

Oakland Tech News™

A DETROIT AUTO SCENE® NEWSPAPER

VOL. 30 NO. 39

CIVIC WEEKLY NEWSPAPER FOR AUBURN HILLS AND THE AMERICAN AUTO INDUSTRY

OCTOBER 8, 2012

Auburn Hills Chamber Establishes Awards Program

The Auburn Hills Chamber of Commerce will hold its first annual Silver & Gold Awards Ceremony at the Hilton Suites on Wednesday, Dec. 5. The program, held from 4 to 6

p.m., honors business leaders in the areas of growth, education, innovation, leadership and community involvement. It also recognizes volunteers and supporters of the Auburn Hills Chamber.

The five Silver Awards are peer-nomination awards recognizing companies representing sterling "Silver" qualities. These awards, sponsored by area businesses, honor technologies,

processes or products. While the Silver Awards require an application, the Gold Awards are chosen by the AH Chamber for members meeting the "gold standard" of volunteering, etc.

To nominate for the Silver Awards, simply complete the application form found at tinyurl.com/ahccnominations, and attach 150 words about why the business should be chosen.

Food Bank Keeps the Volunteers Hopping



GM Powertrain employees volunteered to pack food and otherwise support the Gleaners Community Food Bank. See related story on page 4.

Chrysler Welcomes Its Supplier Base To Auburn Hills for Training Week

Chrysler has announced that its second such U.S. Supplier Training Week will be held Oct. 22-26 at the automaker's headquarters in Auburn Hills.

The training that Chrysler offers during the week offers the supplier base a chance to enhance their knowledge and to add value to both sides of the partnership.

It is designed to familiarize the suppliers and their teams with Chrysler's processes and systems, ultimately improving efficiency and quality and helping the OEM to continue to strengthen the working relationship.

Supplier Training Week will offer 90 such instructor-led training sessions in the areas of Purchasing, Risk Management, Engineering, Quality, Supply Chain Management, Manufacturing, Mopar, Materials Engineering and Finance.

To register for Supplier Training Week, visit [\[ing.com\]\(http://ing.com\). Regular registration \(\\$100\) will close on Oct. 18.](http://ChryslerTrain-</p></div><div data-bbox=)

Walk-in registrations will be accepted during training week at a registration fee of \$150. As a new Supplier Training Week initiative, daily meal vouchers will be included with each paid registration (for that day). Chrysler also plans to continue with its \$25 Mopar service voucher.

Don't Forget Taste of AH

This year's Taste of Auburn Hills features area restaurants, entertainment, beer and wine vendors, an ice carving demo and networking with professionals.

The event is Thursday, Oct. 11 from 5 to 8 p.m. at the Chrysler Museum. Contact the Chamber or pay at the door. Tickets are \$25 for adults and \$10 for children.

Auto Sales: Chrysler and GM Up, Ford Even

by Gerald Scott

The Big Three new car sales scorecard for September was reported last week and two carmakers prospered, somewhat, while one broke even for the month.

In other words, Chrysler led all automakers with a 12 percent increase in September (compared with the same month a year ago), while GM was up just 1.5 percent and Ford was off at a 0.1 percent drop.

"Passenger cars have been the launch point for a broad and deep GM product offensive," said Kurt McNeil, vice president of U.S. Sales Operations.

"Auto sales will continue to be a bright spot for the U.S. economy, which is particularly good news for GM as we walk into an even stronger cadence of new products in 2013 and 2014."

What's more, 70 percent of GM nameplates will be all new or redesigned in 2012 and 2013.

Meanwhile, Chrysler reported its best September sales month since 2007.

Chrysler, Jeep, Dodge, Ram Truck and Fiat brands each posted year-over-year sales gains during the month. In fact, September marked Chrysler Group's

30th consecutive month of year-over-year sales gains.

"Last month marked our 30th consecutive month of year-over-year sales increases and our strongest September in five years," said Reid Bigland, president and CEO - Dodge Brand and head of U.S. Sales.

"Going forward with our current product lineup, record low interest rates and a stable U.S. economy, we remain optimistic about the health of the U.S. new vehicle sales industry and our position in it."

As the production ramp-up of the all-new Dodge Dart compact sedan continues in Belvidere, Ill., assembly plant, Dart sales of 5,235 units were up a significant 72 percent in September, compared with August of this year.

