

# AUTOCOMMUNIQUÉ

FALL EDITION

AutoCom Associates – Driving Your Communications

## INDUSTRY

### SAE BRAKE COLLOQUIUM

San Antonio, TX  
November 12-15, 2023

### AUTOTECH: EUROPE

Berlin, Germany  
November 15-16, 2023

### CES 2024

Las Vegas, NV  
January 9-12, 2024

### SAE GOV./INDUSTRY MEETING

Washington D.C., WA  
January 9-12, 2024

### WASHINGTON AUTO SHOW

Washington D.C., WA  
January 19-28, 2024

### NADA

Las Vegas, NV  
February 2-4, 2024

### CHICAGO AUTO SHOW

Chicago, IL  
February 8-19, 2024

### SAE AERO TECH

Charlotte, NC  
March 12-14, 2024

### WCX 2024

Detroit, MI  
April 16-18, 2024

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## LUXURY BRANDS FEATURE ALCANTARA AT MONTEREY CAR WEEK

**ALCANTARA MONTEREY, Calif.** – Alcantara, the "Made-in-Italy" lifestyle brand, was an interior feature on a variety of luxury automotive brands at this year's Monterey Car Week.

Alcantara worked with Czinger Vehicles to create an exclusive, custom interior for Czinger's 21C Blackbird Edition which was unveiled at The Quail during Monterey Car Week. The hypercar's interior has perforated black Alcantara with orange metallic backing.



*Alcantara Inside: Inside the 21C Blackbird Edition by Czinger Vehicles*

Alcantara also was showcased on the Automobili Pininfarina Battista Edizione Nino Farina, which was previously shown at this year's Goodwood Festival of Speed in the United Kingdom. Its driver's seat is finished in black Alcantara along with a contrasting passenger seat finished in beige Alcantara, both featuring exclusive 'Nino Farina' inscriptions.



*Maserati MCXtrema*

Other luxury carmakers that partnered with Alcantara to create customized interior treatments included Maserati with its MCXtrema; Rimac with its Nevera Time Attack, and McLaren with its 750S model and its new Solus GT in a limited edition of only 25 units that offer a special version of perforated orange Alcantara.

Alcantara's light-weight, breathable, maximum-grip luxury material enhances a car's overall driving experience.

In addition, Alcantara maintains a strong commitment to the environment and was certified "Carbon Neutral" in 2009.

Carbon neutrality certification is based on the offset of greenhouse gas emissions through the acquisition of carbon credits from certified and verified offset projects.

## COHERIX TECHNOLOGY IMPROVES EV BATTERY QUALITY WHILE REDUCING COST



**ANN ARBOR** — Michigan-based Coherix is developing quality-control technology that improves EV-battery safety, service life and quality while reducing production costs.

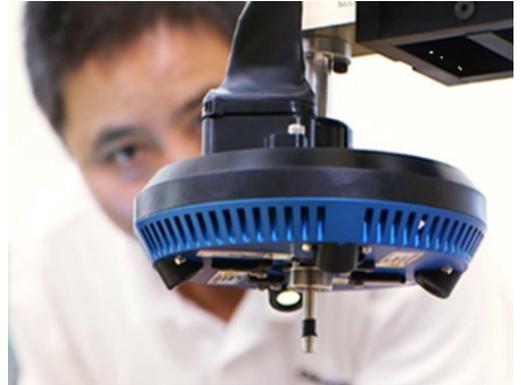
The company has pioneered the development of 3D machine vision, artificial intelligence and proprietary process-control software to manage critically important processes to seal battery cases and covers in order to assure performance and safety.

More than 3,000 Coherix systems currently are in use on battery- and automotive-assembly lines worldwide. Juergen Dennig, the company's president, says that Coherix expects that number to nearly double over the next two years.

Dennig notes that manufacturers around the world are in a race to improve battery quality, safety and performance while reducing weight and cost. He warns, however, that mass production of electric-vehicle batteries is still in its infancy and many companies continue to use quality-control processes on a trial-and-error basis.

"The automotive industry is moving at light speed in its development of battery technology," Dennig adds. "The growth in EV sales puts a spotlight on battery-manufacturing processes needed to properly seal lithium-ion battery cases and covers to achieve optimal performance, safety and quality."

The application of adhesive sealant to properly close battery covers and packs is a major challenge. Coherix 3D vision systems help manage and inspect the exact amount.



A 3D sensor is mounted around a dispensing nozzle for a 360° view.

## INTELLIAS SEES SOFTWARE SHAPING MAJOR CHANGES IN THE GLOBAL AUTO INDUSTRY



**DETROIT** — Technology is driving profound changes in the automotive industry as car makers and their suppliers focus on the development of complex software ecosystems to provide customers with new and unique driving experiences.

