

# AUTOCOMMUNIQUÉ

FALL EDITION

AutoCom Associates – Driving Your Communications

## INDUSTRY NEWS

### AAPEX

Las Vegas, NV  
November 1-3, 2022

### SEMA

Las Vegas, NV  
November 1-4, 2022

### LA AUTO SHOW

Los Angeles, CA  
November 18-27, 2023

### CES

Las Vegas, NV  
January 3-8, 2023

### SAE GOV./ INDUSTRY MEETING

Washington D.C.  
January 17-19, 2023

### WASHINGTON AUTO SHOW

Washington D.C.  
January 20-29, 2023

### NADA

Dallas, TX  
January 26-29, 2023

### CHICAGO AUTO SHOW

Chicago, IL  
February 14-16, 2023

### SAE AERO TECH

Dallas, TX  
March 14-16, 2023

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## UVEYE IS NOW WORKING WITH GENERAL MOTORS



VEHICLE INSPECTION SYSTEMS

DETROIT – UVEye, a provider of advanced vehicle diagnostic systems, has received an investment from the capital venture arm of General Motors, GM Ventures, to help fund the development and commercialization of the company's vehicle inspection technology.

UVEye also has entered into a commercial agreement with General Motors to explore the use of UVEye's automated high-speed systems at GM dealerships throughout various markets.



Serving as the venture capital arm of General Motors, GM Ventures strategically invests in startup companies that share GM's enterprise vision of an all-electric, hands-free, and more seamlessly connected future, and are helping to position GM as a leading transportation technology enterprise.



Amir Hever (UVEye) [left], Dave Marsh (GM) [center] and Alex Bowsher (Carl Black Automotive Group) at Tech Crawl 2022.

As part of the strategic collaboration agreement, UVEye and GM have agreed to work on a variety of vehicle-inspection technology projects involving used-car auctions, fleet operations and automotive dealership sales. In the future, UVEye plans to incorporate electric-vehicle and autonomous-driving platforms into its inspection databases as well.

UVEye systems use artificial intelligence, machine-learning and high-definition camera technologies to quickly and accurately check tires, underbody components and vehicle exteriors for defects, missing parts and other safety-related issues.

More than 4,000 GM dealerships will be eligible to purchase the vehicle inspection equipment to use in their service lanes.

## ALCANTARA HAS BECOME A 2022 GERMAN CAR OF THE YEAR PROGRAM PARTNER



MUNICH— Alcantara, a leading “Made in Italy” luxury brand and the first Italian company certified as Carbon Neutral, has joined the annual German Car of the Year program as a major program partner.

Other 2022 German Car of the Year (GCOTY) sponsors include ZF, KST and Bridgestone. The program is affiliated with other leading award programs such as India’s Car and Bike Awards, the China Car Awards and the World Car Awards.

More than 20 leading automotive journalists serve on the GCOTY award jury. Audi, Hyundai, Kia, Peugeot and Porsche were among last year’s award winners. The Honda E was the 2021 overall winner.

The 2022 program kicked off on July 5 with a three-day GCOTY Summer Fest event in Alsfeld, Germany, for car makers, journalists and sponsors. Andrea Boragno, Alcantara’s chairman and CEO, hosted an exhibit showing applications for the company’s luxury material in the automotive industry, as well as in fashion and accessories, marine and aviation, consumer electronics, interior design and the art world.

Judging and final award ceremonies are taking place this fall at separate events at ZF and KST facilities in Friedrichshafen and Bad Duerkheim, Germany.

“We are delighted to be collaborating with a distinguished panel of automotive experts in Germany,” Boragno said. “The German press and our customers there appreciate the high quality of our material.”

“Born in Italy, Alcantara material travels to every corner of the globe. It is a material that is at the same time elegant and soft to the touch with technical qualities such as grip, lightweight and breathability that



## HITACHI ASTEMO RECEIVES ELECTRIC VEHICLE E-AXLE ORDERS FROM HONDA



TOKYO – As a global leader in electrification, Hitachi Astemo, Ltd. has received electric axle (e-Axle) orders for mid-size and large-size battery-electric vehicles from Honda Motor Co., slated for a global rollout in 2026.

Hitachi Astemo as a systems integrator will deliver a high-performance, integrated drive unit for Honda, with the e-Axle system combining a highly efficient, silicon carbide (SiC) inverter; a square-wire, low-loss and high-efficiency motor; and a compact, quiet gearbox from a gearbox manufacturer.

A number of countries around the world have been expressing their commitment to achieving carbon neutrality and automakers are accelerating the launch of environmentally friendly vehicles, which include electrified vehicles. Demand is expected to rise for e-Axles that are not only lightweight, compact and efficient, but also more efficient to manufacture, with lower cost through a reduced number of parts.

Hitachi Astemo will respond to the rapidly expanding e-Axle demand by expanding sales of its in-house developed electric axles to various automobile manufacturers globally. It also will supply motors and inverters for electric axles assembled by automobile and gearbox manufacturers.

