

Comau Reopens Royal Oak Operation

Comau, Inc., the U.S. entity of Comau, is proud to announce the reopening of its Royal Oak operation.

Located at 2800 West 14 Mile Road in Royal Oak, the facility is the new home for the Comau Powertrain Systems USA group.

Comau hosted a public ribbon-cutting event recently which featured speeches from Comau CEO Riccardo Tarantini, Claudio Antonacci (Comau head of Powertrain Systems),

Royal Oak Mayor Jim Ellison and Italian Consul Marco Nobili.

The Comau Royal Oak Powertrain facility hosts 170 employees together with 100-plus contract workers. The facility has 104,000 square feet of manufacturing space, as well as 34,000 square feet of office space.

The building also features a large meeting room and training center capable of hosting both internal and external

customer training events.

Comau boasts nearly four decades of experience in advanced manufacturing systems and is leading the global market in sustainable automation and service solutions.

With a strong history in the automotive industry, the supplier has continued to grow behind its experience in a range of industries and applications, including industrial automation, body welding, machining and mechanical as-

sembly systems and a broad offering of industrial robots and services.

Comau says that thanks to its significant investments in R&D, its solutions have impacted many industries and applications that rely on process automation technology, such as automotive, aerospace, petrochemical, military, shipbuilding and energy efficiency consultancy. Comau Royal Oak is near the border with Birmingham.

City of Birmingham Back With Dream Cruise Board

By Gerald Scott

The news that the city of Birmingham has officially rejoined Woodward Dream Cruise, Inc.'s governing board was well received in all quarters last week, reason being that Birmingham can now directly negotiate with auto sponsor Chevrolet.

Birmingham had ostensibly separated itself from the official Dream Cruise three years ago, in part, to get a better handle on costs for policing and the like, but those costs didn't go away just because the affiliation did.

One Birmingham retailer in particular, The Auto Zone, is pleased to welcome their own city back, although the Zone never left.

In fact, the Zone has been in the same locale – on Woodward, just north of 14 Mile Road in Birmingham – even longer than the Cruise itself.

The Zone, which sells scale-model cars and related auto-themed memorabilia, has been there for 23 years while the Cruise itself is marking its 18th anniversary.

The view from the ownership of the Auto Zone is that the city of Birmingham did well to get back in the game, so to speak, because with or without official city participation, the parade, if you will, may have already passed Birmingham by.

"We used to have a little Porsche speedster that customers could drive," said Steve Pasteiner, Jr., who runs the store along with his dad, the famous former GM and Buick designer, Steve Pasteiner, Sr.

Some of the blowback surrounding the Dream Cruise is that various retailers up and down Woodward, from lower Ferndale along 8 Mile Road north to Pontiac, dislike the Cruise because virtually nobody shops for non-auto retail that day looking for custom framing, piano sale or other non-auto retail.

But Steve, Jr. points out that because the Cruise itself typically averages less than 5 mph throughout the day, this in turn gives cruisers the chance to see what Woodward has to offer up close and personal.



Three generations of Pasteiners: Steve, Jr., left; Steve III, center; and retired GM Designer Steve, Sr., right.

"In other words," Steve, Jr. pointed out, "somebody crawling along Woodward on the day of the Cruise, instead of breezing by at 60 mph, can now see the custom framing store, can now see the piano store or whatever."

Note that The Auto Zone is something of a non-traditional, long-time Woodward cruiser hangout that's popular the year-round. Cruisers often gather on Saturday mornings at the Zone to discuss auto business, auto trends, employment, classic car updates and the like, all by hanging out at the small but vibrant shop.

"On the day of the Cruise, we'll be cooking 400 hot dogs, like we always do," Steve, Sr. said.

Or, in other words, in terms of the tidal wave that the Woodward Dream Cruise has become, perhaps the city of Birmingham really is better off joining them than trying to beat them.

"Never mind cruise day," Steve, Sr. said, "here we are in mid-July and people already come out with their lawn chairs to look at the cruisers and have fun with the cars. More like Dream Cruise Summer, than one day."

