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Quicken Loans Sponsors Chevy

To mark the start of the NASCAR season and its first full year as a primary sponsor of Ryan Newman's No. 39 Chevrolet Impala, Detroit-based Quicken Loans Inc last week announced the launch of QuickenLoansRacing.com.

The site provides fans an inside look at the world of NASCAR and provides unprecedented access to the world of stock car racing.

Quicken Loans' first sponsorship of Newman's No. 39 car took place in the recent 2012 Daytona 500, where they shared the car's sponsorship with the U.S. Army.

Quicken Loans Inc. is the nation's largest online home lender and a top five retail lender. The company closed a record \$30 billion in retail home loan volume across all 50 states in 2011.

Chrysler's Neal Named to BCBS Board

DETROIT — Kathleen S. Neal, director of Integrated Health Care & Disability for Chrysler Group LLC, has been appointed to the Blue Cross Blue Shield of Michigan Board of Directors.

She will represent large customer groups-management while serving on the BCBS Board of Directors.

She replaces Thomas J. Hadrych, fulfilling the remainder of his term that runs to April 2013.

Neal is responsible for benefit strategy, administration and governance for the U.S. and Canada at Chrysler Group LLC, a position she has held since March 2009.

Previously, she was senior manager of Health Care Strat-

egy and Benefit Initiatives.

Neal's other responsibilities at Chrysler include program strategy, purchasing, budgeting and performance measurement, administration, reporting, compliance and governance.

She has been with Chrysler LLC for 25 years and has held a series of progressively responsible positions with the company. Prior to this assignment, Neal was Senior Manager Health Care Strategy and Benefit Initiatives.

Prior to her health care assignments, Neal held various Human Resources leadership positions with responsibilities in Disability and Health Management Programs, Health Care Strategy & Assessment,

Human Resources Supply Chain, Human Resources Extended Enterprise, and Human Resources Business Process Planning.

Neal earned a Master's degree in Human Resources Administration from Central Michigan University and a Bachelor's Degree from the College of Arts, Science and Letters at the University of Michigan-Dearborn.

Meanwhile, the BCBSM board seats 35 directors, as prescribed under Michigan Public Act 350 of 1980.

Eight seats are filled by medical professionals, four by gubernatorial appointees and a nonvoting seat is filled by the company's chief executive officer.



Kathleen S. Neal

The remaining 22 seats on the board are filled by Blues customers from large, medium and small groups, and individual subscribers.

GM Concept Cars Impress Millennials

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let concept cars in perspective there at Cobo.

"These cars share a common attribute in terms of affordability, we know that kids, affordability of new cars is a big problem, has always been a problem — still is a problem," Dean said.

"These cars share an attribute — they're about high teens, \$20,000, they're about 40 miles per gallon, but they both have unique personalities. One is rear wheel drive, one is front wheel drive.

"The original concepts that we created, we tested them all and they resonated really well. So then we went off and actually designed what these things would look like, so we had visuals what the cars' proportions would be.

"The kids loved the idea that this was rear wheel drive. You could actually do fun things, this was more functional, it was more upright where I could fit people inside the car.

"Most of these kids, the highest indexing kind of car they appeal to is the sedan.

"People have been asking, 'Why are you doing coupes?' Because coupes are cool and they love coupes.

"They would like to get a coupe, but they buy sedans because they're functional."

Dean added that the warm reception to the vehicles at the Detroit show did as much for GM Design and Chevrolet in terms of understanding the wants of the new Millennial generation as it did exhibiting the concept build process itself inside of General Motors.

Not every concept car gets built into production, of course, but generally the concepts do give the OEMs im-

mediate feedback about where the markets are heading these days.

"People love dream cars and concept cars, but they can only take us so far. What we wanted to do was put something tangible, that they could understand (out there)," Dean said.

"The whole premise here is let me learn, let our team learn, so that we can be better designers for the future.

"The designers we had on this stuff are smart, are wise, they have a lot of great experience, they worked from our studio in California — a lot of new trends emerge out there. They're aware of things, they've done a great job of taking the design brief that we created here and putting a vision to it.

"A lot of times, getting from the words (design brief) to the final product, you could stumble and lose the meaning, but I think they did a really good job."

Indeed, the day of the debuts of the Tru 140 and Code 130R, the blogosphere — mostly auto bloggers under age 30 — lit up with meaningful dialog about what aspects of the concepts that the Millennials want to see in such a car, if it's ever built.

GM's Dean expounded on that:

"If everything looks well, we could potentially build these cars — we have business cases for both of them. We know exactly how to build them, we know what architectures they would come off of, we know the technology stories behind all of them — could be a lot of fun," he said.

"We built these cars here, so both those guys came back here. We run all of our strategy for advance design here



The Tru 140S was one of two concepts debuted by Chevy that gave the automaker insight into the Millennial Generation (age 30 and under). The clay models for these cars were sculpted at GM Design facilities in Los Angeles, shipped to Warren, and the concept vehicles on display at Cobo were actually built in Warren.

out of Warren, so we have an Advanced Studio in Warren.

"We need to make sure we're in touch. We work our strategy of what we're going to do in advanced ideas and concepts. California becomes a place to be an outpost for information, we have a great, talented team out there that sometimes builds cars, but they design as well.

"So they worked out there, created the full-size clays, you brought those back to Warren, we built them in our shops here, these are the cars you see from the clays. So they both were here for a couple, three months working.

"We can do it seamlessly. We have part of our animation group that's in Brazil and in Korea. The animation we did here was through California, Detroit, Korea and Brazil, working 24 hours a day, so it was pretty great."

ESD Job Fair Comes to Novi Exhibition Hall

In an effort to help fill the engineering shortage impacting the state, the Engineering Society of Detroit (ESD) will hold its popular Engineering and Technology Job Fair on Monday, March 12, from 2-7 p.m. at the Suburban Collection Showplace in Novi.

Exhibit space is still available for suppliers seeking employees, particularly engineers. Over 60 exhibitors, including GE Aviation, Yazaki, Trialon, Terumo Cardiovascular, ALTe, Dow Corning and Durr Systems will attend.

For the first time ever, ESD members can attend the job fair free of charge. Non-members will pay \$15.

For more information about the event, call ESD in Southfield at (248) 353-0735.



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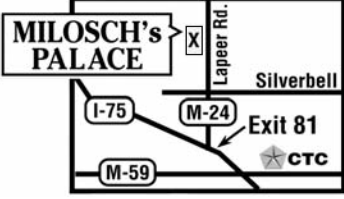
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