



PHOTO: CHRISTINE SNYDER

Steve Lietaert of Hella Electronics Corporation, demonstrates its 24 GHz Radar system which aids cars in rear detection.

Suppliers Share Developments

by Christine Snyder
Staff Reporter
Tech Center News

The Pine Lake Country Club (PLCC), is a beautiful setting for any event, but it's particularly appropriate for AutoCom Associates' yearly review of automotive suppliers' technical and business developments, Tech Crawl 2011.

PLCC had its start more than a hundred years ago as the Automobile Club of Detroit. Its members were the early enthusiasts of the horseless carriages and included such names as Ford, Olds and Dodge.

While the club started in the city, the automobile quickly made a country getaway possible and by 1906 the club moved to the Village of Orchard Lake, where it still resides today.

The membership started to have diverse interests and split into two clubs by 1916. The Pine Lake Country Club was formed with members who wanted a more family-oriented country club and the original club carried on as the Automobile Country Club for those who wanted it to remain pure to automotive enthusiasm.

The latter club was the forerunner of what is today known as the Automobile Association of America (AAA).

On June 21, automotive suppliers converged at PLCC to share new developments at the site of much automotive history.

Here are some of the new developments shared:

Hella: Hella is known the world over for its automotive lighting systems, but when it branched out into industrial LED lighting, it lacked name recognition.

That problem has been solved with its announcement of its partnership with Hubbell Lighting, a leader in non-automotive lighting. Hubbell gives Hella the name recognition, sales force and marketing cache it needs and Hella answers with efficient manufacturing know-how.

"We have a good fit with our competencies," said Dr. Martin Fischer, president of Hella Electronics Corporation and CEO of Hella Electronics Division, Americas. "It will blossom well."

On the automotive side, Hella is pursuing rear LED lighting as a styling queue.

"Car stylists are looking for unique face for their cars," said Steffan Pietzonka, vice president of marketing for Hella Lighting, but Pietzonka said he has thought about this: drivers don't see headlights as often as rear lights while on the road. The often neglected rear lights are an opportunity for brand specific styling.

"Rear lights are perfect for brand identity," said Pietzonka, who sees tremendous growth in this area for LED lighting.

Another rear-focused business opportunity is Hella's new driver assistance system, 24 GHz Radar, which assists drivers with blind spot detection, lane-change alerts, cross-traffic warnings and rear-crash detection.

A Raymond Tinnerman: This French company is based on product patented in 1865 and still in use today, the snap button.

The company supplies fasteners of every kind to the automotive industry across the globe and is "more than fastening" today, said David Neno, president and CEO of A Raymond Corporate, North America, who talked about its development of advanced assembly technology, like assembly guns and other equipment.

Todd Hemingway, vice president of advanced engineering and product development for RayCE Americas, said the company is on the forefront of

"smart fasteners."

"These are fasteners that do something more than hold things together," said Hemingway. Smart fasteners can verify when something has been correctly fastened, especially important on automotive safety features.

A growing part of its automotive business is in fluid connectors in use in electrified vehicles and diesel-fueled vehicles. Customers in the former include Ford, Chrysler Fiat, Tesla and Fisker.

The company is also involved in 3D printing capabilities. "If you can think it, it can be printed even if it makes no sense," said Hemingway, who passed out parts that were "printed" without the use of dies or tooling. "It changes what could be the factory of the future."

Kemet: This South Carolina-based company manufactures capacitors that are used in electric products, including automobiles.

"We are creating manufacturing jobs in the U.S.," said Dean Dimke, director of corporate and investor relations.

The company signed a contract with the U.S. Department of Energy last year to develop technology for electric-drive and other alternative energy products.

To be close to its growing automotive customer base, it announced it will open a regional sales and engineering office in Novi.

GKN Driveline: This leader in driveline systems is introducing a new "disconnecting" all-wheel-drive system that gives drivers all the advantages of AWD with less of its compromises.

"Everyone in Michigan understands why we need all-wheel drive in terms of handling and getting out of difficult situations," said Dr. Ray Kuczera, vice president of engineering for GKN.

The cost for those advantages is fuel efficiency, an increasing concern to consumers and automakers alike.

The new system turns off when not needed and on when needed automatically, giving customers AWD handling but better fuel economy than traditional AWD.