Moving forward, Hitachi Astemo will strengthen its position as a global leader in electrification. This will be achieved by leveraging synergies from the 2021 merger of Hitachi Automotive Systems with Honda’s Keihin, Showa and Nissin Kogyo groups, taking advantage of integrated technologies and resources while further enhancing its global production bases. Specifically for the electrification business, it is aiming to invest 300 billion yen including R&D until fiscal 2025, increase sales revenue to over 400 billion yen in fiscal 2025 and more than double sales revenue by fiscal 2030.



## UVEYE AND TEKION WORK TO ENHANCE DEALERSHIP CUSTOMER SERVICE



DETROIT – UVEye is integrating its advanced vehicle-inspection systems with Tekion's end-to-end cloud-native platform, Automotive Retail Cloud (ARC).

The two technology companies are joining forces following UVEye's recent collaboration with General Motors. The collaborative effort will enable dealers that utilize Tekion's ARC to benefit from the seamless integration of UVEye systems.

"Our partnership with Tekion is just one of many steps UVEye is taking to improve and revolutionize the customer-service experience at dealerships through unprecedented levels of transparency," says Amir Hever, the company's CEO and co-founder.



By combining UVEye's AI-powered vehicle-scanning devices with Tekion's innovative cloud-native software, service customers and dealership employees will be able to receive comprehensive vehicle-condition reports instantaneously. The reports are designed to provide clarity and enhance the customer-service experience by helping users decide on the best service solutions possible.

Customers simply can drive through UVEye scanning units at the entrance of the dealership service department. Detailed reports then are delivered via text message, email or through Tekion's personalized consumer portal in ARC. Not only can the reports eliminate guesswork, but they also build customer trust through transparency.

Carl Black Chevrolet, Buick, GMC of Kennesaw, Georgia, is the first GM dealer to integrate UVEye's advanced vehicle-inspection systems with Tekion's game-changing Automotive Retail Cloud.

## ALCANTARA PARTNERED WITH THE BRIDGE AT ITS SIXTH EDITION IN 2022

### ALCANTARA

BRIDGEHAMPTON, N.Y. – Alcantara, the luxury "Made in Italy" brand, was a partner at the sixth edition of The Bridge, an exclusive automotive event held in the Hamptons on Long Island.

The annual program brings together a broad range of luxury and vintage cars along with a variety of other luxury brands to honor the vehicles and drivers with a history at the



Bridgehampton Race Circuit, now the site for an exclusive golf club.

For the 2022 event Alcantara provided "The Architects Studio," an exhibition created by the American artist Rebecca Moses that showcased the use of the Alcantara material for interior design, fashion and consumer-electronics applications such as RØDE headphones.



A number of cars on display also featured Alcantara interiors, including the Lamborghini Urus Performante, the Aston Martin Valhalla, the Czinger 21C Max and the Rimac Nevera.

"We were pleased to have taken part in The Bridge VI, which gave us the opportunity to demonstrate the exceptional performance, adaptability and ingenuity of our 'Made in Italy' material," said Andrea Boragno, Alcantara's chairman and CEO.

## FORD'S GT LM SUPERCAR FEATURES AN INTERIOR WITH ALCANTARA MATERIAL

# ALCANTARA

MILAN – Ford's new limited edition GT LM features seating with "Made in Italy" material from Alcantara.

The special edition Ford supercar's steering wheel, headliner and pillars also are wrapped in ebony-colored Alcantara®.

The Ford GT is finished with a red or blue theme to honor the red and blue livery of the 1966 Le Mans winning No. 68 Ford GT.

The supercar's interior features carbon-fiber seats wrapped with a matching red or blue Alcantara driver's seat and an ebony-colored Alcantara passenger seat with accent stitching to match the color of the driver's seat.

As a special tribute to the Ford GT's Le Mans podium-finishing heritage, the GT LM also sports a unique instrument-panel badge produced from the ground-down crankshaft of the Ford GT (No. 69) that finished in third place at Le Mans in 2016.

The limited-edition GT is powered by a 3.5-liter, 660 hp turbocharged EcoBoost V6 with a 3D-printed titanium exhaust.

Only 20 of the special-edition supercars will be built with production wrapping up by the end of 2022. It marks the final special edition of Ford's current generation road car.



## HITACHI ASTEMO AMERICAS HAS LAUNCHED A NEW USER-FRIENDLY WEBSITE

**HITACHI**  
Inspire the Next

FARMINGTON HILLS, Mich. – Hitachi Astemo, a major global automotive supplier, has launched a new user-friendly website ([am.hitachiastemo.com](http://am.hitachiastemo.com)) covering its operations in the Americas.

Hitachi Astemo Americas has more than 20 manufacturing plants, research-and-development centers and sales offices in the U.S., Canada, Mexico and Brazil.

"Hitachi Astemo has the global scale, software and advanced manufacturing resources to make significant contributions in fast changing auto technology areas such as safety, electrification and sustainability," says John Nunneley, a senior vice president and general manager of Hitachi Astemo Americas.

