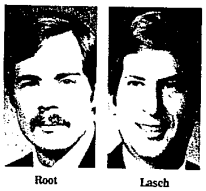
BUSINESS PEOPLE

GERALD ROOT of Birmingham has been appointed a vice-president of Detroit Bank & Trust.

Root joined the bank in 1967 as a bond analyst.



Root Lasch

WARREN LASCH of Troy has been promoted to group head with Leaseway Transportation Corp.'s Michigan Group of companies.

In 1970, Lasch was named operations manager for Leaseway's subsidiary, Leaseway of New Jersey.

E. RAY SMITH of Rochester has joined Employers Insurance of Wausau as a sales representative in the company's Southfield regional headquarters.

Smith's previous sales experience includes 10 years in the insurance business.

DAVID CARLSON of Southfield has been named president and chief executive officer of International Automated Machines, Inc.

Before joining IAM, Carlson was a vice-president of Allied Supermarkets.

GEORGE KNOPF of Troy was elected corporate vice-president for investor relations with the Bendix Corp. in Southfield.

Knopf joined Bendix in 1951 as an executive engineer.

JAMES JACKSON of Birmingham has been promoted to account officer at Manufacturers Bank.

Jackson started working for the bank in 1969.

SYLVESTER HOLT of Bloomfield Hills has been appointed director of materials management with Pontiac General Hospital.

Before joining the hospital, Holt was corporate materials manager for Bendix Corp.

MICHAEL GRAHAM of Birmingham has been promoted to account executive/sales promotion-advertising with D'Arcy-MacManus & Masius advertising, Bloomfield Hills.

Graham joined the agency in 1976 as a traffic supervisor in the production and traffic department.

Graham Hatcher

JOHN HATCHER of Bloomfield Hills has been appointed area sales representative for business telephone systems for the RCA Service Co.

THOMAS SNYDER of Bloomfield Hills has been named manager of the Michigan operations of CNA Insurance.

Snyder has been with CNA since 1974 as assistant vice-president in charge of the loss control division at the company's Chicago headquarters.

DAVID WIND of Birmingham has been appointed a trust officer with Detroit Bank & Trust.

Wind joined the bank in 1968 in its administrative training program.

HENRY GUTHARD of Bloomfield Hills will assume the direction of the education and commerce and the transportation divisions of Smith, Hinchman & Grylls Associates, Inc. architectural/engineering/planning firm.

Guthard will continue his administrative directions of other major projects.

SUZANNE KANE of Rochester has been appointed a reporter for a new divisional employee publication for Chevrolet division of General Motors.

Ms. Kane joined GM in 1969.

PAUL ZIMMERMAN of Birmingham has been appointed vice-president of the Campbell-Ewald Co. advertising agency.

Zimmerman joined the agency in 1969 as an art buyer.

CHARLES CASSAR of Birmingham has been appointed assistant general manager of operations for Saks Fifth Ave. Detroit.

Cassar formerly was group marketing and sales manager of the Fred Sanders Co., Detroit.

STANLEY REITER of Rochester has been named district manager of Consumers Power Co.'s Livonia district operations.

Reiter joined Consumers in 1961.

Exxon involved in production

Petrochemicals are key to longer auto life

In the 10-year lifespan of a typical American car, 60 gallons of gas doesn't go very far.

Perhaps it could carry a family on a weekend trip or get a carpool to and from work for a couple of weeks. It may enable a suburbanite to ferry the kids to a season's worth of ballet lessons or baseball games.

But on balance, the molecules that make up 60 gallons of gas are drops in the bucket to a car that's expected to travel 100,000 miles before making its final trip.

Such an auto, if its fuel tank were bone dry, would contain about 350 pounds of petroleum-based materials. These molecules would exist as petrochemicals, most of which would last the lifetime of the vehicle.

Detroit is the number one customer of the petrochemical industry, according to E.F.H. Pennekamp, director of automotive development for Exxon Chemical Co. U.S.A. on Northwestern Highway in Southfield.

"Directly and indirectly, the petrochemical industry accounts for a substantial part of Exxon's business in terms of volume and materials sold and their dollar value," Pennekamp said.

"THE AUTO industry is moving through a long and difficult period of product redesign which will continue through the 1980s to meet federally mandated standards. Exxon is committed to support the car industry by developing new uses for petrochemical-based materials and additives."

The way it works, Pennekamp explains, is that petroleum from which gas is produced takes a different, longer route from oil well to automobile.

During the refining process, molecules are diverted to a petrochemical plant where they begin a transformation which ultimately turns them into plastics, plasticizers, synthetic rubbers, solvents and petroleum additives.

These materials would them be made into parts, trim, lubricants and coatings for a new car about to come off a Detroit assembly line.

"Since the actual parts made from plastics and other synthetics often contain supplemental materials, the overall weight of the petrochemically-based products found in cars would be as high as 500 pounds," Pennekamp explained.

"The molecular magic which transforms petroleum into these materials has enabled petrochemicals to make a big impact on the nation's car makers. The American car has become the premier showcase for the non-energy uses of hydrocarbon molecules found in crude oil and natural gas."

EXXON HAS invested $500 million in its Baytown Olefin plant in which 20 per cent of production is in plastics, rubber parts and tires for cars.

The chemical company maintains a staff specializing in automotive applications in Southfield. The staff works with car companies to develop new uses for petrochemicals and additives.

Exxon sells raw materials such as ethylene, propylene, butadiene and benzene to companies making rubber and plastic products which may one day become part of an automobile.

Exxon is a major supplier of specialty rubbers used in tires, weatherstrips, tubes, hoses, mounts and sealants. It's also the pioneer producer of petroleum additives for fuels, lubricants and transmission fluids. The chemical firm also produces solvents for companies which make coatings for automotive uses.

