

AutoCommuniq  

AutoCom Associates – Driving Your Communications

Upcoming Industry Events

The Battery Show
Novi, Michigan
September 10-12, 2019

**International Automotive Body
Congress**
Livonia, Michigan
September 25-26, 2019

**Frankfurt International Auto
Show (IAA) 2019**
Frankfurt, Germany
September 12-22, 2019

**The Assembly and Quality
Shows**
Rosemont, Illinois
October 22-24, 2019

**SAE Global Leadership
Conference**
Greenbrier, West Virginia
October 10-13, 2019

2019 SEMA Show
Las Vegas, Nevada
November 5-8, 2019

Los Angeles Auto Show 2019
Los Angeles, California
November, 22-December 1, 2019

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ANNUAL TECH CRAWL DRAWS RECORD ATTENDANCE



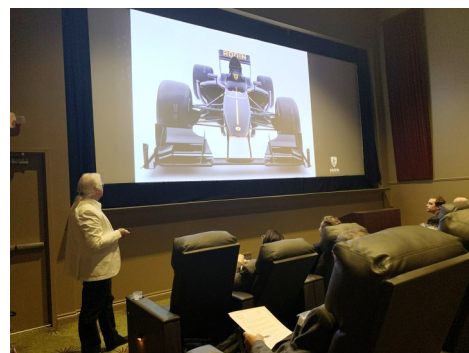
AUTOCOM ASSOCIATES
PUBLIC RELATIONS

BIRMINGHAM, Mich. – Alcantara, Chassis Brakes, Chipex, INFICON, Kiekert and Rodin Cars participated at this year’s Tech Crawl in Birmingham, Michigan on June 11.

The event opened with a networking luncheon, followed by a series of media briefings. This year’s afterglow included a murder mystery network event for clients and media.

Chipex and Rodin Cars were first-time participants. Johnny Graham, founder and CEO of Chipex, which is based in the UK, as well as David Dicker, founder and CEO of Rodin Cars with headquarters in New Zealand took and traveled to Detroit with their program.

More than 30 journalists from Detroit, as well as Germany, joined the Tech Crawl this year—a record turnout for the annual event.



David Decker, CEO of Rodin Cars, presented his company’s new Rodin FZED



The venue for the media briefing was the Birmingham Theatre



Media and client luncheon at Vinoteca

CHASSIS BRAKES DEVELOPS FAMILY OF BOOST AUTOMATED PARKING BRAKES



FARMINGTON HILLS, Mich. — Chassis Brakes International has developed a new family of Boost Automated Parking Brakes (APBs) especially designed for vehicles equipped with an electric brake booster.

The new Boost APB family of brakes will be produced at Chassis Brakes plants in Europe, North America and the Asia Pacific region. They are expected to appear on new vehicles within the next several years. APBs account for more than 15 percent of the total global market for parking brakes and their popularity continues to grow. Chassis Brakes currently holds a 20 percent share of the global market for APBs.

“Our new APB Boost family was developed to deliver higher levels of performance, safety and customer satisfaction compared to current designs,” said Bernd Schemer, global vice president of Sales, Engineering and Project Management at Chassis Brakes International. “Increased APB clamping force performance is achieved by combining the APB with hydraulic-pressure support provided by the electric brake booster, through software.”



Boost Automated Parking Brake

Schemer noted that electric, hybrid-electric and autonomous vehicles in the future will require more complex brake-control strategies, adding that the company’s APB Boost system is another step in the evolution of wheel brakes from mechanical towards mechatronic systems.

ALCANTARA DRESSES ALFA ROMEO TONALE – WINNER OF 2019 CAR DESIGN AWARD

ALCANTARA

TURIN, Italy – Alcantara dressed the interior of the Alfa Romeo Tonale, winner of the prestigious 2019 Car Design Award for best concept car of the year at the 2019 Parco Valentino Turin Auto Show.

The awards ceremony, organized by *Auto & Design* magazine, took place in Turin, Italy.



Alfa Romeo Tonale concept vehicle

The Alfa Romeo concept car’s interior featured Alcantara material that offered a combination of aesthetic, technical and sensory qualities. The Tonale had a dark anthracite gray Alcantara headliner. Alcantara, the “Made in Italy” material, is synonymous with motorsport thanks to its grip, wear resistance under extreme conditions and breathability.

To further personalize the concept car, designers selected a melange gray Alcantara to cover the floor with an innovative surface treatment designed to make it smoother to the touch and further protect the quality of the material over time, despite its floorboard location.

