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Chrysler Women Honored at STEM Session

Five Chrysler employees were recognized and celebrated at the 15th Annual Women of Color STEM Conference Oct. 11-13 in Dallas.

The Women of Color conference is the only one of its kind, recognizing the career accomplishments of women of color in technology fields.

Though traditionally such women have faced numerous obstacles in the STEM (science, technology, engineering, and math) fields, the five Chrysler women have established themselves either for their managerial leadership or their technology prowess, or both.

"The Women of Color Awards recognize some of the most promising and influential women business and community leaders in the U.S.," said Nancy A. Rae, senior vice president, Human Resources, Chrysler Group LLC.

"Chrysler Group is proud that our women employees continue to be recognized for their extraordinary technical achievements and leadership."

This year's honorees include 2012 Women of Color Award winner for Managerial Leadership, Olabisi Boyle, director, Engineering Planning at Chrysler. Boyle was previously recognized as a Women of Color Technology Rising Star, and is a past recipient of the Black Engineer of the Year Award.

Four other Chrysler employees were recognized as Technology Rising Stars, who are, according to a press release, "young women who are helping to shape technology for the future."

The four women are Gagan Mann, manager, C-Segment Sedan Interiors; Maria Murillo, manager, Electrical Management; Honglu Wang, project engineer, Virtual Analysis; and Jie Jane Xia, system engineer, ITM Product Design.

Auburn Hills Sustainable Programs Have Been Recognized by SEMCOG

The city of Auburn Hills was recently awarded the Sustainable Community Recognition Program Award from the Southeast Michigan Council of Governments (SEMCOG).

The award was presented to city mayor Jim McDonald at the Oct. 15 city council meeting.

The Sustainable Community Recognition Program honors member communities that have taken initiative to incorporate sustainable activities into their practices. Auburn Hills was commended for multiple efforts, including developing a green policy for public and private developers.

The city's program also uses rain gardens, bioswales, planter boxes, infiltration trenches and cisterns to reduce excess storm-

water runoff and pollutants.

Rae points out that all five of these women make excellent role models for young women who are interested in a career in any of the STEM disciplines.

"These women join a long list of accomplished women leaders at Chrysler Group who've received this prestigious recognition and serve as terrific role models highlighting the exciting career opportunities for women in the automotive industry," she said.

City officials have developed a roof garden on top of the public safety building that reduces cooling and heating costs and have created a riverwalk master plan that guides development of the Clinton River corridor.

Auburn Hills has also worked with the cities of Rochester and Rochester Hills to promote safe pedestrian travel using SEMCOG data in their planning.

The city was also commended for thinking long-term. Plans have included a 15-year budget.

"Auburn Hills has been a leader in sustainability," said SEMCOG executive director Paul Tait. "They were the first municipality in the state to adopt a green building policy."

Trail and Costume Contest



From front to back, Ethan Umphrey and Alex O'Donnell, volunteers; Mikey Gorak, recreation coordinator; and Chelsey Blevins, volunteer, await children to arrive at the end of the halloween trail at Auburn Hills Civic Center Park on Thursday. See story, page 4.

Club General Motors Store to Open at Powertrain

Club General Motors, formerly known as the GM Men's Club, is opening a new store at GM Powertrain in Pontiac on Thursday, Nov. 1. Everyone is invited to be there on-site, from employees to contractors and suppliers.

The new store will sell everything GM-related, including wireless Corvette and Camaro computer mice, backpacks, laser pointers, and coffee mugs.

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This Week in Las Vegas: Automakers Are Ready For 2012 SEMA Show



Malibu Turbo Perf Concept

Chevy Will Focus On Small Cars

by Jim Stickford

Chevrolet, known better for its robust muscle cars than for its small car portfolio, wants to make a splash at this year's Specialty Equipment Market Association (SEMA) show in Las Vegas, which is taking place between Oct. 30 and Nov. 2.

Reporters were given a preview on Oct. 19 at the GM Heritage Center in Sterling Heights of the vehicles that will see their debut at the SEMA show.

"With Chevy's new small cars attracting young buyers with a taste for customization, Spark, Sonic and Cruze are the perfect canvases to express their personalities," said Chris Perry, vice president of Chevrolet marketing.



Sonic Spec 2.5 Concept

"The content, colors and performance of each concept is being evaluated for possible production as Chevrolet continues to seek new ways to give customers more choices."

Jim Campbell, U.S. vice president - Performance Vehicles & Motorsports for Chevrolet, the brand's small car sales have really taken off in 2012.

And by going to SEMA and showing how vehicles such as the Sonic and Cruze can be customized and personalized, Chevrolet is letting the world at large know just how much fun it can be to own a Chevy small car.

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Mark Trostle, head of SRT Mopar and Motorsport Design, with sketches of the "Moparized" 2013 SRT Viper.

Performance Junkies: 'Mopar or No Car'

Chrysler recently offered a select group of journalists a sneak peek at their range of vehicles set to take the show floor at this year's SEMA show at the end of the month in Las Vegas.

There were 24 vehicles in all, each customized with Mopar performance parts and accessories, from a juiced-up Dodge Charger street rod, to an uber-tough Jeep Wrangler Sand Trooper, to an extraordinarily peppy vintage hot-rod-inspired Fiat 500 Beach Cruiser (complete with requisite hula girl on the dash).

The array of one-offs is meant to showcase Mopar's impressive industry-first after-market features in two distinct categories - one to satisfy the tech geeks, the other to wow hard-core performance junkies.

For the tech people, there are features like wiTECH, a secure, wireless vehicle diagnostic tool network, and wireless in-vehicle

charging for portable devices.

For the more traditional set, there are the classic Mopar parts and accessories, boosting horsepower, off-road capabilities, and general "am I bad" stuff, inside, outside, and under the hood. Their slogan: "Mopar or no car."

"The SEMA show is the perfect place for us to showcase our vast portfolio of proven, quality-tested Mopar performance parts and accessories," said Pietro Gorlier, president and CEO of Mopar.

"We hope that show-goers look at each of these vehicles and get inspired to customize and accessorize their rides."

Scrutinizing the lineup, it's impossible to select a favorite vehicle, or even to choose just one favorite feature.

The Chrysler 300 Luxury takes the premium feel of the brand to another level, Chrysler officials say, one worthy of the most discerning consumer. From the Lux-

ury platinum mesh grille and luxe Katzkin leather seats and shift handle, the car lives up to its name, Chrysler officials say.

Then there's the Urban Ram, a 2013 Ram 1500 with a 392 HEMI engine, Mopar headers, cold-air intake, and performance dual exhaust with chrome tips and hyperblack 22-inch R/T wheels.

Or, could the favorite be the Dodge Dart Carbon Fire? The 2013 Dart does have the most available after-market parts and accessories in the compact-car segment, Chrysler says. Some of the state-of-the-art upgrades to the Carbon Fire are prototypes, like the grille texture, which is a departure from the customary Mopar cross-hair grille, and the front fascia insert and lightweight carbon fiber hood.

These 24 vehicles unite to drive one point home: there truly is a part, accessory, or tech upgrade for any mod lover.