"Energy conservation has become the name of the game in the auto industry," Pennekamp said. "Saving 1,000 pounds of weight translates into almost three miles per gallon of improved fuel efficiency.

"The industry sees the typical car of the mid-1980s weighing about 2,800 pounds—slimmed by some 1,200 pounds from its 1970s counterpart—and making use of 800 pounds or more of products based on petrochemicals."

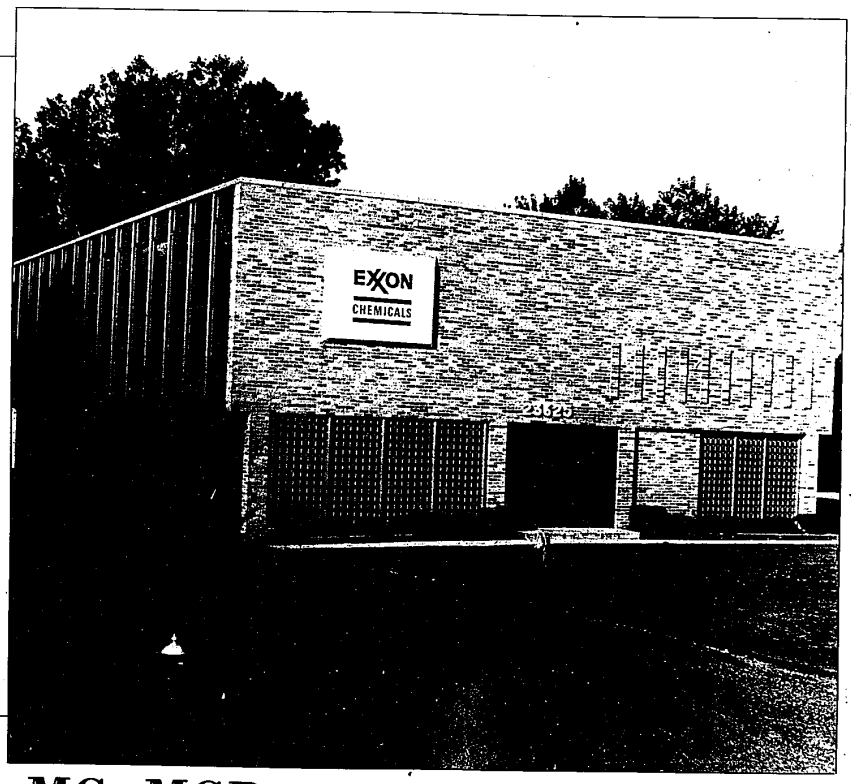
PETROCHEMICALS can bounce, stretch, absorb impact, remove heat, prevent freezing and overheating, reduce friction, hold water and acids, reflect light and enhance appearance, Pennekamp said. Compared to other materials, he maintains, they often cost less, weigh less, are easier to fabricate and perform better.

"In general, it can be said that petrochemicals bring to the business of making cars—and to the convenience of owning them—many advantages available nowhere else," Pennekamp claims.

Research programs will provide engine lubricant additives which are expected to yield fuel savings of about five per cent, the equivalent of an extra gallon per tankful of gas, he said.

"Those 60 gallons of gas had a late 1970s value of about 11.5 cents a pound at a typical gasoline pump," Pennekamp said. "The same molecules, transformed into the automobile, were worth from 55 cents to $1.15 a pound.

"It's obvious that something good happens when those molecules take the longer route to a new car."



Exxon Chemical Co., which has offices on Northwestern Highway in Southfield, derives much of its business from the petrochemical industry, according to E.F.H. Pennekamp, director of the company's automotive development department. Petrochemicals could play a key role in extending the life of the automobile of the future.

MG, MGB are on display

The MG Midget convertible is billed as the lowest-priced true sports car.

The latest MGB and MG Midget sports cars are available at Falvey Motors of Troy, Inc.

Both cars are convertibles, two of the eight soft tops still on the market. Their continuing popularity is attested to by the fact that total MG sales in 1977 were the highest ever, and they are off to a strong start this year, said agency president Lawrence Falvey.

The two sports models retain the engineering and styling features that proved popular last year. Among these are race-proven, overhead-valve, four-cylinder engines, front disc brakes, rack and pinion steering, radial ply ties, full instrumentation including tachometer, anti-sway bars and fully adjustable bucket seats.

The MGB's engine has a displacement of 110 cubic inches (1,798cc) while the Midget's power plant is a 91-cubic-inch (1,493cc) unit. Both cars have all-synchromesh four-speed transmissions.

The Midget measures just under 12 feet long and it has an 80-inch wheelbase. The MGB is a foot longer and has a 91.1-inch wheelbase.

Both have tops which can be raised and lowered by one person. The top stores behind the seats of both models. The two cars are made by British Leyland in Abingdon, England.

Fuel consumption figures for the 1978 Midget are 34 mpg highway and 23 mpg in the city. The figures for the MGB are 29 and 16 respectively.

MGs have been in production since 1925 with "MG" standing for Morris Garages. They were imported in limited numbers in the 1930s, but made their real mark on the automotive scene in 1947-48 when the first MG-TC models arrived. Some automotive historians credit the MG with having started the sports car movement in this country.

MGs have always been popular with motorists who enjoy driving for the fun of it—not just getting from one place to another. As a consequence, the octagonal MG nameplate is seen at sports car club races, rallies and other activities. MGBs have won three consecutive Sports Car Club of America national racing championships in their class, and MGB is the current champion.

There is a worldwide MG Car Club which has several thousand members in the United States, and there is even a group of owners of older MGs, the MG-T Register. An MG museum is planned by Californ[illegible] enthusiasts.