The award underlines the successful partnership between Alcantara and Alfa Romeo, which has given birth to a variety of exceptional car interiors.

UK-BASED CHIPEX HAS EXPANSION PLANS FOR THE U.S. AND EUROPE



BIRMINGHAM, Mich. – Chipex, a UK-based supplier of car-care products and popular “do-it-yourself” kits for the repair of car and light-truck paint damage, has an aggressive, marketing-based expansion plan for the United States.

Johnny Graham, the company’s founder and CEO, said Chipex expects to post a 40 to 60 percent growth in sales over the next 12 months, primarily through increased public relations, social media and web-site marketing activities in the United States, as well as in Europe.

The company’s touch-up paint dries in less than 30 seconds compared to 30 minutes or more for competitive products and a basic scratch or paint-chip repair typically takes less than five minutes to complete.



“Chipex today is a rapidly expanding company that will celebrate its 10th anniversary later this year,” Graham said. “Over the next two years, we expect to more than double annual sales through aggressive marketing and the launch of several new products.”

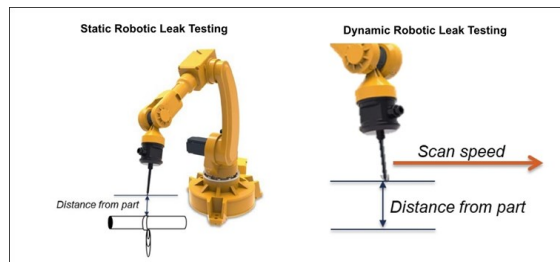
Graham noted that Chipex repairs can save car owners up to \$500 or even more compared to panel repairs at a paint or body shop, adding that Chipex repair kits have received a five-star “Excellent” rating from Trust Pilot – a European online product rating service.

AUTOMOTIVE ASSEMBLY-LINE ROBOTIC LEAK TESTING IS GROWING GLOBALLY



BIRMINGHAM, Mich. – Car makers and their suppliers are expected to dramatically increase the use of robotic leak-detection systems at their manufacturing and final-assembly plants in the next five years.

INFICON, a major global supplier of leak-detection equipment, predicts that on a global basis the percentage of automotive plants with robotic leak-detection systems will jump from five percent today to 20 percent or more by 2024.



Static vs. Dynamic Leak Testing

The move to robotic testing is due in part to a growing interest in electric, hybrid-electric and autonomous vehicles, according to Thomas Parker, INFICON’s North American automotive sales manager.

“Electric vehicle (EV) traction batteries, fuel-cell membrane electrode assemblies, autonomous vehicle LIDAR systems and other mission-critical automotive components are on the industry’s ‘can’t-leak list’ globally,” Parker noted. He spoke here at a

recent Automotive Business and Technology Forum.

“The quality of these electric- and autonomous-vehicle components are safety critical and must provide trouble-free service throughout the life of a vehicle,” Parker said. “Whenever people put their lives in the hands of a self-driving machine they expect it to work flawlessly.”

JOURNALISTS RECOGNIZED AT KIEKERT-SPONSORED HERITAGE JOURNALISM AWARDS



TECHNOLOGY THAT LEADS

PLYMOUTH, Mich. – More than 20 automotive writers were recognized for outstanding journalism at an Automotive Heritage Awards ceremony during the recent Concours d'Elegance of America in Plymouth, Michigan.

Sponsored by Kiekert AG, the annual journalism awards program recognizes work in a variety of automotive heritage categories, including best book, best personality profile and best motorsports article. Based in Heiligenhaus, Germany, Kiekert is the technology leader in automotive locking systems.

The 2019 award recipients were selected by a jury of more than 20 automotive journalists, headed by Csaba Csere, former editor-in-chief of Car & Driver magazine. Entries for the 2019 program were more than double the previous year's total.

"Kiekert is ideally suited to be the presenting sponsor for our 2019 journalism awards program," said Steve Purdy, founder of the Automotive Heritage Awards (AHA) program. "Founded in 1857, Kiekert has a long and distinguished history in the auto industry."



Steve Purdy and Mike Hietbrink with gold award winner Burt Levy for an article in VintageMotorSport.com

RODIN OFFERS GRAND PRIX PACE AND PERFORMANCE WITH NEW SINGLE-SEATER



RODIN
CARS

BIRMINGHAM, Mich. - A series of single-seater track cars built in New Zealand with performance to rival modern-era Grand Prix cars, has been released for sale by emerging high-technology manufacturer Rodin Cars.

