



News & Views

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'Information Through Cooperation': Tech Week in Detroit

Vehicle manufacturers reveal details of 2003 and future models to ETI members in an unprecedented, cooperative exchange of technical information. Trust is the factor.

One main event on the activities list of the Equipment and Tool Institute (ETI) is Tech Week in Detroit. It has grown to be unprecedented in original equipment (OE) and service-industry cooperation for exchange of information.

For four days in mid-June, vehicle producers and service industry tool and equipment makers met to discuss serviceability of 2003 and future models. This is closely guarded information, available only to ETI members who sign nondisclosure agreements.

There were 267 attendees at the four OE presentations from DaimlerChrysler, Ford, General Motors and Volkswagen. A total of 34 tool and equipment companies participated in Detroit Tech Week 2002, and more than 130 OE personnel presented engineering, diagnostic and repair features on 2003 and future models.

Both Parties Benefit

Vehicle makers serve as hosts at Detroit Tech Week, opening their facilities and

offering the preparation and presentation time of key personnel. However, both parties benefit from the information exchange. Vehicle makers say they gain invaluable insights to serviceability from the broad spectrum of service-industry suppliers represented by ETI members.

In addition, car dealer segments of the OE marketing organization benefit from the acquired knowledge and expertise of equipment makers who supply service bay diagnostic and repair equipment. Better equipment results in greater efficiency and productivity. Warranty time is reduced and profitability of routine diagnosis and repair is enhanced. All of this plays a part in customer satisfaction and repeat car sales for the OEMs.

Outside the dealer structure, there are other advantages that accrue to vehicle makers. As one official put it, "We want to be sure that Chrysler customers can have their vehicles conveniently and

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Vertical groups determine projects for remainder of 2002



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Tech Week

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professionally repaired ... even if it's not at one of our dealers."

After the technical information exchanges, Detroit Tech Week concludes with a joint reception and banquet. Evident in all of this is the atmosphere of cooperation and trust that OE vehicle makers share with ETI members.

One hundred seventy people attended the reception and banquet, which ETI hosted. Vehicle makers sent 100 executives, engineers and other technical session presenters — the final measure of how Detroit Tech Week is valued and appreciated.

Sharing Information

As is the developing trend, paper handouts at Tech Week presentations are considerably diminished. Attendees received detailed agendas on site. Vehicles and cutaway models of engine, suspension, brakes and other systems were on display. Each vehicle maker prepared a disk containing all Microsoft PowerPoint presentations, as well as supporting documents and databases.

In some cases, a supply of disks was available at the sessions. In addition, ETI will consolidate all information presented at Detroit Tech Week onto one disk and mail it to every attendee. ETI member companies who did not have a representative at Detroit Tech Week can obtain a copy of the infor-

Long-Term Values

These confidential information forums could not be possible without the trust and respect ETI enjoys among the OEMs. Information exchange on the spot, however, is just the tip of the iceberg for ETI members. The opportunity to meet key OE personnel and to establish long-term information contacts is a larger, hidden value.

Unprecedented is one way to describe the Tech Week experience; invaluable could be another. But the opportunity to earn privileged status with some of the nation's top corporations is a marketing manager's dream that defies one-word descriptions. ❁



mation disk by contacting Paulette Becoat, ETI's TEK-NET librarian, at 919-406-8443 or pbecoat@etools.org. ❁

ETI EVENTS

2002 Meeting Dates

Fall Board and Committee Meetings

October 21-22
Saddlebrook Resort
Tampa, FL

55th Annual Meeting and Marketing Conference

October 23-25
Saddlebrook Resort
Tampa, FL

Japan Tech Week

November 18-22
Japan

2003 Meeting Dates

Detroit Tech Week

June 16-20
Detroit, MI

ETI's Mission:

Advance the vehicle service industry by providing technical data and open dialog between the manufacturers of transportation products, government regulators and the providers of tools, equipment and service information.



Mark Hall
Delphi Integrated
Service Solutions

'Collaborate or Die'

✓ "What's fundamental is that you will either collaborate or die," says William M. "Terry" Goodwin, a former Ryder System Inc. executive and now managing director of WinWrite Associates, Miami. "You need to build relationships and share information with all partners outside the company in order to meet the mutual goals of all — even when your suppliers are supplying similar products to your competitors." From *Industry Week*

✓ "The realization has come to pass that 'collaborate or die' should be tattooed on a manager's forehead. Why foreheads? So that everyone can SEE that it is OK to work with others not in the fold."

✓ Look through your industry association directory and see who is on the list. Send them a letter introducing yourself and your products/services. Even give the letter a tone of not sure where this will end up, but I wanted to touch base and...."

✓ Are there services or features that you know would add value to your products, your company, but you can't afford the development costs? Find the top five players that already have a focused business on these, add on value opportunities and see if they want to become a supplier partner, or team up and do a joint marketing and development effort.

