"AUTOMOTIVE SAFETY IN THE 1990'S"

THE UNIVERSITY OF ILLINOIS AT CHICAGO'S
MINI-BAJA VEHICLE PROJECTS

SAE PRESIDENT'S NIGHT

See the "INVESTMENT NEWS" month #2
As you read this, our October meeting date is approaching fast and all the Section preparations are focused to make this meeting a special one. The SAE President Elect for 1995-1996, John Leinonen, will visit the Chicago Section on October 11th and he will be the main speaker of our Technical Meeting. This is a momentous event for our Section which prides itself by always inviting the future president very early after his election. The visit becomes a valuable opportunity for having our members, the industry leaders, university administrations, student chapters meet personally with the president, understand his message, discuss Section activities and needs for Section support from the Society, and from the corporations. The presidential visit is giving a special impetus for the Section activities during the year and it provides valuable feedback to the incoming President from one of the largest Sections of SAE.

The topic of Mr. Leinonen's presentation will be on automotive safety - a subject that we can all relate to personally - as we all drive cars, professionally - as we design and develop safer products, and socially - as the mobility industry around us is becoming increasingly advanced and sophisticated. Our coffee speaker will be again from the student chapter activities: this month we will hear about UIC work and experience in preparing for the Mini Baja Competition. We welcome this increased participation of our student members and hope the trend will continue in future meetings.

Please note that the meeting location is different from our usual setting - the Itasca Country Club. You will find it equally attractive and providing superior service. Many of you already know the place from previous years.

All the information about the meeting is in the centerfold of this newsletter. Like always we ask you to please make dinner reservations before the deadline so an accurate head count can be provided for the dinner.

See you on October 11th.

Rodica A. Baranescu
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AUTOMOTIVE SAFETY IN THE 1990’S

by

John Leinonen

Automotive safety is an issue we all face. This presentation provides a current snapshot of automotive safety in the mid-1990’s. Also featured is a discussion of safety issues to be addressed along with the related technology to be applied during the remainder of the decade. Join us for this informative and relevant discussion.

Mr. John Leinonen is Executive Engineer, Production Vehicle Safety and Compliance, Ford Motor Company. He has been nominated for the office of President, SAE International, for 1995. His biography is on the following pages.

COFFEE TALK

University of Illinois at Chicago’s Mini-Baja Vehicle Projects

by Kevin Bishop and Walter Gorczowski

The SAE Chapter at University of Illinois at Chicago will be discussing their fundraising, fabrication of SAE Mini-Baja vehicles. This is possible through sponsorship of SAE, Fel-Pro, and University of Illinois at Chicago. Both vehicles will be on display.

Walter Gorczowski and Bob Hawken are Chairperson and Vice-Chair of the SAE student chapter and have been involved in Illinois’ first solar powered Mini-Baja vehicle. Robert Hawken holds a BSME from UIC and works in the endurance Test Lab at Cas
Kevin and Walter have been involved in the design, construction, and competition of their Mini-Baja project since 1991. The project was made possible through support from the Chicago Section Motorsports, and the faculty of UIC. Both Mini-Bajas are Mini-Milwaukee. Kevin Bishop and Walter are chairperson respectively of the Baja team at UIC. The full text document includes information about the 1994 Contest, the Mini-Baja car and an electric drive powered by Briggs & Stratton. The electric drive Baja was in top speed, acceleration, and pull in the largest Mini-Baja contest in Chicago. Both Mini-Baja cars are built to observe and test Kevin Bishop and Walter's experiences in the design, construction, and competition of their project.
WHEN SHOULD YOU TAKE PROFITS IN A STOCK?

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Q. How do I know when it's the right time to sell my stock?

A. “Buy low, sell high,” goes the old Wall Street adage. But no one has ever been able to establish a rule to pinpoint exactly when those levels are reached. Most analysts do agree, however, that one of the first rules of thumb in determining when to sell a stock is to ask yourself, “Why did I buy this stock in the first place?” followed by “If I had the money right now, would I buy this stock again?”

Basing investment decisions on factual information, not on emotions, is key to success in owning stocks. This is why you should talk to your financial advisers and review appropriate financial materials (such as corporate annual reports, industry outlooks, and articles in the financial press) whenever stocks you own undergo a significant rise (or fall) in price. These sources will generally provide the information you need to help you decide whether or not it is time to sell.

Other signals that a stock may be ready to be sold include:

* A sharp rise (or fall) in the price or price-to-earnings (P/E) ratio.
* A cut in the dividend
* Unusually strong buying volume, which can mean that a stock is approaching its high.
* When the stock’s price approaches your established “target price.” Some investors decide when they’re going to sell before they buy a stock by determining a target price and reevaluating when the stock reaches that price.
* Slowdown in the growth of trailing 12-month earnings.
* A more subtle sign that it could be time to sell is when the stock price does nothing for a long period of time. Although you’ve incurred no loss and perhaps even made a small gain, you have foregone potentially higher returns from other investments. Stagnant investment funds are a good reason to reassess the potential value of holdings.

