

# Dhar Seeks a Future for Lead Acid Battery

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"We don't have the luxury of time and a huge capital availability, so, because of some of the economic conditions in the area, we were able to pick up used equipment from other companies and refurbish them," he said.

On his board of directors is Ken Baker, former GM vice president of Research & Development, as well as David Cole, chairman emeritus of CAR in Ann Arbor. Dhar reports that after Cole immersed himself in the company and its goals, he described Energy Power Systems as a "dynamite idea." Also aboard is Jon Bereisa, the GM engineer who helped bring the original EV1 electric car to life back in the 1990s.

"I didn't want to live in the cocoon of my idea. . . so I put together a team of people who would be my sounding board, we meet every month, these are people who are not

shy of telling me (the truth)," Dhar said.

"The only way to succeed is to have collaborative forces, it may be one man's idea but it takes a village to take that idea to the marketplace."

Meanwhile, for all of the fuss about EVs and hybrids, internal combustion engines still rule the roost of the U.S. and global auto industries.

"The dream that we have all been chasing here. . . I've been chasing this dream since 1981 when we started the very first experiment with nickel-metal hydride technology, and that made hybrid vehicles possible in the early 2000s when Prius came about.

"That was kind of the initial electrification of the automobile and eventually we'd get to the full electrification of the car and EV1 was an example of that," he said.

"But that never really took off. When you look at the issues - not technology and not reliability, but cost.

"If you compare a conventional Camry with a hybrid Camry, I believe the differential is like \$4,000 to \$5,000.

"If you compare the Lexus conventional car versus the same model of hybrid car, is probably \$8,500 more, for what? Maybe 15 percent more (equivalent fuel efficiency).

"I think we need to shift our thought process from how far you can go between the two charges to how many more miles can you squeeze out of every gallon by partially electrifying your powertrain.

"We know how to add electrons to our powertrain - but we haven't figured out how to make the electronics cheaper. Which means a battery which is low-cost."

All of which leads Dhar back to lead-acid batteries.

"The materials used in nickel-metal hydride batteries have tripled in cost since they were introduced," he said.

"It becomes necessary to say, let us look for materials

which are inherently low cost and see if they can make a product . . . what is the cheapest material?"

"It is lead, lead's been around for 150 years and lead-acid batteries have been around for at least 150 years.

"Every single car has one and some have two. Lead-acid chemistry never really got the kind of attention that more exotic chemistry received - nickel-metal hydride, lithium ion batteries, there were government subsidies, loans, development dollars.

"Lead-acid was basically not included in that class of energy storage systems because it never had the promise of very high energy density. So I said, we have, as a community, we have learned so much about advanced materials, how about we take the learning and knowledge. . . and see if we can incorporate some of those into lead-acid chemistry and realize its full potential."

# Chevy Wins Cannes Festival Honor For Super Bowl Interactive Game

CANNES, France - Chevrolet and Goodby, Silverstein & Partners (GSP) have been awarded a prestigious Gold Lion at the Cannes International Festival of Creativity 2012 in the new Mobile Category for "best use of multiple screens" for the Chevy Game Time app.

The Chevy Game Time app was created to enhance second-screen viewing during Super Bowl XLVI, allowing users to play games in real time and enter to win prizes, including 20 Chevrolet vehicles and thousands of other giveaways.

With so many ads during the Super Bowl, the Chevy Game Time app succeeded in allowing users to experience Super Bowl Sunday in a whole new way.

In addition to the attention-grabbing ads, Chevy's Game Time app proved extremely successful with:

- More than 703,000 registrations;
- More than 35 million page views;
- 25 million trivia questions answered;
- Nearly 1.6 million hours spent on the app;
- A gain of more than 130,000 new fans on Facebook;
- 9,000 new followers on Twitter;

"The Chevy Game Time app was a very successful first for us and we'd like to thank the jurors for recognizing our work," said Chris Perry, vice president, Global Chevrolet Marketing.

"The app complemented our entire Super Bowl strategy and brought a whole new level of interactivity to a day known for sitting back and watching the ads."

The award for Chevy's ad agency also signifies that the GM and Chevrolet marketing teams have become even more aware of executing social media plans of late.

# Chrysler Honors the Late Dan Knott

AUBURN HILLS - The Chrysler Foundation announced today that it will provide annual support for New Horizons Rehabilitation Services' golf fundraiser in honor of Dan Knott, the late Senior Vice President of Purchasing and Supplier Quality - Chrysler Group LLC, and New Horizons board member.

