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MSAE

University of Michigan Society of Automotive Engineers

2101 Bonisteel Blvd. Ann Arbor, MI 48109— Vol. III, Ed. 1

The University of Michigan Car Show

Grace Ruedger of *The Voice*

"Fostering automotive enthusiasm" is the mission statement of the student chapter of the Society of Automotive Engineers at the University of Michigan, and the motivation behind the University of Michigan car show. On Sept. 16, 2007, MSAE hosted their third annual car show on the University's Band Pad. Approximately 60 vehicles were displayed at the event. With the support of sponsors including the U-M College of Engineering, BMW North America, AutoWeek Magazine, International Truck and Engine Corporation, SAE Detroit Section, Underground Printing, and the U-M Engineering Council, the number of participants has been growing steadily since the first event in 2005. In addition, Ford SVT supplied a 550 horsepower Ford GT and a 500 horsepower Ford Shelby GT500 Mustang. The GM Heritage Collection brought a 1953 Corvette Convertible, shown next to an Ethanol Silverado. International Truck displayed a CXT, which drew considerable attention during the previous day's tailgating.

Not only was the show an event for displaying cars, but also a contest. The Best in Show went to Scott Cowart's 2000 Ford SVT Contour with vertical (or Lambo-style) doors, a carbon fiber hood, and air-ride suspension, among many other modifications. The best in the Classics division was Professor Ron Gilgenbach's 1934 Plymouth Custom Coupe restoration with air-ride suspension and custom paint. The best of Asian Imports was Jae Shin's 2006 Acura TSX. The best Domestic was given to Jeff



Cars and trucks at the show.

See CAR SHOW on page 4

Bob Lutz Visits Campus to Inspire Students

Michael Merritt

On Wednesday November 7, 2007, MSAE proudly welcomed General Motors Vice Chairman Bob Lutz to the College of Engineering. Mr. Lutz, who has over 40 years experience in the automotive industry at BMW, Chrysler, and Ford, focused his presentation on what GM is doing related to alternative energies. He stated that GM is pursuing everything from ethanol fuels to hybrids to a production version of the Chevrolet Volt, the surprise hit of the 2007 North American International Auto Show. Mr. Lutz described his experiences driving a pre-production Tahoe Hybrid around Ann Arbor and his high expectations for the new SUV. He then shifted gears to talk about future GM products. These included the new Chevy Malibu, Saturn VUE Hybrid, and the Chevy Camaro, set to debut in early 2009. Other highlighted products included new models being imported from GM's Australian and German divisions, such as the Pontiac G8 and Saturn Astra. The evening wrapped up with a question and answer session involving the audience. Question topics included the efficiency of diesel systems, thoughts on Chrysler's new ownership, and GM's stance on the new government CAFÉ fuel mileage standards. It was an honor to have Mr. Lutz address our organization, we hope he will return soon.



Bob Lutz with students Dan Murray and Dave Clark.

My Thoughts About *Where Have All the Leaders Gone?*

Dave Clark, Originally Published in the U-M Tau Beta Pi Newsletter

Reading *Where Have All the Leaders Gone?* provided more than enough inspiration to write a great review. However, the message from the book started to come through in my composition and this article ended up becoming a summary. As my high school football coach used to say, Lee has succeeded in "lighting a fire under your butt." Of course, my team usually heard the more explicit version. I invite you to skim over some of the topics from this book that really have me going, with a few of my personal thoughts sprinkled in. I hope this enthusiasm will at least open discussion on the important topics, and beyond that energize you to take action. But first, Lee Iacocca's background...

Who is Lee Iacocca?

First of all, he has a lecture hall named after him in the G.G. Brown Building on North Campus. That alone should earn your respect. In case that isn't enough, he was involved with the design and launch of the original Ford Mustang. Following this, he was promoted to Vice President of The Ford Motor Company. After leaving Ford in 1978, he became the CEO of Chrysler. While reviving the Chrysler brand in the 1980's Lee was a driving force behind the concept of the minivan, which has since turned into an extremely profitable venture. Also, Iacocca was responsible for Chrysler's purchase of the American Motors Corporation and their Jeep division, another very profitable endeavor.

Throughout the book, Lee sustains a high level of interest with stories of smoking cigars with Fidel Castro in Cuba, being telephoned by President Clinton at 2AM while on vacation in Italy, and his well-stated opinions on many of today's hot topics.

America is Too Content with Success.

"Leaders are made, not born." When Lee details his 9 C's of Leadership, *the Biggest C is Crises*. When was the last time there was a major nationwide crisis? I don't want to play down the tragedy of 9/11, but the national leadership displayed didn't even start to compare with leadership brought forth by World War II or the Great Depression. Perhaps we are all just too satisfied with what we have. It isn't our fault after all; we're used to living this way. Why change if you don't have to? This mentality leads to a lack of innovation and a tendency to rest on past successes. "Whether you're talking about the fall of Goliath, the fall of Rome, or the fall of IBM, there are just too many

stories of the ambitious little guy overcoming the fat, sluggish big guy." Let's work on trimming ourselves down.