He points out that the new website has sections specifically designed to assist the company's customers, suppliers, current and prospective employees, and news media.

Hitachi's automotive and motorcycle customers will find details about the company's broad range of products, its aftermarket operations and plant locations on the site.

Hitachi Astemo's current and prospective suppliers will have access to a supplier handbook along with trade zone information.

A career-section link on the site's homepage offers prospective employees information about open positions and provides an application form for each opening.

A news section on the site provides media with press releases and blogs, as well as information about current business activities, new product offerings and events.

# HITACHI-SPONSORED DRIVER AMONG LEADERS IN 2022 INDYCAR SERIES



TOKYO – Josef Newgarden drove his No. 2 Hitachi Team Penske Chevrolet to a second-place finish in the final race of the 2022 NTT INDYCAR SERIES season at the Firestone Grand Prix of Monterey at Laguna Seca in California last month.

He charged from the 25th position in a 26-car field to finish second in the INDYCAR SERIES season finale. A two-time champion, Newgarden closed out the 2022 season in second place in the overall standings.

Newgarden scored an impressive five wins enroute to finishing just 16 points behind Team Penske teammate Will Power for the title. Power claimed his second INDYCAR SERIES championship with a third-place finish at Laguna Seca. It also marked the 17th INDYCAR SERIES championship by a Team Penske driver.

Team Penske kicked off this year's season with three-consecutive wins - Scott McLaughlin earned the season-opening win at St. Petersburg, followed by victories at Texas Motor Speedway and Long Beach for Newgarden.



“I take great pride in the efforts of the entire three-car Team Penske INDYCAR team,” Newgarden says. “All of us are very close. Obviously, we compete individually on the racetrack, but we win as a team.”

The 31-year-old American also captured wins at Road America, Iowa and World Wide Technology Raceway. His checkered-flag performances helped give Team Penske a total of nine overall wins for the 2022 season.

“We’ve forged an outstanding partnership with Hitachi and Team Penske over the years,” notes Jim Campbell, General Motors vice president for Performance Vehicles and Motorsports. “The 2022 INDYCAR season was another successful one for Team Penske and especially for the No. 2 Hitachi Dallara/Chevrolet.”

The 2022 season was Hitachi’s 11th year of partnership with Team Penske. Hitachi Astemo also supplies fuel-system components for all 2.2-liter twin-turbocharged Chevrolet race engines in the INDYCAR SERIES.

“We congratulate Josef Newgarden and his Team Penske teammates on their exceptional performance during the 2022 season,” adds Rob Sharpe, senior vice president, sales & marketing, Hitachi Astemo Americas. “It’s been an exciting race season and we’ve been especially happy to continue our work with Chevrolet as part of its INDYCAR engine program.”

Sharpe noted that in addition to providing fuel-system components for the racetrack, Hitachi Astemo technology also supports performance on passenger cars, motorcycles and trucks around the world.

Team Penske’s three drivers finished among the top four spots in the 2022 INDYCAR SERIES. Following is a summary of their season performances:

RANK	DRIVER	STP	TEX	LB	BAR	GPI	IND	BEL	R-AM	MOH	TOR	IOW	IOW	IOW	GPI	NASH	STL	POR	WRLS	TOTAL
1	Will Power	36	33	33	32	36	32	53	11	35	15	0	37	42	36	19	32	41	37	560
2	Josef Newgarden	14	51	53	17	5	34	34	53	26	20	0	53	9	30	29	51	24	41	544
4	Scott McLaughlin	54	43	16	28	11	10	11	26	53	22	0	8	35	33	42	36	54	28	510



# JANA HOCHBOHM APPOINTED CLIENT RELATIONS MANAGER AT AUTOCOM



**AUTO COM ASSOCIATES**  
PUBLIC RELATIONS

BLOOMFIELD HILLS, Mich. – Jana Hochbohm has been named client relations manager at AutoCom Associates, a public relations agency providing communications support and counsel to businesses in the global automotive industry.

Hochbohm previously had served as an account assistant while working from offices in Hanover, Germany during the COVID crisis. She transferred to AutoCom’s Detroit area offices in early 2022. She will be responsible for managing client relations and providing editorial services as well as working in the areas of international event planning and media relations.



“Ms. Hochbohm has proven to be a valuable addition to our public relations team and has demonstrated a special ability to work with our multi-national client base,” says Larry Weis, AutoCom’s president. “She brings enthusiasm and a positive can-do attitude to all of her assignments.”

A native of Celle, Germany, Hochbohm holds a bachelor’s degree in American Studies with a minor in Media and Communication Science from Leipzig University in Germany. Prior to joining AutoCom, she had completed a six-month internship in the affiliate marketing department at iGraal in Paris, France and also has held a sales-and-marketing position at ONLINEBAUFUCHS.de, a German retail company specializing in home improvement.

Hochbohm currently resides in Royal Oak, Michigan and is pursuing a master’s degree in International Corporate Communications and Media Management from the University of Applied Sciences in Neu-Ulm, Germany.

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