Vehicle sensors, local wireless networks, navigation-system technology and network connectivity, coupled with software-defined architectures are resulting in unprecedented levels of in-car innovation according to a recent article by Intellias, a provider of consulting and software-engineering services to the mobility industry.



A growing number of electronic control units (ECUs), sensors and lines of software code also is increasing vehicle-manufacturing complexity and costs. Complex software ecosystems can cost billions of dollars to develop and maintain. Systems integration, testing, verification and validation alone now can comprise 40 percent or more of a vehicle development budget, according to Deloitte.

"To take full advantage of new-car computerization, it is especially important for automakers to get the vehicle's human machine interface (HMI) systems right," says Oleksandr Odukh, vice president of Delivery, Mobility at Intellias. "HMI design is a challenge because you need to create a virtual harmony between the physical elements of a car and driver gestures."

## EUGENIO LOLLI HAS BEEN NAMED ALCANTARA'S CEO AND MANAGING DIRECTOR

**ALCANTARA** **MILAN** – Eugenio Lolli has been named CEO and managing director of Alcantara S.p.A., the "Made in Italy" luxury lifestyle brand featured in automotive interiors as well as in the world of consumer electronics, high fashion and interior design.

Lolli succeeds Andrea Boragno who now serves as chairman of the company's board of directors and its executive committee.

Lolli joined Alcantara in 2011 and progressed through a series of management positions to become director of sales in 2017. Most recently he had been director of sales, technology and operations.

A native of Perugia in Umbria, he holds a bachelor's degree in economics from the University of Perugia in Perugia, Italy, and a master's degree in business administration from Bocconi University in Milan.

Founded in 1972, Alcantara was certified as Carbon Neutral in 2009. It was the first Italian industrial company and one of the first companies in the world to achieve the status of Carbon Neutrality which is based on the offset of greenhouse gas emissions through carbon credits derived from certified and verified offset projects.



*Eugenio Lolli*

## MICROSOFT SURFACE KEYBOARDS FEATURE RENEWAL MATERIAL FROM ALCANTARA

**ALCANTARA** **MILAN** – Keyboards for Microsoft Surface Pro Signature computers are available with renewable Alcantara material made from sugar-cane waste.

Alcantara has worked with Microsoft to develop renewable "circular economy" material for Microsoft's product lines since its Surface portfolio of computers was launched in 2017.

Surface Pro Signature keyboards with partially bio-based Alcantara material today are available in black, platinum, forest green and sapphire.

Microsoft's 2-in-1-Surface-to-Go PCs also offer Alcantara covers and Alcantara surface material can be found on the Surface Laptop 5 and Laptop 4 models as well.



*Microsoft keyboards are available with Alcantara*

Alcantara is the first Italian industrial company and among the first companies in the world to achieve Carbon Neutrality having defined, reduced and offset all of the CO2 emissions from its activities. The Microsoft Surface team continues to work with Alcantara to develop new materials made from renewable resources while maintaining the premium quality of the Surface brand.

## UVEYE SERIES D FUNDING ROUND TOPS \$100 MILLION FOR MAJOR EXPANSION



**DETROIT** — UVEye, a pioneer in the development of automated vehicle-inspection systems for the auto industry, has secured \$100 million in additional funding to support major new sales and manufacturing

initiatives in North America.

The company's recently completed Series D investment round was led by Hanaco VC, a venture-capital firm based in New York and Tel Aviv with \$1.5 billion in assets under management, including investments in companies such as Digital Ocean, Yotpo and Divvy. The firm's mobility focus includes investments in Moovit and Via Transportation.

Existing investors who also participated in the Series D round included GM Ventures, CarMax, W.R. Berkley Corporation, F.I.T. Ventures L.P. and Israeli institutional investors.

Series D funding will be used to start production of UVEye inspection systems in North America, support further sales growth in the U.S. and fuel new-market expansion efforts.

"UVEye's goal is to both revolutionize and standardize how the auto industry detects vehicle damage and mechanical issues," said Amir Hever, the company's CEO and co-founder. "Our patent-protected technology provides automakers, dealers and fleet operators with unmatched solutions for quickly and accurately identifying vehicle problems while setting new quality standards for the industry."



High-speed UVEye vehicle inspections take seconds to complete.

## HITACHI-SPONSORED TEAM PENSKE CHEVROLET IS A 2023 INDYCAR LEADER



**FARMINGTON HILLS, Mich.** – Indianapolis 500 winner Josef Newgarden drove his No. 2 Hitachi Dallara/Chevrolet to finish in fifth place in this year's NTT INDYCAR SERIES championship standings.

