

Oakland Tech News

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County Execs and Mayor Bing Speak At Economic Club

The Detroit Economic Club will be hosting a special luncheon on Thursday, Jan. 17, in the Cobo Center in downtown Detroit. The event is for the club's board, life and gold members and begins at 11 a.m.

The featured speakers are Mark Hackel, Macomb County Executive; L. Brooks Patterson, Oakland County Executive; Robert Ficano, Wayne County Executive; and Detroit Mayor David Bing.

They will talk about the issues that will face metro Detroit during 2013.

Each attendee will also receive one ticket to the 2013 North American International Auto Show, good for Jan. 19-27. They are the compliments of the Detroit Auto Association and the NAIAS.

The luncheon will be moderate by Detroit Free Press columnist and senior producer and host of CBS 62's Michigan Matters Carol Cain. To learn more, visit www.econclub.org.

National Credit Union Program Delivers Conquests for GM

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unions in the U.S. with 95 million members," Adams said. "If a company like GM wants to reach them, it's not efficient for them to do it themselves. By working through us they are able to reach a large audience. 'Invest in America' isn't just a slogan, it's what we in credit unions do. By participating, GM has been able to get 500,000 sales in the past four years."

Adams said the beauty of Invest in America is that it's not just some self-serving initiative to help credit unions. He estimates that about 40 percent of financing of car sales using the program comes from credit unions.

"This program is about more than promoting credit unions, it's about promoting GM sales through 'Invest in America,'" Adams said. "Credit union customers hear about the program and how they can get GM vehicles at beneficial rates and they can get financing on their own if they want. They don't have to finance the vehicle through their credit union, they just have to belong to one."

So if a credit union member is able to pay cash for a car or get better rates somewhere else, they can still purchase the vehicle via Invest in America through their credit union, Adams said.

Jeff Edwards, director of retail planning/incentives for GM, said Adams was right about the state of car financing back in 2008.

"At that time there were a lot of problems with banks and the lending of money for car loans," Edwards said. "But credit unions work in a different way and they were able to help."

Credit union customers who purchase a GM vehicle through Invest in America get what Ed-



David Adams, MCUL and affiliates CEO

wards calls preferred pricing. He said it's not dissimilar to employee pricing programs.

"We plan to stay with the program," Edwards said. "We've been able to leverage the relationship strongly. We have no plans to change the program unless someone comes out with something that is clearly an improvement. We're always looking for things like this program."

Edwards said that of the 500,000 GM cars sold through Invest in America it is estimated that about 80 percent of them are conquest sales. And from a marketing standpoint, GM doesn't have to do the heavy lifting. That's done by the credit unions.

"Again, I want to emphasize that this program is offers huge support to the public at a time when it was very difficult for many people to get auto financing. Credit unions are a great source of credit and have serious financial capabilities available for their customers and these services don't ebb and flow with the financial markets."

One of the participating credit unions is Genisys based out of Auburn Hills. President and CEO



Jeff Edwards, GM's Director of Retail Planning, Incentives, GM Card

Jackie Buchanan said they've participated in the Invest in America program since its inception.

"Our customers love it," Buchanan said. "And with our history of low financing rates, we've been able to save them a

lot of money. In 2008 a lot of the banks stopped lending money to the public except for those with A or A+ credit scores. We never stopped lending. We're always there for our members. That's not just Genisys. That's true for credit unions in general."

Chrysler Vehicles on 'Best Buy' List

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Dodge vehicles, recognized by *Consumer Guide Automotive* as Best Buys for 2013," said Doug Betts, senior vice president of Quality at the Chrysler Group.

Betts' pride is fair. He knows the rigorous testing his vehicles had to endure to win their spots on the list; editors at *Consumer Guide Automotive* analyzed several criteria, including price, features, performance, fuel economy, reliability records, price, and resale value, to assess each vehicle.

Though the editors are trusted as objective, Tom Appel, the Guide's publisher, admits he's tickled with Chrysler's achievement. "The Chrysler Group turn-



The 2013 Dodge Durango, one of five Chrysler Group vehicles selected as a *Consumer Guide* 'Best Buy'

around has been a treat to watch," he said. "In a few short years, the company has made revolutionary gains in terms of drivetrain sophistication and materials, and assembly quality. Chrysler really feels like an all-new entity."

OCC 'Welcome Week' Set by Campus

Oakland Community College is starting off the new year with a special welcome week featuring volunteer and resource day fairs that will be held from Jan. 8 through Jan. 10.

Students will have the opportunity to interact with representatives from community-based nonprofits to learn more about resources available to them and how to become a volunteer.

Music, prizes and on-campus resource information will be provided as well.

The first fair will be held at the Royal Oak campus between the

hours of 11 a.m. and 2 p.m. in the Alcove across from counseling. The fair next visits Auburn Hills on Jan. 9 in the student center. Its hours are 11 a.m. - 2 p.m. and 4 p.m. to 6 p.m. One will also be held in the Student Center, lower level at the Orchard Ridge campus from 11 a.m. - 2 p.m. on Jan. 9. The fair next visits the Southfield Campus on Jan. 10. It will be held at the Outside Student Center from 11 a.m. - 2 p.m.

For more information, contact the particular camps Student LIFE office, or contact by email to studentlife@oaklandcc.edu.

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We're looking for creative and energetic writers, who are enthusiastic about business, and the automotive industry which our newspaper covers.

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If this description fits, we're looking forward to hearing from you at:

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