

Detroit Auto Scene

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Ford to Sponsor Hob Nobble Gobble Nov. 22 at Ford Field

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"Ford Motor Company is deeply committed to Detroit and to the hundreds of thousands of families that come together for the parade," said Jim Vella, president, Ford Fund and Community Services. "Support of Hob Nobble Gobble by Ford and many others helps strengthen this treasured tradition in our community."

Courtesy of CBS Radio's 98.7 AMP Radio, entertainment will be provided by Jason Derulo, singer, songwriter, dancer and actor who just released his third al-

bum, "Tattoos," in September.

Other performers include:

- Kenichi Ebina: winner of the eighth Season of NBC's "America's Got Talent" in September 2013;
- Coco Jones, courtesy of Radio Disney Detroit, part of the top radio network for kids, tweens and families. Jones is a teen actress, pop singer, rapper and dancer who was featured on Radio Disney's "N.B.T." (Next Big Thing) and starred in the Disney Channel Original Movie, "Let it Shine";
- Mike Posner: singer, songwriter and producer from Detroit, who started producing mix

tapes in his dorm room at Duke University.

The event features food, rides and live entertainment from end zone to end zone for both kids and adults, George said.

"Basically, it's a carnival and a celebration rolled up in one," George said. "John Cassidy, Guinness World Records holder, creates balloon magic."

"The master of Ceremonies for the evening is Paul W. Smith from 760 WJR. WDIV-TV Local 4 will air a live, primetime Hob Nobble Gobble special at 8 p.m."

George said tickets are limited and are on sale now. Price range: \$350-1,000, \$200 for children six and under. For tickets or more information, visit theparade.org, or call 313-923-7400.

Chrysler's 'Work Never Ends, But Pays Off' – VP Doug Betts

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for the Minivan segment. Dodge also earned an award for the 2014 Durango in the Large SUV category, Betts said.

The 2014 Jeep Grand Cherokee, the most awarded SUV ever, said Betts, added another honor as a Midsize SUV "Best Buy." Betts said the updated 2014 Ram 1500 garnered a "Best Buy" award in the Full-Size Pickup category. In the Subcompact Car segment, the Fiat 500 achieved a "Best Buy" as well, Betts said.

Consumers Digest wasn't the only publication to award Chrysler vehicles "Best Buy" status, Betts said. The automotive experts at *Consumer Guide Automotive* have named five Chrysler vehicles as "Best Buys" for 2014. They are:

- Chrysler Town & Country (Minivan);
- Ram 1500 (Pickup Truck);
- Dodge Durango (Large SUV);

- Dodge Grand Caravan (Minivan);
- Dodge Journey (Midsize Crossover).

The Journey was the only *Consumer Guide Automotive* pick that wasn't also a *Consumers Digest* selection.

Consumer Guide Automotive editors analyze, compare and evaluate numerous vehicles by extensively testing all major models in 19 vehicle categories. Models that best fit the needs of the consumer are recognized with a "Best Buy" accolade, Smith said.

"We are honored to have five vehicles named as 'Best Buys' by *Consumer Guide Automotive*," said Betts. "Receiving a prestigious 'Best Buy' award for five of our vehicles is exciting, but it's also proof that media and customers are recognizing that we're making continual quality and performance improvements to our products."

A *Consumer Guide Automotive* "Best Buy Award" rating signifies that a vehicle is ranked at the top of its class and is strongly endorsed by the editors, Smith said.

"The overall refinement and sense of quality Chrysler Group has brought to its latest generation of vehicles is noteworthy," said Tom Appel, publisher of *Consumer Guide Automotive*. "The 2014 Best Buy recipients are especially impressive in that prices have not risen significantly as a result of these improvements – making them very strong values."

Smith called *Consumer Guide Automotive* a consumer-focused resource for authoritative and objective reports on new and used vehicles. Consumers turn to *Consumer Guide Automotive* for extensive evaluations, reliable facts and expert opinions, Smith said.

Continental's New Haptic Touchpad Helps to Reduce Driver Distractions

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screen on the center console, Spoelder said.

This split between screen and operation avoids hand-eye coordination with an outstretched arm to control a menu using the finger. Instead, the driver's finger, supported at the wrist, glides across the touchpad without the driver having to see it.

As relevant fields are reached on the screen menu, they are optically accentuated – in a similar way to a cursor, Spoelder said. At the same time, the touchpad produces a tactile mechanical pulse when a menu field is reached – also known as a haptic search.

If the driver presses the touchpad using a certain amount of pressure while a menu field is selected, the instrument confirms this input with an active pulse.

"This process means that there is virtually no risk of a driv-

er inadvertently pressing something," said Andreas Bruninghaus, head of concept development for haptic controls and center consoles at Continental in Babenhausen.

The touchpad with active haptic feedback is a new element of the HMI in the vehicle, according to Bruninghaus.

"It supplements Continental's existing human-machine interface strategies, which also include the active accelerator pedal and the head-up display," Bruninghaus said.

"The greatest possible benefit to drivers will be a holistic HMI concept that supports drivers in their tasks in many situations. The touchpad with active haptic feedback is an efficient enhancement of the operating options."

Delphi Improves Connectivity

Delphi Automotive launched a new version of its Delphi Connect with 4G LTE Mobile Hotspot, a premium version of its cloud-based automotive connectivity system with Verizon Wireless, said Delphi spokesperson Kristen Kinley.

This car-to-cloud/cloud-to-car connectivity service provides many features that offer consumers even more ways to extend to their cars the smart technology they use at home.

Delphi and Verizon partnered last year to introduce Delphi Connect in the U.S. It's a device that allows car owners to remotely control, monitor and track their vehicle in real-time via a smart device or computer.

Now, the Delphi technology is compatible with more than 99 percent of vehicles sold since 1996 and software is automatically updated without the operator having to refresh it.



Jack McNulty

Former GM P.R. Vice President McNulty Dies

John W. (Jack) McNulty, 86, a former speech writer for President Lyndon Johnson and vice president of General Motors' Public Relations Staff for 11 years, died Monday, Nov. 11, at the Holmes Medical Center in Melbourne, Fla.

McNulty, who retired from GM in 1990, was a resident of Bloomfield Hills while at GM. In recent years, he lived with a daughter in Indian Creek, Fla.

Born June 29, 1927, in New York City, he received a B.S. degree in journalism from Fordham University in 1949.

After working as a reporter for the *Yonkers Times* in New York, he held several public relations positions in the New York City area including director of public relations for the Lincoln Center for the Performing Arts from 1957 to 1964.

From 1964 to 1966, he served on the staff of John D. Rockefeller III, chairman of Rockefeller Center, and was a White House

staff assistant and speech writer for President Lyndon Johnson from 1966 to 1968.

McNulty joined GM in 1968 as executive assistant to the executive vice president in charge of Finance.

He was appointed coordinator of Public Affairs for the Financial staff in 1976.

A year later, McNulty became director of Communications for the GM Public Relations Staff, then named vice president of the Public Relations Staff in September 1979.

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