✓ Have you ever even met the competition? Might be worth talking with them at trade shows, at conferences and maybe even meeting on their turf. Sometimes you will find that you have more in common than you think. There might be opportunities to carry out industry wide development or research efforts helping both companies. And sometimes, there might be opportunities to build combination products (this has been done successfully in the agricultural chemical industry for years) where two competing products are combined to create a new third product that both can sell.

✓ Attend conferences that might be vertical in nature and/or specific to an industry and walk the floor. Listen to the speakers. Form some new ideas or bring some with you. Have a simple leave behind on your business/product. Then go at it; speak with as many people as possible, listen to as many ideas as there are booths to look at. Don't go with the goal to sell anything — just to meet, talk and grow your understanding of the businesses and people in the industry." David Carrithers, BusinessHive.com

The quotes above speak to a recent business mantra, "Collaborate or Die." Your Institute provides the opportunity to pursue partnerships, buy and sell products and services, and network with the leading equipment, tool and information providers. Are you taking advantage?

ETI's Annual Meeting and Marketing Conference is coming up in October. Now's your chance. ✿

Best Regards,
Mark Hall

START MAKING PLANS NOW

Attend Japan Tech Week — Monday through Friday, Nov. 18-22, 2002

Japanese vehicle manufacturers respond to ETI member questions submitted in advance about future vehicles. ETI currently is seeking data and identifying participants from all eight manufacturers. Visit www.etoools.org for the latest information.



CHECKING IN – Keith Kreft, Snap-on, arrives from San Jose and checks in at the registration desk with Michelle Duggins and Jim Lawrence.



CHOW LINE – ETI President Mark Hall, Delphi, samples food from the patio buffet. Tom Rankin, Delphi; Bernard Carr, Vetronix; and Henry Becerra, Vetronix, follow close behind. John Cabral, Blue Streak, and Malcolm Rixon, AutoData Ltd., are in the second line.



FROM SWEDEN
First-time participants at Detroit Tech Week and all the way from Sweden are Martin Larsson, hardware designer, and Therese Fredholm, software designer, from Autocom Diagnostic Partners Ltd.

The Opening Reception

Registration and opening reception allow first-time attendees to become familiar with the agenda and to meet those who have attended previous Tech Weeks.

The Marriott at Center Point, Pontiac, Mich., served as the location for Tech Week. Afternoon registrations were followed by a picnic menu buffet on the outdoor patio of the hotel.

ETI members joined their counterparts who journeyed from different divisions and locations. Those who had attended Tech Weeks in prior years made many first-time attendees — some from other countries — comfortable.

The ETI staff — Jim Lawrence, executive manager; Michelle Duggins, administrator; and Charlie Gorman, technical manager — made the arrangements for the opening events and most others that followed. Tech Week planning is a year-round event with nothing left to chance.

Ensuring confidentiality of the information generated at Tech Week is a top priority. Attendees must use provided bus transportation to pass through security points at OE design and development facilities.

DAY 1: DaimlerChrysler

While New Pacifica and Viper vehicles get star billing at DaimlerChrysler, more than 70 separate technical forums offered a flood of electronic and mechanical information for the entire line of cars and trucks.

Day 1 activities began with ETI members suddenly hit with a veritable blizzard of technical information. Welcome to Detroit Tech Week!

Both the 2004 Pacifica (CS) and the 2003 Viper (VGX) were on display and shared the opening presentation spotlight. But matters soon moved into specific and high-level diagnostic information on virtually every vehicle in the 2003 MY line: Chrysler Crossfire; Chrysler PT Cruiser; Dodge RAM 2500/3500 series, with Cummins diesel, which replaces BE/BR heavy duty; Dodge Neon with new turbo controls; and even phaseouts like the Chrysler Prowler and the Dodge RAM Van (AB).

Various technology areas ranging from powerplants, transmissions, brakes, suspensions and steering, to struc-

tures and air bags adhesive bonding were all thoroughly covered.

Back at the Marriott headquarters, Charlie Gorman led vertical group chairmen in evaluating critique sheets filed by all 74 attendees at the DaimlerChrysler sessions, which gave a positive rating to the session.

DAY 2: Ford Motor Co.

After breakfast at Ford, ETI members met some new members of the Ford Rotunda team. They then launched into matters of information sharing on performance products with SEMA and also discussed advance vehicles, such as fuel cell hybrids.

After welcoming ETI to the Ford Fairlane Training and Development Center, Don Cape of Rotunda gave a review of new products and systems in the Ford lineup. Cape related that about 50 percent of the Rotunda staff is new — not to the company, but to the function. He also described a back-to-basics plan that is directed to producing positive results in the Ford's service and sales operations.