The Most Important Rule Is to Have a Rule

Perhaps the most important rule in deciding when to sell is to have a rule. Whether you sell when your stock reaches its book value, when it hits a predetermined target price, when earnings growth slows, or just when you see a better opportunity, a systematic approach is preferable to a whim.
Biography

JOHN M. LEINONEN
1995 SAE President

Mr. Leinonen received his B.S. and M.S. degrees in Mechanical Engineering from the University of Michigan, Ann Arbor, in 1959 and 1960 respectively. He was a Ford Scholar during his undergraduate program and a Rackham "Backus-Jewett" fellow in graduate school. He is a member of Tau Beta Pi and Pi Tau Sigma engineering honoraries and is also a Registered Professional Engineer.

Upon receiving his M.S., Mr. Leinonen joined Ford Motor Company Research Staff as an FCG engineer. Three months after joining Ford, he was called to active duty as a Lieutenant and Weapons Systems Engineer on the U.S. Air Force's Titan ICBM program. In 1962 he received the Air Force Commendation medal for meritorious service during activation of the Titan ICBM sites. Upon completing his three-year commitment, Mr. Leinonen rejoined Ford in 1963 as a Product Design Engineer in the Light Truck Engineering Office. His initial assignments included reliability analysis, product acceptance specification development, product design and release of engine mounting and power plant installations, powertrain NVH testing and related computer analysis. In 1965 he became group leader of Light Truck Powertrain design analysis. In 1967 he moved to Heavy Truck engineering as Principal Engineer in charge of Heavy Truck Design Analysis. In 1968 John was appointed Chassis Systems Supervisor overseeing development of frame, fuel, suspension, steering and braking systems on the all new L-Series Heavy Truck. In 1970 he was appointed Manager of Truck Safety Planning responsible for developing safety product plans for Ford trucks and strategies in dealing with NHTSA on proposed truck safety regulations. In 1971 he was assigned additional responsibilities for truck emissions planning and liaison.

In 1973 Mr. Leinonen moved to the Environmental & Safety Engineering Staff to organize and implement an all new safety compliance activity. Since then as an Executive Engineer he has directed the activities of all areas in Ford's Automotive Safety Office including Vehicle Safety Assurance, Safety Regulations & Planning and Production Vehicle Safety & Compliance.
Mr. Leinonen has been extremely active in SAE. His involvement with the Detroit Section Governing Board began as a program planning director in 1975. He moved through the positions of Vice Chair for Services & Secretary, Asst. Vice Chair for Program Planning & Operations, Vice Chair of Programs, Vice Chair of 75th anniversary activities leading to his Chairmanship of the section in 1981-82. In 1982 he planned and implemented a series of public service TV tapes to be used in concert with SAE's program to increase seat belt use. These tapes were used locally and nationally by many TV stations. He has served at the international level as both member and chair of many major committees and boards including: Membership Grading (1983-85), Motor Vehicle Council (1983-88), Sections Board (1987-89), Meetings Evaluation Division (1988-94), and Objectives & Strategic Planning (1991-95). He served as a member of SAE's Board of Directors and its Executive Committee during his three-year term from 1988-1990. During and after his term on SAE's Board, Mr. Leinonen also served on several ad hoc committees evaluating significant SAE matters such as Nominating Procedures, SAE Staff Operations, Office Space Needs and Metrication. He was instrumental in initiating SAE's IVHS program office and on the VISION 2000 organizing committee. He is currently a member of SAE Foundation's Board of Trustees and the VISION 2000 Advisory Committee.

Mr. Leinonen has organized, chaired, authored and presented papers at several SAE international meetings from 1969 through the present time. He served as General Chairman of the Passenger Car Meeting in 1988 and as assistant to the General Chairman of the 1993 SAE International Congress & Exposition. He has also been active in civic and community affairs over many years in such capacities as Science Fair judge and Curriculum Advisory Committee member in his school district; precinct delegate, fundraising chair and district executive committee member in the political arena; Township Planning Commissioner and Planning Commission Secretary in local government; Elder, Church Council Chair and Congregation President at his church; junior baseball coach and hockey team manager.

John and his wife Joan reside in Northville, Michigan, and have two grown children--Laurie, a TV and film producer in California, and Mark, an engineer at Ford Motor Company in Dearborn.
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<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Topic</th>
<th>Speaker</th>
<th>Coffee Talk Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/11/94</td>
<td>Automobile Safety in the 90's</td>
<td>John Lemonen, SAE President</td>
<td>Internet: Accessing Government Research Documents</td>
</tr>
<tr>
<td>11/15/94</td>
<td>Advanced Diesel Topics</td>
<td>John Needham, Ricardo</td>
<td>TBD</td>
</tr>
<tr>
<td>12/13/94</td>
<td>Indy Car Racing</td>
<td>Rep from NewmanHaas Racing</td>
<td>Virtual Prototyping in Racing</td>
</tr>
<tr>
<td>1/10/95</td>
<td>TBD</td>
<td>TBD</td>
<td>World in Motion</td>
</tr>
<tr>
<td>2/14/95</td>
<td>Advanced Batteries</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>3/14/95</td>
<td>Dodge Viper</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>4/18/95</td>
<td>Electronic Control for Truck Transmission</td>
<td>Eaton Rep</td>
<td>Knock Sensors for Diesel Engines</td>
</tr>
<tr>
<td>5/9/95</td>
<td>TBD</td>
<td>TBD</td>
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</tr>
</tbody>
</table>
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