Powered by the Cosworth GPV8, which is based on the Cosworth XG that earned its stripes on the Indy Racing League circuit, the new Rodin FZED delivers 675 bhp at 9,600 rpm. Peak torque is 361 ft.-lbs./490Nm at 7,600 rpm, while the redline is 10,000 rpm.

The Rodin FZED can accelerate to the 'magic ton' (100 mph/160 kph) in just 5.0 seconds and boasts a top speed of 186 mph/300 kph.

The car has been readied for sale by Rodin Cars' Australian founder and Ferrari Challenge class champion David Dicker.

The Rodin FZED creates a new category in the high-performance open-wheel track market as a brand-new track racer with the ability to lap at very close to Formula 1 times.

"The Rodin FZED is a far more practical and durable proposition compared with buying and running an historic Grand Prix car," said Dicker. "People do buy them — I had one — but they are more difficult to run and less durable, plus there's the risk of crashing a car with an important Grand Prix heritage. Some are getting too expensive to risk on a race track and parts are no longer affordable or even available."



The Rodin Cars FZED single-seater track car

CHIPLEX, UVEYE AND TATA STEEL ARE NEW AUTOCOM CLIENTS IN U.S.



AUTOCOM ASSOCIATES
PUBLIC RELATIONS

BLOOMFIELD HILLS, Mich.— AutoCom Associates has been selected as the public relations agency of record in the U.S. by Chipex, UVeye and Tata Steel.

Chipex is a global supplier of car-care products and popular “do-it-yourself” kits for the repair of car and light-truck paint damage. The company is based in Oxfordshire, England, just north of London.

UVeye is an Israeli company providing high-end solutions for automatic external vehicle inspection. Using artificial intelligence, machine learning and computer-vision algorithms UVeye enables customers to automatically scan, detect and identify vehicle anomalies, modifications or foreign objects.

Tata Steel is one of the world’s most geographically diversified steel producers. Together with Steel Warehouse, their U.S. distributor Tata is launching a new steel product in the U.S.

AutoCom Associates is a Detroit-based public relations agency. The agency provides public relations services and counsel to businesses in the global automotive industry.

CHIPLEX KITS HELP REPAIR PAINT CHIPS AND SCRATCHES IN MINUTES



DETROIT – Repairs for sheet-metal paint scratches and stone chips take just minutes to complete with a Chipex “do-it-yourself” repair kit.

Chipex paints take only 30 seconds to dry compared to other touch-up paints that can take 30 minutes or more to dry. Once Chipex paint is applied, only a quick polish is needed to fix the damage.

With a Chipex repair kit, stone chips and scratches can be easily, quickly and effectively removed. When complete, the treated area is virtually indistinguishable from the original.

The Chipex paint-kit portfolio now includes more than 150,000 colors from virtually every manufacturer in the world from Mercedes-Benz to Nissan, Toyota, BMW, Ford, VW and Tesla. Even classic-car fans can find correct color matches. Personal touch-up paint kits go into production at Chipex immediately after they are ordered and are delivered within a few days.

"No other company offers a comprehensive self-repair package that really works," says Johnny Graham, founder of Chipex. "The damage caused by stone chips on vehicles worldwide is enormous."



Chipex’s repair kits are available starting from \$49.99. They are available in three sizes and have a shelf life of up to four years. In addition to touch-up paint, blending solution and finishing polish, each kit also contains brushes, polishing cloths and nitrile gloves. Chipex touch-up paint has been tested and certified by the German testing agency TUV.

UVYE RAISES \$31 MILLION LED BY TOYOTA, VOLVO & W. R. BERKLEY



TEL AVIV, Israel – Israeli-based UVeye, which provides sophisticated solutions for automatic external inspection of vehicles, has raised an additional \$31 million in funding led by Toyota Tsusho, Volvo Cars and W. R. Berkley Corporation, bringing total funds raised since 2017 to \$35 million.

“This latest investment from leading strategic automotive partners is an important signal that we believe paves the way for UVeye to become the standard for automotive inspection,” said Amir Hever, CEO of UVeye. “We are delighted to have world-class companies in their respective sectors endorse our game-changing auto-scanning solution.”

UVeye’s technology enables vehicle manufacturers, logistic operators, retailers and rental-car companies to carry out automatic vehicle inspection leveraging first-of-its-kind artificial intelligence technology. Importantly, UVeye’s system has proven it can drive higher accuracy and improve efficiency, all with minimal human intervention.

Since inception, UVeye has generated millions of vehicle scans across dozens of countries. UVeye’s anomaly detection accuracy rate has exceeded client thresholds in all case studies to date.