Faurecia Interior Systems To Host Design Contest

AUBURN HILLS, Mich. – If you could design your ideal premium vehicle interior, what would it look like?

Faurecia, the world's sixth-largest automotive supplier, is asking the Pinterest community to submit their ideas for a chance to win an iPad in the "Faurecia Pin-spiration" contest announced last week.

Running July 18 through July 31, the contest asks participants to submit a pinboard titled "Faurecia Pin-spiration" categorized on Pinterest under "Cars and Motorcycles." Each board should reflect innovations that define premium and could lead to vehicle design.

As part of the contest, participants must include at least five innovations from Faurecia, along with other images that inspire their ideal vehicle interior. Each pin should be tagged with the name of the contest and include a caption explaining how the image could be used to influence premium vehicle design.

Faurecia is dedicated to designing innovative features for future vehicles that offer consumers the highest level of comfort, safety, style and connectedness.

To show the depth of its interior decor options, the company created "Collections by Faurecia," a display that illustrates Faurecia's capacity for employing various technologies and decorative finishes to produce an assortment of colors, surfaces and materials for today's vehicles.

Drawing inspiration for these systems from a variety of resources, Faurecia is able to bring premium touches to standard vehicles.

"At Faurecia, our designers find inspiration for vehicle interiors in a variety of places," said Jay Hutchins, director of marketing & product planning for Faurecia Interior Systems.

"That inspiration can be found anywhere, from the fabrics in the latest fashion designs to the technology in your favorite electronic devices. With this contest we are interested in seeing where others find that inspiration, and what better place to host such a contest than on Pinterest – one of the largest resources for inspiration in the digital space?"

A panel of Faurecia designers will judge the submitted Pinboards based on creativity and innovative ideas that could translate into premium vehicle design.

For a chance to win, contestants must submit their entries by July 31 via email to FaureciaNA@Faurecia.com and include a URL link to the board, along with the participant's name, email address and phone number.

The winning "Pinner" will receive a brand new 64 GB Apple iPad.

The Faurecia Pin-spiration contest is open only to legal residents of the fifty United States and the District of Columbia. For more information and a complete list of the official contest rules, please visit the Faurecia Facebook page.

Faurecia is the world's sixth-largest automotive equipment supplier with four key Business Groups: Automotive Seating, Emissions Control Technologies, Interior Systems and Automotive Exteriors.

In 2011, the Group posted total sales of \$22.5 billion. Faurecia employs 84,000 people in 33 countries at 270 sites and 40 R&D centers.

Genisys Has Sponsored 310 Community Events

AUBURN HILLS – Genisys Credit Union recently won a 2012 Communitas Award in the People Focused Community Volunteerism and Philanthropy category.

"It's an honor to be recognized for our involvement in the community," said Jackie Buchanan, CEO. "One of our core values is to be people-focused, and we strive to make a difference in each of the communities where we are located."

Communitas Awards recognize exceptional businesses, organizations and individuals who are unselfishly giving of themselves and their resources. Nominees are evaluated based on the extent and effectiveness of their program.

Last year, Genisys sponsored approximately 310 community events along with more than 4,000 community service hours provided by the firm's credit union staff and family members.

The organization's corporate initiatives this year include Holiday Extravaganza presented by the communities of Auburn Hills, Pontiac, Waterford and White Lake, United Way and OLHSA's Walk for Warmth.

This year, Genisys raised more than \$58,000 for United Way through an employee drive and credit union match and nearly \$30,000 to help heat the homes of families in need at the walk.

Genisys Credit Union has also donated \$10,000 from its Employee Casual Fund to several charities.

Auburn Hills Chamber of Comm. Participates in Michigan 'Intern'

AUBURN HILLS – To further the connection between the five colleges and universities within Auburn Hills, and area employers looking to attract and develop talent, the Auburn Hills Chamber of Commerce, which is focused on connecting a world-class business community, has partnered with the Intern in Michigan organization to help bridge the gap.

Intern in Michigan is a free, new statewide system that synthesizes all open internship opportunities into one efficient, web-based tool.