And then there was Ford, which pointed to lower truck

sales as the culprit behind that 0.1 percent drop.

Company-wide, September car sales actually climbed 1.6 percent as truck sales fell 7.6 percent, due in part to the discontinuation of the Ranger light truck. Utility vehicle sales were up 8.7 percent for the month.

Then there was a key point brought up by Alec Gutierrez, senior auto analyst at Kelley Blue Book (KBB), which tracks sales trends nationally.

Gutierrez suggested that the aging fleet of cars in the U.S. market today will actually work in the OEMs' favor in the long run.

KBB says healthy consumer demand will continue to drive industry sales growth and is expected to account for nearly 85 percent of total sales volume in September. Rising sales throughout the year are due largely to

pent-up demand from those who have delayed purchases because of economic uncertainty.

"The average vehicle on the road today is approximately 11 years old. Those consumers that have delayed their purchase of a new vehicle during the past several years due to economic reasons are finally making the decision to trade up to something new," said Gutierrez.

"As a vehicle ages beyond 10 years old, or has more than 100,000 miles on the odometer, rising maintenance costs and deteriorating reliability can become a serious headache. Drivers of older vehicles are keenly aware of this fact and many are opting to take advantage of the near zero percent finance offers on today's more reliable and fuel-efficient vehicles to achieve peace of mind."



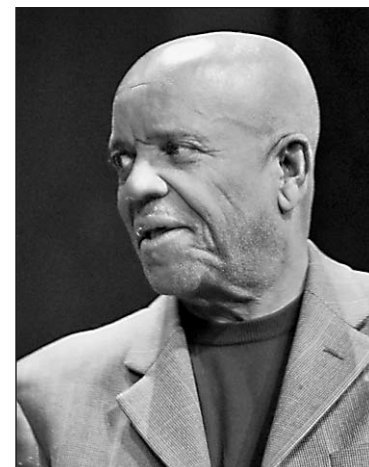
Dodge Dart



Chevrolet Spark



Ford F-Series trucks



Motown's Berry Gordy, Jr.

Chrysler To Tap 'Motown'

AUBURN HILLS - The Chrysler brand and producers Kevin McCollum, Doug Morris and Berry Gordy have announced an unprecedented relationship with "Motown: the Musical," based on the life of legendary Motown founder and Detroit native Berry Gordy, Jr.

"Cars are the heart of Detroit and the music of Motown is its soul," said Olivier Francois, chief marketing officer, Chrysler Group LLC.

"The fortitude and determination of these musical founders who carved their own path and had the faith to overcome any obstacle truly reflects the spirit of the Chrysler brand's 'Imported from Detroit' campaign."

"The Chrysler brand is honored to be part of this epic event that details the history of Motown, celebrates the music of its time and shares with the world how the city of Detroit serves as a source of inspiration. It's extraordinary events such as these that helped to define the values of the Chrysler brand."

GM Hispanic Initiative Team to Host 100 on Wednesday

GM's Hispanic Initiative Team (HIT) is hosting a Hispanic Heritage Celebration dinner 6-9 p.m. on Wednesday, Oct. 10, at the Venetian Club in Madison Heights. Dinner is \$25 and the kickoff is at 5:30 p.m.

More than 100 people are expected to attend.

GM Tech Center MP lead engineer Diana Ortega is hosting the event, which will include a

keynote talk from new GM Chief Diversity Officer Ken Barrett.

Ortega is a board member on the GM Hispanic Initiative Team, which is an Employee Resource Group within General Motors.

"I've been involved with the Affinity group for about 5 years," said Ortega, "but I'm now a board member as of January, 2012. One of my first tasks was to lead the team on the planning for an All

Peoples Meeting - we had one in May, and then now we're having Hispanic Heritage in October.

"We encourage everybody (including non-Hispanics) to attend, we do not discriminate. The more awareness that we are able to promote, I think it's good for everybody, it's a win-win for GM, HIT and for everyone."

"The Hispanic Heritage is more social, the one in May is more

state of business, the May one was about connecting with our customers, so we had (GM Vice President) Alicia Boler-Davis come in and talk about the customer experience and the Hispanic market, and how we tie that in. It was very interesting."

For ticket info, E-mail Diana Ortega at Diana.Ortega@gm.com.

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