Taxes and the Deficit.

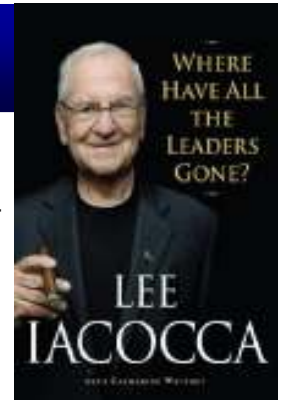
"Our national debt is a record \$8.5 trillion. The interest on that alone is \$406 billion." Why are we borrowing so much? It is like living off of a credit card and expecting the next generation to pick up the tab. On top of this, politicians are borrowing money for pet-projects designed primarily to gain votes. Lee's reply to the last set of tax cuts, which primarily benefited the rich, "thanks, but I don't need it." I'm ready to vote for a candidate who has the guts to stand up and bluntly tell us what is wrong with America and how we can fix it, even if that means giving up some of my hard-earned cash.

The Energy Policy.

What Energy Policy? OPEC has way too much control over the price of oil. Why don't we invest in alternative energy so we can leverage some of that control away from them? Better yet, let's elect a leader who will make this a priority, rather than put an ex-Halliburton CEO in charge of our energy initiative. While we're giving so much money to the oil cartel, why don't we raise taxes on gas and put some of that money into alternative energy research? Sure, we'll all have to give something up, but it is in our best interests. Down the road when we don't need oil to survive, we'll become the benefactors. While President, Ronald Regan ignored Lee's proposal to raise the gas tax. The reply, "... my pollster tells me I'd commit political suicide if I raised the gas tax." Let's change that, I'll support the candidate who promises to raise the gas tax.

The Big Three, Fair Trade, and the Government.

Ok, so the Big Three aren't really the big three anymore. You can surely attribute their downfall to some poor decision-making, but don't count out the other factors. Did you know that the Japanese government manipulates the value of the Yen to give their corporations an advantage? Did you know that the U.S. government allows this to happen by not demanding *fair trade* policies be introduced in other countries? Why are we allowing other countries to have better access to



(from Amazon.com)

See IACOCCA on page 4

Students Tour AutoAlliance International Aravind Venkatram

On the 26th of October, a group of 17 students from all branches of engineering at U-M had the opportunity to visit the Ford Mustang and Mazda6 assembly plant in Flat Rock, Michigan. The trip was organized by Ford employee Mr. Dick Rouston from the Supplier Technical Assistance team, with the logistics coordinated by members of MSAE. The plant tour was guided by Mr. Anthony Bailey, a production supervisor with many years of shop-floor experience.

The beginning of the tour went through the area sheet metal plant, where the rolls of sheet steel were stamped into the panels required to make the body of the car. The group was then taken through the plant where robots were welding the panels to form the body-in-white. After the body is formed, it is put through the paint booth. As dust would ruin the finish, the group had to be thoroughly scrubbed in a dust elimination chamber prior to entering the paint shop.

Because it was a Friday afternoon, the line closed early during the middle of the students' tour. This gave MSAE members a rare opportunity to inspect the assembly line more closely. While being led through the section where the engine, the transmission, and the suspension would be mounted on the vehicle, students



The Ford Mustang, assembled at AAI on the same line as the Mazda6.
(from Ford Motor Company)



Arrival at AutoAlliance International.

with automotive related coursework were able to study the applied systems in more detail. The tour finished in a visit to the parking lot where the assembled Mustangs were parked after final testing. The hood of one Mustang was lifted during questions from the students. Overall, the trip was a huge success. Industry visits are important for students because the theoretical designs worked in the academic world get proven on the shop-floor. With continued student enthusiasm toward industry tours, MSAE would be welcome to ideas for similar events in the future.



Left:
MSAE members socialize over appetizers at Buffalo Wild Wings in Ann Arbor.

Right:
MSAE exec board with GM's Bob Lutz.



CAR SHOW, Cont'd from page 1

Reband's 1998 Ford Contour SVT. The European Import of choice was Sid Chiang's 2003 Mini Cooper S, sporting extensive performance modifications. The best Truck was Doug Sehr's 2002 Chevy S-10 with many hours of bodywork to accommodate an air-ride suspension with oversized wheels.

Sid Chiang also received the "Best Mechanical Modifications" award with his Cooper S. The Best Exterior was Melissa Griffin's 2004 Grand Am GT (a.k.a. "The Kandy Shop") with a detailed montage of magenta, blue, and green paint and aftermarket wheels. The Best Interior went to Pam Croydon's race-spec Volkswagen Beetle with a custom lime green interior that includes Lloyd Carr's signature on the dash. Best Detailed was an immaculate 1982 Honda Night Hawk motorcycle owned by David Roberts.