After Mike Garcia previewed the Mazda lineup, Sherry Kollien discussed the Ford/SEMA technical data relationship that involves creation of detailed, technical drawings that interest ETI. Keith Kraft of Snap-on Diagnostics encouraged ETI/SEMA cooperation on these technical matters.

Next came Sharon Welch, who presented features of the 2003 Super-Duty Excursion due out fall 2002. Low on technical, but high on serviceability, is an oil filter that is located on top of the 6.0-liter power pack.

Paul Baltusis, always a highly prepared and respected presenter, overwhelmed ETI members with details of the OBD II systems and the impact of the on-rushing Controller Area Network (CAN) system. CAN will greatly increase diagnostic capabilities, but many of today's scan tools will have to be modified or replaced. Fortunately, CAN will not arrive all at once. Though in evidence on 2002-2003 models, it could be MY 2004-2005 by the time the first fully CAN vehicles arrive from the production line.

On the far-out, but rapidly emerging technology sector, Ken Dorony described Ford's aggressive activities in fuel cells and hybrids. These programs, due in limited production vehicles by 2003-2004, present numerous high-volt-



2003 VIPER CLOSE UP – On display and featured in presentations was the 2003 Viper — 500 horsepower, 500 ft.-lbs. of torque and 505 cubic inches of engine displacement. The SRT-10 is a monster machine.



ON THE LIFT – A good look at the undercar components of the 2003 Viper SRT-10 is supplemented by a verbal presentation from DaimlerChrysler's James Ori. Other 2003 vehicles received the same kind of detailed exposure.



REAR SUSPENSION
Five-link, independent rear suspension for the high-expectation Pacifica receives a detailed description from DaimlerChrysler's Ray Tilly.

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GATHER AROUND – In the courtyard John Walton, Snap-on Diagnostics, has a center position in checking out the 2003 Ford Excursion.



A CLOSER LOOK – Leaning in to get a closer look at diesel controls are Robert Roberts and Tom Bertosa of Actron Mfg. In the background are AutoXray's Nigel Wester and Jeff Meade.



BALTUSIS DEMOS – Ford's Paul Baltusis (holding papers) gives an impromptu presentation on features of the 6.0-liter diesel. Appreciative ETI members take it all in.

age challenges in the service sector. Some of these are described on Ford's CD summary of Detroit Tech Week. They will interest ETI members who seek a competitive edge.

DAY 3: General Motors Corp.

Twenty-five presentations, including an extensive lineup of vehicles in the service operations area — in-bay and on-lift environment — highlighted GM's segment.

Diesels will play an increasing role in powering GM's pickup trucks and SUVs. Two of the opening presenters at the Warren, Mich., site of GM's Tech Week segment made it clear that the trend would be obvious and big time in MY 2003 and 2004 products.

The Duramax engine, developed jointly with Isuzu, will be the engine of choice. Ron Caponey described some of the engineering features of this power plant, which include an oil cooler integrated into the engine. The gear-driven water pump — no-belt drive — discharges directly into the built-in oil cooler. This allows the oil to serve two functions: lubricate and cool.

Ed Goralski described some diagnostic tools that were developed to service the Bosch Common Rail fuel system. A fuel flow meter device makes it possible to pinpoint specific injector problems, thereby eliminating the very expensive process of removing and replacing all eight injectors. Another interesting truck project is the parallel hybrid truck (PHT). Joe Zdybel presented operational and service features of this part ICE and part electric vehicle, which is scheduled for limited availability in July 2003.

The engine stop/start feature (engine shuts off when vehicle comes to a stop) is a proven fuel-saving device on smaller hybrids. Its contribution will not be as great on the PHT, but its positive effect on the CAFE rating for this class vehicle makes PHT worth pursuing to production, according to GM.

PHT will present anywhere from 150 to 175 new diagnostic trouble codes (DTCs). There is a 42-volt battery, but PHT must also be capable of a 12-volt jump. A new programmable battery tester may be a service-tool requirement. Another GM highlight was Mark Stesny's presentation on the CAN diagnostic interface. He summarized exactly what CAN is; what it will do that can't presently be done; what new equipment the service dealer will need to use CAN; and what equipment will become obsolete with the advent of CAN. Some vehicles already employ limited use of CAN. GM's first fully CAN-equipped vehicle will be the MY 2004 Malibu Sedan.

DAY 4: Volkswagen

A welcome addition to Detroit Tech Week is the participation of Volkswagen. The presentation site was Snap-on's facility in nearby Auburn Hills.

Volkswagen's subject material included the description of operating systems on several new vehicles and the need for appropriate diagnostic tools.