Most of Auburn Hills' local academic institutions, including Oakland Community College and Baker College, participate in the program.

Intern in Michigan incorporates a matching algorithm to integrate targeted profile data gathered from both students and employers.

Internship candidates are matched with organizations based on their individual interests and skills sets.

Meanwhile, employers are matched with the students who are best suited to their

organization. The service is now featured on the Chamber's website for easy access found at auburnhillschamber.com.

"The support of Intern in Michigan aligned with the Chamber's longstanding commitment to strengthening the partnership between our educational and business stakeholders," said Denise Asker, executive director of the Auburn Hills Chamber of Commerce.

"We introduced the portal to our community as part of the Chamber's workforce development initiatives, which includes our 2012 Talent Townhall program, our own robust internship program, and the dynamic work of our Education Committee," she added.

The Auburn Hills Chamber of Commerce works closely with civic, business, cultural and educational stakeholders to enrich and connect the people and organizations within the city and community. The Chamber represents more than 250 diverse businesses in Auburn Hills.

FIAT Films Latest TV Spot in Italy and New York

AUBURN HILLS – The FIAT brand is depicting the tale of its arrival to the U.S. market with a new commercial that features vehicles joyously cliff-diving and leaping into the sea as they make their way from Italy to the U.S. The new commercial, "Immigrants," features the Fiat 500 product portfolio. It debuted last week on various broadcast and cable networks.

"Immigrants" tells the story of FIAT's resurgence in America in a manner that is smart, unexpected and stylish while introducing viewers to our product portfolio," said Oliver Francois, president and chief executive officer – Fiat Brand Worldwide.

"We are proud and thankful to be back in this country and we wanted to capture the viewer's attention in a way that is impactful, visually appealing and entertaining, while reinforcing our distinctive Italian origin."

The commercial was filmed in Italy and New York. The scenes in Italy were shot in Amalfi and Sorrento and feature colorful landscapes and key landmarks to give consumers a flavor of the brand's Italian heritage. As the vehicles arrive to the U.S., the commercial shifts to highlight quintessential areas in New York, such as the Brooklyn and Manhattan bridges, Madison Square Park and surrounding neighborhoods.

"Immigrants" is set to a popular Italian song, "Torna a Surriento," (Come Back to Sorrento) sung by international artist Arianna and composed

by Flavio Ibba. As the vehicles make their way to the shores of New York, the music is remixed from the classic Italian tune to a contemporary sound featuring global superstar, Pitbull, capturing the passion and energy of America.

Beginning this evening, the new commercial will run on local and national broadcast and cable channels. The commercial will be available in 90-, 60- and 30-second versions. "Immigrants" was created in partnership with The Richards Group of Dallas and can be viewed at the FIAT brand's YouTube site, <http://www.youtube.com/fiat-usa>.

Building on the attributes that made the original version an icon more than 50 years – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment.

With its all-new 160-horsepower 1.4-liter MultiAir Turbo engine, the recently launched Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the pedigree of an exclusive Italian exotic. The Fiat 500 Abarth offers

New Job Expo Coming to Radisson

BLOOMFIELD HILLS – A "Hired in Michigan" Career Expo, sponsored by JobFair-Giant.com and Sion Recruitment, is scheduled for Tuesday, July 31, at the Radisson Hotel – Bloomfield Hills.

The free career expo is intended to aid Michigan employers and job seekers.

Participating employers will hire in the following industries: Engineering, Manufacturing, Sales, Finance, Customer Service, Management,

Retail, Information Technology (IT), Machining, Restaurant, Medical and many other industries.

Businesses interested in registering for the career expo should contact Maria Westwood at 734-956-4550 or e-mail her at westwood@jobfairgiant.com.

The Hired in Michigan career expo is held to promote hiring in Michigan, and more than 40 companies are ready to interview and hire.



FIAT did a humorous take in its most recent TV spot.

track-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500, respectively, while the Fiat 500 Abarth has an MSRP of \$22,000 (excluding destination).

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