticated interpretations of the brand's Art and Science design philoso-



Cadillac's XTS interior

phy that incorporates sharp, sheer forms and crisp edges – a form vocabulary that invokes the high technology used to create it. In April, editors at Ward'sAuto named the XTS among its 10 Best Interiors of 2013.

The XTS Platinum model, in particular, offers the highest levels of refinement with full Opus leather seat treatments and genuine Sapele wood details that Crossley said create a luxurious interior environment.

"The woods featured in the XTS are purposefully placed to make the width and space of the interior feel as roomy as possible," said Eric Clough, Cadillac director of Design. "It is this kind of attention to detail that luxury car customers have come to expect from Cadillac."

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Ram 1500 Concept a Honey of a Truck

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paint with a unique matte finish, said Nick Cappa, Ram brand spokesman. The rare color/finish flows over the entire truck including the bumpers, flares and the Mopar ground effects kit.

A new "Speed Bee" design is swathed on both sides of the truck within a gloss black stripe that fades into honeycomb.

The stripe glides front to rear, around the top of the bed and over the Mopar tonneau cover to memorialize HEMI-powered vehicles of the late 1960s and early 1970s, which dominated the racing scene.

Factory 22-inch wheels are replaced with gloss black, 24-inch, Vellano VRH custom rollers and a 2-inch drop provided by King Suspension enhances handling performance and appearance with the help of a reservoir shock at each wheel, Cappa said.

The grille, hood vents, badging, fuel door and dual exhaust tailpipes are coated in gloss black.

The colors and graphics spread through the Ram R/T-based interior, featuring black and Drone Yellow leather sport mesh seats with two-tone yellow/light-grey stitching. "Rumble Bee" lettering and Ram logos adorn chairs, floor mats and door bolsters.

The interior centerpiece is an actual amber-encased bee mounted into the 8-speed rotary shifter knob that lights up to ex-

pose a honeycomb pattern background.

Two buttons below the knob control exhaust cutouts bypass the Mopar cat-back dual-exhaust system, allowing the full sound force of a 5.7-liter HEMI V8 to escape.

The unique honeycomb pattern is shared with door trim and the dash, where a milled aluminum "10th Anniversary" commemorative badge serves as the truck's ID.

"After people saw the vehicle, the first question I always heard was, 'Is it going into production?'" Cappa said. "My boss, Bob Hegbloom, director of Ram Truck Brand, said that right now there are no plans, but if the public shows enough interest in the vehicle, it's something the company will consider as a real possibility."

Cappa said he was also asked about whether Ram sees the Rumble Bee as competing against other sport trucks.

"My response was that Ram already offers an express model of the 1500 with a Hemi under the hood for under \$28,000," Cappa said.

"We build these concept vehicles for a couple of reasons. We do this because people enjoy it when we design vehicles outside the normal production focus. Secondly, it deepens the designers' love of designing when they can put something on paper and move it to the pavement in a matter of weeks."



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