



Climate controlled lab: Steve Essell sets up a machine designed to test fuel injectors. At right, fluid fill system assembly tool.

Company from page A1

place a tire pressure sensor in tire wheel (rim) for a select number of new DaimlerChrysler products. The sensor will send a signal to a dashboard warning system. Tire pressure warnings have become an important issue for makers of all vehicles.

■ A testing device to check toe set and camber for rear axles of DaimlerChrysler vehicles made in Canada.

■ Other smaller projects like "Moonbuggies" that can move heavy engine-transmission assemblies around, articulating arms (load-assist) that lift heavy parts on the assembly line, and brackets or handles that allow engines to be safely lifted. They are working on assembly tools that will go to Ford's Focus plant in St. Petersburg, Russia.

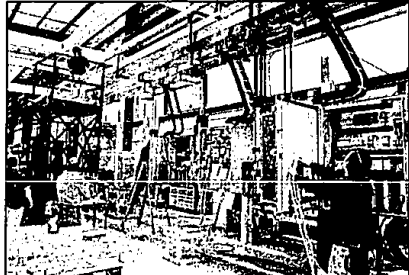
Company president Homer T. Harrison, a Bloomfield Township resident, has more than 40 years experience in the automotive and tooling industry. Harrison has been president for about 13 months.

"We have to prove out and test everything on our floor before we ship it," he said. In Dagenham, the company just shipped a large tire and rim assembly line tool to GM for their truck plant in Pontiac.

"We have to train people at GM on how to

use the equipment, how to maintain it. That's an important part of our business," Harrison said.

The 125,000-square-foot assembly floor includes a climate controlled area for building fuel testing systems.



about 80 using AutoCAD, two CATIA Solutions stations (for DaimlerChrysler), 14 Unigraphics stations (for GM), and eight SRDC-idea stations (for Ford).

Harrison said many of the engineers come from the University of Michigan and Lawrence Tech University.

"We are currently quoting on something for the Humvee (Hummer) for American General," Harrison said. American General is owned by GM.

SchenckMotorama also sponsors six co-op students from Kettering University (formerly GMI) and has hired three of them after their internships. They have also had four grants from the state to train their staff in various areas.

The company meets required auto industry standards for quality and safety (QOS 9901, tool and equipment certification).

Schenck Motorama is part of the Carl Schenck organization whose parent company is Dürr Group, home-based in Germany. Schenck Motorama (at Nine Mile and Gill roads) and its assets were purchased about a year ago from Motorama Engineering, Inc., which no longer exists.

Sales for the Farmington firm were about \$62 million in 1999 and about \$66 million last year.

CASH
Waiting For
You At
Justin Ameloy

**Bring In All Of Your Old
Diamonds & Gold
Rolex Watches Wanted**
\$1.99 Batteries for Most Watches
* Excluding Lithium * W/Coupon * Limit One
33463 W. 7 Mile Rd. Livonia • (248) 442-7878

TRUNK SHOW
Featuring
CANVASBACKS
and BEIS
Friday & Saturday
February 2 & 3
The uniqueness of Canvasbacks is innovative styling in silhouette, texture and color combined with clear understanding of the proper sizing and fit.
The trunk show will give you an opportunity to preview the entire collection and it also allows you to choose the color that fits your styling needs. For this special event we are offering...**SAVINGS OF 10%** on your special orders.
eleganza
7415 Orchard Lake Rd. • West Bloomfield
Mon. - Fri. 10-6 • Sat. 9-3 • Thurs. 10-7
Closed Sundays
(248) 737-0265

CANVASBACKS SPRING 2001

**Veena's
CARDS
& COLLECTIBLES**
Same Location,
Same Friendly Services!
GRAND RE-OPENING SPECIAL
**20% off ANY 1 ITEM
IN THE STORE!**
Not good with other offers • Expires 2-15-01
25% off
All Crocheting Cards
Everyday
HELIUM BALLOONS
Mylar.....\$2.50 Limit 1
Latex.....6/4.50
Expires 2-15-01
**Veena's
CARDS & COLLECTIBLES**
Haled Village Plaza at 12 Mile • 248-489-4060
Hours: Mon.-Fri. 10:30-7; Sat. 10:30-6; Closed Sun.

SHOES
FINAL MOVING NEXT DOOR
Sale
**SAVE UP
TO 80%**
All BOOTS \$79.90 or less
Except G. BRAVO
All FALL SHOES \$39.90 or less
**Look For Our New Store
OPENING MID FEBRUARY!**
on the Boardwalk
ORCHARD LAKE RD., South of Maple • 248-737-9059

HOW TO REACH US
Circulation Nightline.....734-591-0500
Classified Advertising.....734-591-0900
Display Advertising.....734-591-2300
Home Delivery.....734-591-0500
Newsroom FAX.....248-477-9722
Newsroom.....248-477-5450
O&E Online * www.observer-eccentric.com.....248-901-4718
Photo Reprints**.....734-591-0500
Reader Comment Line.....734-953-2040
Sports Nightline.....734-953-2104

* OnLine — www.observer-eccentric.com — can be accessed with just about any communications software: PC or Macintosh. You are able to send and receive unlimited e-mail, access all features of the Internet, read electronic editions of The Farmington Observer and other Observer & Eccentric Newspapers and chat with users across town or across the country.

**Photo orders must be for pictures that have been taken by our staff photographers. Please provide publication date, page number and description of the picture, which must have been published within the past six months. Prints are \$20 for the first print, \$7.50 for each additional print. Payment is in advance (check or credit card).

**The Farmington
Observer**
A HomeTown Communications Network™ publication
33411 Grand River, Farmington, MI 48335
(On the southwest corner of Grand River and Farmington Rds.)

SUBSCRIPTION RATES:
CARRIER DELIVERY MAIL DELIVERY
Six months.....\$25.50 One year.....\$62.50
One year.....\$51.00 One year (Sr. Citizen).....\$51.00
One year (Sr. Citizen).....\$41.00 One year (out of State).....\$97.00
Newsstand.....75¢ per copy

Advertising published in the Farmington Observer is subject to the conditions stated in the applicable rate card, copies of which are available from the advertising department. The Farmington Observer, 33411 Grand River, Farmington, Michigan 48335, (248) 477-5450. The Farmington Observer reserves the right not to accept an advertiser's order. Observer & Eccentric assumes no liability for loss of the newspaper and only publication of an advertisement shall constitute that acceptance of the advertised order.

CEC **HPA** **SN**

**WHEN SOME CANCER SURVIVORS
COUNT THEIR BLESSINGS,
THEY ARRIVE AT THIS NUMBER.**

Aside from supportive families and friends, some cancer survivors thank the Cancer AnswerLine, too. Perhaps the nurses at the Cancer AnswerLine gave them information about the latest cancer research, treatment options or clinical trials. Or assisted them in getting a referral or second opinion. Whatever it was, it might be something that could help you, too. Call and take advantage of the many number of ways the Cancer AnswerLine can help.

Comprehensive Cancer Center
**University of Michigan
Health System**
Feel Better
1-800-865-1125
www.cancer.med.umich.edu