Behr: The automotive air conditioning and engine coolant specialist is busily developing technologies for electrified vehicles, including a storage evaporator that helps maintain interior temperatures in vehicles that have stop/start functions.

Another technology is the first air conditioning system where driver and passengers can choose not only the direction of air outflow but the type, from spot-flow options to diffuse-flow to combined maximum flow.

In answer to progressively stricter automotive fuel economy and emissions standards, Behr is partnering with Chrysler on its "Advancing Transportation Through Vehicle Electrification" program.

Camaro Chief Engineer to Visit 2011 'Superfest'

by Gerald Scott
Editor
U.S. Auto Scene

If it's mid-year, and the calendar says it sure is, then the annual Camaro Superfest must be at hand.

True, true. Camaro Superfest 2011, now the 20th annual all-Camaro car event, comes to Riverside Park in Ypsilanti the weekend of July 1-3, Friday through Sunday.

Friday is a special day for registered participants only. Saturday and Sunday, the show runs from 8 a.m. to 4 p.m. and the public is welcome to visit on those weekend days and all for free.

Note that Camaro Superfest is the longest-running and friendliest annual all-Camaro event in the country, organizers say. This local Camaro Superfest has drawn over 200 Camaros each year for the past 16 years, which means its a major event for local aficionados of the GM pony car.

As such, Camaro Superfest 2011's chosen charity is the Ronald McDonald House of Ann Arbor and Grand Rapids.

"This charity was chosen to honor our friend, Doug Warren, who was president / founder of the Western Michigan Camaro Club. Doug passed away in December, 2010, and had used Ronald McDonald House many times for family medical concerns," said show chairperson Barry Hensel.

Camaro Superfest 2011 is hosted by the Eastern Michigan Camaro Club and is sponsored by Bill Crispin Chevrolet in Saline.

The event is also co-sponsored by National Parts Depot, Rick's All Generation Camaro Parts, Canton Waste Recycling, Continental Bike Shop, Cold Air Inductions, Pedders USA, Emagine Theaters, Cruise News magazine, Pfadt Racing and Livernois Motorsports.

Other greater contributors are Chevrolet, Saturn Printing, Kidd Co. and Stevens disposal.

Here is the day-by-day schedule for Camaro Superfest participants and visitors:

- Thursday, June 30 – Marriott at Eagle Crest, Ypsilanti, from 6-9 p.m. Registration in the hotel lobby, CSF Chairman available for interviews and photo



The 2010 Camaro that salutes the "Spirit of '76."

ops. Some of the out-of-state Camaros should be arriving and be on display in the hotel parking lot during this time.

- Friday, July 1 – Marriott at Eagle Crest, Ypsilanti – Registration in the hotel lobby, Camaros gathering for cruise to local high-performance shops, an estimated 50-plus Camaros are scheduled to leave the parking lot for the tour at about 9 a.m.

- Also on Friday, from 6-9 p.m., a meet-greet dinner event at the Eagle Crest Golf Club, next to the Marriott. Guest speaker is Al Oppenheiser, Camaro Chief En-

gineer, General Motors.

Some special GM-loaned Camaros will also be on display at the hotel.

- Saturday - Sunday, July 2 and 3 – Main show runs from 8-4 p.m., open to the public. There will be a vendor area, hundreds of Camaro owners from 11 states plus Canada. Silent auction for charity, food vendor on site, music and Camaro judging awards will be presented about 2 p.m. on Sunday.

For further information, visit the event's online Web site at camarosuperfest.com.

TACOM Hosts Ceremony to Open New Building 270

by Gerald Scott
Editor
U.S. Auto Scene

Say what you want about the U.S. military, but locally, at least, the green-camouflage crowd sure knows how to throw a good party.

Such was the case on June 17, a Friday, when the U.S. Army's TACOM Lifecycle Management Command hosted a big public ceremony to welcome open Building 270, its new administrative building there on the campus of the Detroit Arsenal in the heart of Warren.

Simply everybody locally who mattered was there: Channel 4's Devin Scillian was the emcee, Paul W. Smith from WJR-AM broadcast live from the base, U.S. Congresswoman Candice Miller was there and so was U.S. Carl Levin.

"From its beginning in 1942 until the present day, this command has met every challenge sent its way, performed every mission and provided our nation's armed forces with the very best equipment available," observed Scillian, Channel 4's evening news anchor.

(Scillian, by the way, described himself as an Army brat who grew up on bases across the country when his father was pursuing his earlier 29-year Army career).

