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"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

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## Chrysler House Opens to Corporate Staffers

DETROIT – The employees of Chrysler Group LLC's Great Lakes Business Center are up and running in their new offices in the Chrysler House. Signs have been installed on the building's exterior and the top two floors have been refurbished to accommodate the new tenants.

"We are proud to contribute to the continuing transformation of the Motor City," said Reid Bigland, President and CEO – Dodge Brand and Head of U.S. Sales, Chrysler Group.

"I am thrilled that one of my teams will be embedded in the city that means so much to our company. Detroit is the home of the Jeep Grand Cherokee, Dodge Durango, SRT Viper and now a very critical part of Chrysler's team."

Chrysler Group leased nearly 33,000 square feet of space encompassing the top two floors of the 23-story former Dime Building, which is owned by Rock Ventures, the umbrella entity providing operational coordination and integration of Dan Gilbert's portfolio of companies, investments and real estate.

Chrysler's office space accommodates approximately 70 employees from the Business Center and several other corporate functions.

It also houses a large training

room, a state-of-the-art board room and a kitchen.

"We are excited to get settled and to really enjoy all that downtown Detroit has to offer," said Mike Dragojevic, head of the Great Lakes Business Center. "There is an energy and creativity around the city that is infectious."

Located in the heart of Detroit at 719 Griswold Street, the Dime Building was built in 1912 by the Dime Savings Bank.

It was designed in the Neo-classical style by Daniel Burnham, the famous Chicago-born architect whose other works are known worldwide, led by his famous Flatiron Building in New York City. The Dime Building underwent extensive renovations in 2002.

Within the City of Detroit, Chrysler operates the Jefferson North and Conner Avenue Assembly Plants and the Mack Avenue Engine Complex on St. Jean Street. The automaker employs nearly 4,000 people in the City of Detroit.

Meanwhile, back in late April, when the project was first announced, Chrysler CEO Sergio Marchionne said, "The future of Chrysler group and the city of Detroit are inextricably tied. In order to reflect this, we want to go beyond spiritual or symbolic



A worker installs a mural featuring vintage Chrysler photography.

evidence of our faith in the city's future by establishing a physical presence people can see and be proud of.

All of this is interesting and notable if only because while

Chrysler traditionally has had auto plants in the city of Detroit, it has never had an office presence – until now. Chrysler's headquarters was in Highland Park from 1925-1991.

## Volt Was Central Topic at Henkel Supplier Day

by Gerald Scott

Funny thing about the Chevrolet Volt these days.

On one hand, this December marks two full years in the market, so it's safe to claim that it's become a known quantity.

But on the other hand, it's still a technical marvel that turns heads most anywhere the car appears here in late 2012.

Most recent case in point was supplier Henkel, with a big office and factory complex in Madison Heights.

GM brought in a Volt to honor "Henkel Day" last week, literally marking the firm's anniversary founding date, which was Sept. 26, 1876, in Germany.

Here, 136 years later, Henkel is a thriving global concern, providing industrial and automotive products worldwide.

Henkel provides significant parts and systems to Volt, so then again maybe it wasn't all that surprising that they cooed over the unique plug-in hybrid vehicle from GM like they did.

Henkel's Patrick Apsey, Key Account manager, General Motors North America for the supplier, discussed the supplier's contributions to the Volt.

"To start with, the metal pre-treatment, which enhances corrosion protection on the vehicle. It's a real important step to clean the metal and prepare it for the next step, which is Eco," he said.

"Henkel has a lot of options for increased aluminum content, which the (GM) Detroit Hamtramck plant will be seeing in the future, so we have a lot of our sustainable technologies for lightweighting, things like that will be available for the Volt.

"It's an aqueous process, the vehicle comes in and it's either sprayed or dipped. It's about a

10-stage process, we have an on-site person at Detroit Hamtramck. We've (been an) integrated supplier in the plant for over 19 years . . .

"GM relies a lot upon Henkel and our expertise, and he (Henkel rep) actually takes care of this treatment line, this coating line."

Note that the Volt plant is down right now for retooling to allow the 2014 Chevrolet Impala to be built there, so when the plant comes back up later in October, it will be building the Chevrolet Volt/Opel Ampera, Chevrolet Malibu and finally the pre-production cars for the Impala, which won't be assembled for customers until early next year. So Henkel is familiar with GM Hamtramck, indeed.

"All the vehicles that run through the plant go through our pre-treatment system . . . they all see our aqueous coatings," said Apsey.

"There are some other technologies we have down at D-Ham, we have the water-based purge so that when they're painting the vehicle and need to clean their lines, they send a Henkel cleaner (liquid) through the line.

"We're also upstream at the automotive component suppliers. At the GM Powertrain plant in Flint, we have the Loctite RTV gasketing, so a lot of parts that are assembled into the Volt happen outside of Detroit (prior to final assembly).

"Another big part of our business is our acoustics and struc-

tural business, which is preformed parts. We've got paintable tapes on the vehicle, one is actually applied down at the Hamtramck plant and the other one is a seal that is applied at a GM Brownstown facility – it's a butyl rubber seal on the battery.

"We have a lot of content on the vehicle, we have some overmolding macro-melt products on the vehicle as well, that's at one of our Tier suppliers, Lear Corp."

Visiting Henkel's Madison Heights facility on Henkel Day, with the Volt, was GM's Richard Smearman, who is the Paint Area manager at GM Hamtramck. Prior to that, Smearman was also Plant Quality manager.

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Henkel's Paul Drzyzga, Jr., right, director, OEM North America, speaks at Volt reception.

## GM Sponsors 'Convergence'

by Gerald Scott

Between sponsorships from General Motors and SAE International, the Convergence 2012 conference set for later in October is bound to be a hit.

Its official name is "SAE International Convergence 2012 – Electronic Innovation Through Leadership" and it runs Oct. 16-17 at Cobo Center in Detroit.

It's a derivative of the original "convergence" auto industry trade shows in Detroit dating back to the 1990s when it first looked like consumer electronics and the automobile were going to converge.

Counting successful auto innovations like OnStar, Sirius XM Radio, SYNC and the like, it appears that that's already happened in the decade since.

Meanwhile, the new International Convergence show seems to be reaching for something even more.

Officials say that the lineup for Convergence 2012 is loaded with new, exciting and interactive programs designed to appeal to young engineers and keep veteran engineers engaged all the same.

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## GM Adds Award For Top Quality

DETROIT – General Motors is adding a quality performance award for its top product suppliers.

The GM Supplier Quality Excellence Award joins the 20-year-old Supplier of the Year Award and will recognize about 7 percent of product suppliers – those who have demonstrated the highest levels of quality performance over the previous 12 months.

"Suppliers play a vital part in the overall quality of our vehicles, and we view their hard work and dedication as part of the foundation for GM to continue to be a leader in product quality and overall customer satisfaction," said Bob Socia, vice president, Global Purchasing and Supply Chain.

Winners meet or exceed a stringent set of quality performance criteria along with cross-functional support of the entire GM organization.

"We have made significant progress in recent years improving product quality, and moving forward we will continue to improve supplier relations to achieve a world-class supply chain focused on quality, capacity management and total cost."

As part of GM's commitment to provide the best overall customer experience in the automotive industry, the Supplier Quality Excellence Award will focus on improving collaborations and cooperation with suppliers.

It's not clear how GM supplier executive Bob Socia's move to China will impact later GM-supplier relations, but the infrastructure looks to be strengthened with the establishment of this particular award.

Meanwhile, the 2012 award horizon covers July 1, 2011, to June 30, 2012.