FOUR TIPS FOR CHOOSING THE RIGHT QUALITY AFTERMARKET PROPSHAFT



ROESRATH, Germany – GKN Automotive, the world’s leading original equipment (OE) propshaft supplier, makes business decisions easier for dealer service departments and independent garages by offering OE-quality propshafts through GKN Driveline Service, its aftermarket company.

When car or light-commercial-vehicle propshafts are damaged or fail, technicians often turn to expensive replacement parts from the vehicle manufacturer. To assist professionals, GKN Driveline Service offers four tips for identifying the key factors involved in the propshaft selection process:

1. Conduct a sound assessment of the quality of the replacement propshaft.
2. Choose the right weight propshaft.
3. Smooth running is critical.
4. Verify crashworthiness by evaluating specifications.



Cross-section through a propshaft with ballspline technology – ball

SUE BAI IS 2019 INTERREGS STANDARDS & REGULATIONS AWARD WINNER



FAREHAM, England -- Sue Bai with the Automobile Technology Research division at Honda R&D Americas, Inc. has received the 2019 Society of Automotive Engineers (SAE)/InterRegs Standards & Regulations

Award for her significant achievements in improving safety in mobility environments through connected-vehicle technology.

The award recognizes Bai's longstanding contributions to the enhancement and wide adoption of connected-vehicle standards to enable information sharing to make transportation systems safer, cleaner and more efficient – improvements that not only protect vehicle drivers, but other road users such as pedestrians, cyclists, public safety workers and people with disabilities.

"It is such an honour to be able to receive such a prestigious award," Bai said. "Through my past decades of work in the industry and at SAE, I have learned so many technical and people skills. I am grateful that people such as the industry experts who nominated me consider my work valuable and helpful. The award motivates me to work harder and to make an even more positive impact to the connected- and automated-vehicle domain."

A resident of Detroit, Bai currently leads a team that supports Honda's transportation safety and mobility goals through connected-vehicle and V2X communication systems. Recently accepted as a PhD student at the University of Michigan focusing on human factors, Bai is inspired by the Honda philosophy that technology is built to improve people's lives, and therefore seeking a better understanding of people is key to success.

FORMER AUTOCOM INTERN LISA WANG ACCEPTED FOR SYMPOSIUM IN CALGARY



AUTOCOM ASSOCIATES
PUBLIC RELATIONS

BLOOMFIELD HILLS, Mich.— Lisa Wang, who served as an intern at AutoCom Associates in 2016, recently attended the X-Culture Symposium in Calgary, Canada. The program brings together students and professors from all over the world to work together on business challenges.

During the week-long program international business students meet the management of participating companies, attend lectures from international guest speakers, make a trip to Lake Louise and attend a variety of evening events.

Participants are assigned to a company and jointly solve a challenge. At the end of the week they present their ideas and solutions. Wang's team consisted of an American from Florida, a woman from Kenya and a girl from Columbia. At the gala on their last day they presented their proposed solution which was an award-winning submission.

"I am extremely happy that I got the chance to participate in this exciting event at which international students and professors from all over the world meet each other to work together on business challenges", Wang said.

Lisa Wang is currently pursuing her a master's degree in business studies from the University of Leipzig in Germany.



JULIAN EBNER AND SARAH HEUSER AWARDED INTERNSHIP AT AUTOCOM ASSOCIATES



AUTOCom ASSOCIATES
PUBLIC RELATIONS

BLOOMFIELD HILLS, Mich. – Julian Ebner and Sarah Heuser have been awarded six-month and three-month internships, respectively, at AutoCom Associates. They will assist agency clients with editorial services, event planning and media relations.

Ebner is currently pursuing a bachelor's degree in European business with a focus on public relations and marketing at the Technische Hochschule Regensburg, Germany. Prior to joining AutoCom, Ebner held internships at IKEA and BMW AG.



Sarah Heuser

Heuser recently received a master's degree in journalism and corporate communications from the University of Applied Sciences in Wuerzburg, Germany. Prior to joining AutoCom, Heuser held internships at muehlhausmoers, a German public relations agency; Rheindigital, a German social media agency; Deutsche Post DHL Group, and Gothaer Insurance.



Julian Ebner

Ebner and Heuser both currently live in Royal Oak, Michigan.

SAVE THE DATES



Frankfurt International Auto Show (IAA) 2019

September 10-22, 2019
Frankfurt, Germany



Autonomous Vehicle Technology Connect 2019

September 26, 2019
New York, New York



The Assembly Show

October 22-24, 2019
Rosemont, Illinois

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