"Today, the Army is changing, of course, and moving forward to face new challenges in arenas like Iraq and Afghanistan.

"From its beginning as the centerpiece of the Arsenal of Democracy to today's hub of our nation's defense industry in southeast Michigan, there is one constant within this command – the strong stewardship of this amazing organization that has never failed the nation's warriors, its commander."

Indeed, base Public Affairs staff says that Building 270 will largely house a whole series of transplanted employees who are moving from the Rock Island (Ill.) Arsenal here to the Warren Army base.

Together, they direct the design, engineering, purchase



PHOTO: GERALD SCOTT

This Ford F-150 is used by the U.S. Army and was on display at the opening ceremony of the new HQ Building 270, which debuted in the heart of the Detroit Arsenal in Warren last week.

and maintenance of all the major transportation and weapons systems used today by the U.S. military around the globe.

"My name is General Kurt Stein and I gotta tell you that I'm proud to be an American soldier," said TACOM's commanding officer.

"On behalf of our teammates here and around the world, welcome to each and every one of you.

"Today, we're celebrating several things including the Army's 236th birthday. From protecting America to providing humanitarian assistance, the Army has been and continues to be the strength of our nation – happy birthday to our Army.

"Here at TACOM we're proud and honored to provide the very best products, the very best service and support to our men and women who are serving in harm's way.

"This morning we're also celebrating the grand opening of the building that stands directly behind me, Building 270. As you can see, it's a beautiful facility, and it features some of Michigan's finest craftsmanship.

"A special thanks to the many distinguished folks in attendance today, our garrison staff, our Army Corps of Engineers, Mr. Granger from Granger Construction Co. for making this day possible, thank you very much.

"I sometimes hear people talk about the Detroit as the 'Arsenal of Democracy' – (but) it's usually referred to in the past tense, describing a World War II spirit of commitment and collaboration.

"But the reality is that this spirit and commitment never went away – it's still here, it's alive and it's well."

Indeed, the event, held on a bright and sunny morning, drew hundreds of TACOM and related TARDEC Army engineering lab employees, all gathered to celebrate the opening of Building 270, Parking Structure 271, together with the fact that there are now 8,000 employees working at the Arsenal, reportedly its



This rad 1969 Chevrolet Chevelle SS is being raffled to benefit Grace Centers of Hope in Pontiac, a community charity.

Mayors Back Use of Speed Camera

WASHINGTON, D.C. – The national Coalition for Safer Roads (NCSR) commends the U.S. Conference of Mayors for passing a resolution last week strongly supporting the use of red light and speed safety cameras. This important technology helps reduce injuries and fatalities on the nation's roadways.

The resolution – announced during the Conference's 79th Annual Meeting – pledges support for safe, efficient and innovative solutions to traffic law enforcement.

It's no surprise that our na-

tion's mayors support the use of life-saving red-light safety cameras," said David Kelly, president and executive director of the National Coalition for Safer Roads (NCSR), and former acting administrator for the National Highway Traffic Safety Administration (NHTSA).

"There is an overwhelming body of evidence showing the effectiveness of red-light safety cameras in more than 600 communities across the country."

One study found that 676 people were killed in running-red light accidents in 2009.

'69 Chevelle SS Offered in Raffle

Grace Centers of Hope is hosting its 5th Annual Charity Car Raffle – now through Sept. 11 – offering ticket holders the chance to win a classic 1969 Chevrolet Chevelle SS.

The Chevelle is a clean, original Kansas-built car with Chrome Illusion custom paint, black vinyl interior and a detailed 454 CI engine.

Tickets are \$20 each with all proceeds benefiting the life-saving programs at Grace Centers of Hope, one of the largest homeless shelters in Southeast Michigan.

The drawing will be held at 12:30 p.m. on Sunday, Sept. 11 at Grace Gospel Fellowship

Church, which is located at 210 N. Perry St. in Pontiac. Ticket holders need not be present to win.

For more information about the Charity Car Raffle and how to purchase tickets, visit the Grace Centers of Hope website.

Grace Centers of Hope (formerly the Pontiac Rescue Mission) was established in 1942.

It has since grown and evolved into the largest and oldest faith-based outreach to homeless and disadvantaged individuals and families.

Grace Centers of Hope provides a full recovery and rehabilitation campus for homeless men, women and children.