A two-time series champion, Newgarden scored four wins in 2023. He dominated on oval tracks in the series with wins at Iowa Speedway, Texas Motor Speedway and the Indianapolis 500.



No. 2 Hitachi Dallara/Chevrolet car at Portland Grand Prix.

"As far as race-car preparation and execution, I felt it was a strong year, it just wasn't our year," said Newgarden. "Still, to win four races – including the Indianapolis 500 – is a great season. We'll build on that during the offseason and be ready for 2024."

Originally from Hendersonville, Tenn., the 32-year-old Newgarden is the most successful American driver in the INDYCAR SERIES. In addition to winning this year's Indianapolis 500, he is also the 2017 and 2019 INDYCAR SERIES and the 2011 Indy Lights champion.

Hitachi Astemo also supplies fuel-system components for all 2.2-liter twin-turbocharged Chevrolet race engines in the INDYCAR SERIES, helping Chevrolet win the 2023 NTT INDYCAR SERIES Manufacturing Championship.

## JACK HARNED'S GENERAL MOTORS MOON MISSION MEMORIES

**A Memoir by Jack Harned** — For a career highlight, a role in America's historic mission to land men on the moon is hard to beat. In the Apollo program, General Motors was NASA's prime contractor to engineer and build the guidance and navigation system that took astronauts to the moon and back. That was the mission of GM's AC Electronics Division, based in Milwaukee, Wisconsin, and I was its public relations director from 1965 to 1968.



NASA called on the PR resources of its prime contractors to help earn public awareness and support for the massive and expensive Apollo program, and I worked with the PR teams of NASA and other contractors at mission launches in Florida and strategy meetings in Houston, Washington and California.

What could be more exciting than watching an Apollo launch at Cape Kennedy? For those days in the 1960s, the quiet beach town of Cocoa Beach, Florida, was overwhelmed by thousands of NASA and contractor technicians, VIPs and politicians, the world's news media, tourists and a few astronauts with their Corvettes. The mood was intense, as the technology was new and untested. I hung out with the PR and media people in the hotels and press facilities.

On other less-concentrated trips to "The Cape," I was able to see the facilities and operations "up close." I walked the path of the astronauts to see into the Command Capsule where they would travel, and where our company's systems were installed. I rode an elevator up to the capsule access platform, 218 feet above ground, inside the gigantic building where the Saturn rocket and the spacecraft module were merged, on a platform that later moved them more than three miles to the launch pad.

Our AC Electronics Division was NASA's prime contractor for inertial guidance and navigation systems for the entire Apollo program. Inertial guidance was the first form of navigation to be self-reliant in space, not relying on signals, landmarks, stars or planets. Our system could function without contact with NASA's Mission Control Center. It was built to the highest standards of precision, accuracy and reliability. Its instruments were assembled in our 31 dust-free, temperature and humidity controlled "clean rooms." Components were machined to specifications measured in millionths of an inch.



At Cape Kennedy launch site with top NASA and GM executives, December, 1967 on the astronaut access platform (Jack Harned: far left)



Harned's Kennedy Space Center Press Badges for the launches of Apollo 6 and 7: April 4, 1968 and October 11, 1968.

We were also responsible for the mobility systems and components of the Lunar Roving Vehicle that the Apollo astronauts drove on the moon.

For the 6,500 employees of our AC Electronics Division, we produced a monthly magazine with reports on the company's numerous technology programs and news of the employees' personal interests, including promotions and retirements.

Our AC Electronics team was a proud and enthusiastic bunch. Our alumni produced reunions every 10 years in July on the anniversary of the first moon landing. Usually, around 1,000 former employees and their families attended, and also NASA officials and Astronaut Jim Lovell.

My exciting times with the space program ended before the first moon landing -- Apollo 11 on July 20, 1969 -- when GM promoted me to a new job in Washington, D.C.

# TERESA STAHL AWARDED INTERNSHIP POSITION AT AUTOCOM ASSOCIATES



**BLOOMFIELD HILLS, Mich.** - Theresa Stahl has been awarded an internship at AutoCom Associates. She will assist AutoCom clients with editorial services, event planning and media relations.

Stahl's academic career has included a 12-month study program at The Kilmore International School in Melbourne, Australia.

She currently is studying international relations and management at the Ostbayerische Technische Hochschule in Regensburg and earlier this year completed a semester in international relations at the Hankuk University of Foreign Studies in Seoul, South Korea.

A native of Leipzig, Germany, Stahl previously served as an intern in the office of the Federal Administrative Court in Leipzig. She is a member of the International Relations and Management Network, a student group at her university, and also has served as a tutor in the Studenten bilden Schüler organization.

She currently resides in Royal Oak, Michigan.

## SAVE THE DATES



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San Antonio, TX  
November 12-15, 2023



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January 9-12, 2024



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