When asked about how the car show turned out, External Vice President Prateek Chourdia said, "This year was great. Great music, great cars, great people." Dave Clark, the student adviser and the founder of the car show also enjoyed the event, "It was great

to see the broad spectrum of vehicles, and very interesting to talk to the owners about how they came to own their cars, and the work that has went into them."

Location and timing improvements were made for this year's event. Enhancements to be implemented next year include additional on-campus advertisement and attending other car shows to pass out flyers to increase attendance. This will compliment the existing publicity methods of email, a Facebook event posting, and online forums. Last year, MSAE recruited an art and design student to create flyers, and plans to hold a design competition for the coming year's show. Besides this, coordinators put time into making t-shirts, ordering trophies, and obtaining University approval. Food was provided by Pi Tau Sigma, the Mechanical Engineering Honor Society.

For the long-term future, MSAE hopes the car show grows to a community event in Ann Arbor and the surrounding areas. However, most important is the increasing exposure to students to stimulate interest in the automotive industry.

IACOCCA, Cont'd from page 2

our own markets? This trade imbalance isn't only hurting a specific industry but it is taking money out of the struggling U.S. economy. We should be rewarding the companies that give so much back to the country through healthcare. Chrysler pays a premium of \$1,400 per vehicle to cover legacy costs, Toyota pays \$250. Why are we letting this money go overseas instead of back into our own infrastructure?

No Child Left Behind.

"That's the problem with No Child Left Behind. It promotes desperation." As noted in *Leaders*, NCLB has led to widespread test rigging so schools could meet the stringent demands. When schools fall below a certain threshold, the two options available are to be taken over to by the state or to contract management to an outside firm. Even as these thresholds are approached, climbing back up the mountain becomes nearly impossible due to financial penalties. Even the most conservative estimates from several states (including Michigan) show that by 2014, less than 5% of schools will meet the academic goals set forth. With Michigan's current economic status, it is likely that privatized businesses will be in charge. Do you really want a company to turn a profit through cutting costs on our future?

Personally, I've never known fear and desperation to be a positive motivator. Don't *you* work better when you're interested in the idea and have the *support* to follow through? From my vantage point, NCLB is not aimed at creating cultivating environments where educators can enjoy and excel in teaching. I see NCLB as very discouraging, and don't understand how it will create a more effective teacher base. Why don't we spend this money in a positive way, rather than throw it down the toilet on ineffective testing? Which candidate will stand up against this? No one wants to be seen as *"weak on educational reform."*

My Conclusions.

As eloquently stated by Lee, *"America doesn't build walls. It tears them down."* So why is America only staring at the walls that stand in our way? Let's do what is best for our country, not ourselves. Look toward the future; don't act on what looks like a good decision at the moment. Lastly, don't wait around for good things, *go out and make them happen!* In conclusion, I'd like to leave you with one more quote from the book: *"The point is very simple. There's no free lunch. For everything you get, you have to give something back."*

SAE Wins Mr. Engineer Competition for Charity

Jim Moss

The Mr. Engineer competition is a charity event organized by the U-M chapter of the Society of Women Engineers. Proceeds from ticket sales support the SAFE House of Ann Arbor. Male members from various engineering societies compete in three categories including a brain teaser, a talent, and an ethics question. This year, Dave Clark was the entrant with the title Mr. SAE. Dave gave a terrific dance routine inspired by comedian Judson Laiply's "The Evolution of Dance." With this, he won over the hearts of the judges including Mike Hart, Dean of Engineering David Munson, and College of Engineering Student Society Liaison Jen Wagner. Along with quick thinking in the quiz and ethics portions, Dave emerged as Mr. Engineer 2008. Congratulations Dave!



Above:
Dave with previous Mr. Engineers.

Left:
The finalists in this year's competition.

Right:
Dave displays the splendors of victory.



M SAE Officers for Winter 2008

President:	Jim Moss , jimmos@umich.edu
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Baja Team Leader: **Kyle Martin**, ktmart@umich.edu
Aero Design Team Leader: **Danny Lau**, dannylau@umich.edu

Winter 2008 Events Schedule

- January 10:** Mass Recruiting Meeting for New Members
- January 16:** General Body Meeting
Dave Cole, Director, Center for Automotive Research
"The Future Auto World: Round or Flat?"
- January 26:** Students Visit the North American International Auto Show
Cobo Hall, Detroit
- January 30:** International Truck: Gabriela Harrison
- January 31:** General Body Meeting
UPS Fleet Manager: Tom Hendricks
- March 6:** General Body Meeting
Tim Manganello, CEO of BorgWarner
- March 12:** MSAE General Body Meeting
Michael Weber, General Motors
- April 14-17:** SAE International World Congress
Cobo Hall, Detroit

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