"This is just one example that speaks to the way Dan will continue to affect many people, both outside and inside Chrysler," said Chrysler Group Chairman and CEO Sergio Marchionne in regards to the naming of the golf outing.

Knott served on New Horizons' board of directors for more than six years and was actively involved with its fundraising programs, includ-

ing the annual golf outing, which will be held this year on Friday, Sept. 14, at the Pine Trace Golf Club in Rochester Hills, Mich.

"Because of Dan's influence at Chrysler and his passion for supporting New Horizons Rehabilitation Service; his service on our board of directors was extremely helpful in raising funds through our annual charity auction and golf outing," said - Stan Gramke, president and CEO of New Horizons Rehabilitation Services Inc.

"Dan had a love for golf and a commitment to New Horizons that showed in everything he did for our organization. He knew that the funds raised at these events would be used purposefully to help people with disabilities succeed in finding meaningful employment and independence."

In a private ceremony at Chrysler Group headquarters last Monday, Marchionne dedicated the Company's ex-

ecutive conference room to the memory of Knott. With Knott's wife, Cindy; son, Casey; daughter, Laura; and son-in-law Charlie in attendance, Marchionne said:

**"Dan had a love for golf and a commitment to New Horizons that showed in everything he did for Chrysler."**

"Dan helped every one of us to become a better person. This is the greatest legacy he left us and that will continue to live on in Chrysler and within each of us."

Knott, who had held several positions during his 24-

year career with the Company, played an integral role in the product development of such iconic products as the Viper, Jeep Grand Cherokee and the SRT lineup. He passed away April 29.

So, Chrysler said, the naming of the golf tourney and the conference room at headquarters in Auburn Hills is the automaker's way of keeping the warm memory of Dan Knott alive.

New Horizons is a nationally recognized, private, not-for-profit rehabilitation agency providing quality vocational training and job placement in Michigan since 1964. The organization's headquarters is located in Auburn Hills, Mich. and it provides services in the following Michigan counties: Genesee, Huron, Lapeer, Macomb, Monroe, Oakland, Sanilac, St. Clair, Tuscola and Wayne.

Its primary goals focus on preparing people with disabilities for competitive em-



Chrysler Group Chairman and CEO Sergio Marchionne speaks with Cindy Knott, the wife of the late Dan Knott, where Marchionne led the dedication of the Company's executive conference room, June 25, 2012, to the memory of Knott.

ployment and providing the necessary skills for consumers to assume responsibility for their own long-term success. New Horizons will benefit from the golf fundraiser for years to come while staying connected to Dan Knott, his family and his continued legacy on behalf of

Chrysler Group. Meanwhile, during the past 59 years, The Chrysler Foundation has established itself an impressive legacy of enriching the physical, educational and cultural needs of local communities in which Chrysler Group LLC conducts business.

# Big 3 Execs to Speak in Traverse City

ANN ARBOR - The future of automotive manufacturing - the nation's economic engine - will be the leadoff topic of the 2012 Center for Automotive Research (CAR) Management Briefing Seminar (MBS).

What's described as the premier management conference of the North American auto industry will take place Aug. 6-9 in Traverse City and will feature energized and informed discussions on the industry's most critical issues and emerging trends.

Executives from the auto industry's leading automakers and suppliers will kick off the

2012 CAR Management Briefing Seminars in two sessions designed to identify the key strategies and technologies that will drive the future of auto manufacturing.

Confirmed speakers include John Fleming, executive vice president, Global Manufacturing & Labor Affairs, Ford; Eric Stevens, vice president of Global Manufacturing Engineering, General Motors; Brian Harlow, vice president and Head of NAFTA Powertrain Operations and Global Powertrain Manufacturing Engineering, Chrysler Group; and Dr. James Morgan, director, Global Body Exterior &

SBU Engineering at Ford.

CAR President and CEO Jay Baron will chair both sessions and Greg Schroeder, research analyst, Manufacturing, Engineering and Technology Group, CAR, will co-chair the tooling session.

"Today's extraordinary automotive achievements are enabled by a global footprint and cutting-edge technology," said Baron. "These sessions will highlight many of today's advances in manufacturing systems and technologies synonymous with world class manufacturing."

The meetings are held at Grand Traverse Resort & Spa.

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