The VW Passat 8W incorporates a very light and compact 8-cylinder engine and consists of two V4 modules off-set at an angle of 72 degrees and four overhead camshafts. Also discussed was the \$70,000 VW Phaeton, which is unlike anything ever seen from Volkswagen, or anywhere else for that matter. Engineering features, from drivetrain to suspension, brakes, air conditioning, etc., place the Phaeton where Volkswagen's luxury division aimed it — at the top rung of the ladder. This vehicle incorporates a "W12" engine design with dry sump lubrication. Other engine options include a 5.0, V10 diesel — claimed to be the world's most powerful passenger car diesel. The suspension utilizes air springs with regulated damping.

Data exchange between systems on the Phaeton is via a CAN bus. A diagnostic scan tool, the 5052, was also part of the VW presentation.

The Banquet

The "Information Through Cooperation" theme was celebrated at a banquet hosted by the Equipment and Tool Institute. Approximately 100 car manufacturer executives and engineers joined 70 ETI representatives.

It was a testimony to the importance that Detroit's vehicle makers place on Tech Week, and their relationship with the Equipment & Tool Institute. On a night when the whole city was focused on the Detroit Red Wings' run at the heralded Stanley Cup, the Tech Week awards banquet had, by coincidence, been scheduled. Decision time!

The OEs elected, 100 strong, to attend the awards banquet. Foresight by the ETI planners helped a little. It became widely known that there would be several TV sets in the banquet room tuned to the Red Wings game.

This pictorial report gives an insider's view of the event. It was a winner! (So was the Detroit hockey team.) ❁



POTTER ASSISTS

The spirit of "Information Through Cooperation" prevailed when a glitch in the PowerPoint presentation of Jack Woodward was diagnosed and corrected by ETI Vice President of Marketing Greg Potter (seated).



IN THE SHOP — (L to R) Greg Potter, Snap-on; John Elias, GM; and John Cabral, Blue Streak, discuss 2003 vehicles that GM had on lifts, hooked up for diagnosis or just available for getting the feel.



UNDER THE HUMMER

Viv Shadwell, Omitec Instrumentation Ltd., and Klaus Treiber, Robert Bosch, check out undercar features of the new Hummer. Several Hummers were on display.

Vertical Groups Determine Emphasis Projects for 2002

ETI's vertical groups met with Charlie Gorman to prepare their agendas for the remainder of the year.

The Undercar and Underhood Vertical Groups met individually at Detroit Tech Week, then joined Charlie Gorman, ETI technical manager, to reaffirm their emphasis projects and agendas for the remainder of the year.

Gorman said that vertical group business increasingly is being conducted on the Internet and via conference calls. These methods reduce travel expense, save time and eliminate having committees and meetings just for their own sakes. Gorman added that he believes that prime reasons for committees to exist are for preparedness and for action on critical issues.

Among the active committees for the Underhood Technology Group are the I&M Subcommittee, 42-Volt Subcommittee and Scan-Tool Protocol Subcommittee.

Special attention will be paid to the following developments in the latter half of this year:

Emissions Inspection & Maintenance: There is credible evidence that California will seek to introduce BAR 03 standards that would take BAR 97 to a new level, rather than relegate it to history. This could call for new methods for NOx measurements, major component upgrades and increased warranties.

OBD II/I&M Prescribed Flow Chart: Bernie Carr of Vetronix, who has been working with Charlie Gorman and

Mike McCarthy at CARB, has developed a procedural flow chart for OBD II/I&M testing. It is an expansion of an earlier flow chart issued by EPA/Ann Arbor. This new chart is posted on the ETI Web site, www.etoools.org. While not endorsed by the EPA, it has a quasi-official status. ETI members are encouraged to become familiar with the flow chart and to interact with Gorman regarding questions or suggestions.

IMPORTANT: All scan tool companies, system integrators and state regulators are encouraged to incorporate the flow chart into their specifications and software.

Golden Scan Tool: The EPA and CARB are interested in a universal scan tool capable of testing all production vehicles to the same standard — hence the name Golden Scan Tool. Several ETI members have stated their interest in participating in this project. The spec for this tool is being developed in SAE Committee J-1699-3. Gorman encourages all scan tool manufacturers to become as involved as possible. *NASTF (National Automotive Service Task Force) Equipment & Tools Committee:* Under the direction of Keith Kreft



THE NASTF INFORMATION PROJECT – NASTF and ETI are engaged in a project to identify and correct gaps in the availability of automotive service information and equipment. ETI has taken a lead role. Keith Kreft discusses progress and the problems remaining.

of Snap-on, ETI has set out on a four-phase program to identify vehicle systems that have OBD capability; identify information availability on these systems by OE; provide for a system for OEs to update the level of their information; identify specific holes in the information/equipment matrix; and provide a system for those holes to be plugged or improved as an ongoing process.

The accuracy and completeness of the Tek-Net Library depend on ETI's success in this project with the NASTF. *GM Information Access Agreement:* General Motors has agreed in principle that all information needed to design data-stream scan tools for its vehicles will be made available through ETI. There is a provision that the requesting member must hold a GM license. ❁