

Oakland Tech News

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Writers' Group At A.H. Library

The Auburn Hills Writers' Group meets from 6:30 to 8:30 p.m. on Thursday, Feb. 21, in the Small Meeting Room of the Auburn Hills public library building.

The program is for local writers 18 and older. Bring a notebook and samples of your work and be prepared to share and discuss what you've written.

The group meets every third Thursday of the month.

OCC Italian Dinner

The Oakland Community College Event Class is holding an Italian Food & Wine Pairing on Feb. 21, at the Orchard Ridge Campus, featuring the best dishes di stagione (in season) and Italian wine to enhance the food prepared by the Buffet and Banquet Class.

During the cocktail/appetizer hour, signature cocktails, wine and specialty beers will be offered at the cash bar.

The five-course dinner will be at Building J, Room 145 at 6 p.m. Go to www.oaklandcc.edu/ce to register or call (248) 232-4178. Tickets are \$60.

Lincoln Web Searches Soar 350% After Super Bowl Commercial

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"Now you have to show it. I visited the Ram Web site just after the commercial aired and you have to scroll down past a lot of material about farmers before you see items on trucks."

For the Lincoln ad, Stelmaszek said they did well in creating striking imagery. The idea behind the ad was to link social space with broadcast space. If a company does that well, they can do well for themselves.

Analysts Discuss Chrysler Plan to Debut 47 New Vehicles

by Jim Stickford

On Jan. 30 Chrysler released, along with its 2012 profit statement, the company's most recent product plan for the future and it got people talking.

The Detroit News noted that the new plan calls for the introduction of 47 new or significantly refreshed models over the next four years – including six Alfa Romeos.

That is, *The News* noted, more than a dozen more than the company had planned to bring to market, according to the last product plan unveiled after Fiat SpA took over Chrysler in 2009 as part of a bailout brokered by the U.S. government.

Dale Buss, a contributor to *Forbes.com*, on the other hand, stated that Chrysler needs to refresh its product line to keep up with competition, but resources are being sent to Fiat to help that company in the European economic downturn.

He went on to write that in 2009, Chrysler CEO Sergio Marchionne ambitiously outlined a variety of new products for the Chrysler-owned brands, many of them derived from Fiat platforms, that would be filling out the sparse portfolios especially of Chrysler and Dodge right about now.

But under the drastic new scalebacks, three Chrysler vehicles that were to be built by Fiat for introduction this year and next year instead have been dropped. It looks, Buss wrote, like a refreshing of the Chrysler 200 won't happen until 2014. If the brand can hang on with its threadbare lineup until 2015, three new Chrysler vehicles are to arrive then.

Rick Deneau, head of brands - Chrysler brand, sales, network development and fleet communication, said he read the *Forbes* story and had two comments.

First the 2009 plan was always meant to be fluid and it only made sense that Chrysler reacted to market conditions in the updated version. Second, that while Chrysler made some cuts to the 2009 plan, the 2013 plan shows that they've added more vehicles to be refreshed or built.

"I would say there's been a net gain from the 2009 plan to the 2013 plan," Deneau said. "I also will say that there will probably continue to be changes to the product plan as market conditions continue to change."

Deneau said it was far too soon to talk about production information concerning where the new Chrysler and Fiats will be made. He said that's something that will happen two or three years down the road.

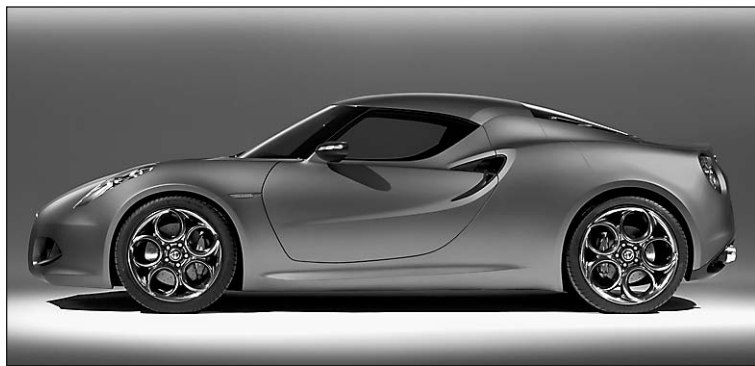
Dave Cutting, senior manager of North American forecasting for the Troy forecasting company LMC Automotive, said that he's reviewed the new product plan.

"A lot of people are referencing the product plan that originally came out in 2009," Cutting said. "That was the year the company came out of bankruptcy."

Yes, Cutting said, the company has deviated from the 2009 plan. They changed some small cars and delayed the launch of other vehicles until 2015 and beyond. But circumstances have changed since 2009.

He said the situation in Europe may well have forced the company to change its plan, but all the automakers are making adjustments in the face of the changing business environment.

"Chrysler is also operating under unusual conditions," Cutting said. "They receive greater scrutiny because they published a product plan. Most car companies don't do that, so when they change their plan, no one notices. Devotion to a business



Alfa Romeo 4C

plan even when circumstances change is not always the best business practice."

Cutting said the 2009 plan did call for Alfa Romeo products to hit the United States sooner than 2013, but that kept getting delayed. The Alfa Romeo 4C will finally be coming to the U.S. later this year. He said it's a premium car, so he only expects a few hundred to be sold. But the premium market is looking like it's heating up, so the 4C might be coming here at the right time.

Ultimately, Cutting said, Chrysler

has done well with what it has. It was lacking in the small/compact car market, but the introduction of the Dart helped there. The company does have products in the pipeline in addition to the recent introduction of vehicles like the Ram 1500 and the new Jeep Grand Cherokee. There will be a new Jeep Liberty coming out later this year and they refreshed the 200 within the last few years.

"I would say the product cycle rate is in fine shape," Cutting said. "In 2015, they will have a new Jeep CUV. The product plan

Millennials Flock to 'Awesome' Mixer By Genisys and Auburn Hills Chamber

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Zabik explained it's important that younger people create their own networks to replace the older ones that will disappear when Zabik and her generation leave the work force.

She said that the attendees, while all were roughly the same age, had different backgrounds. Some were attorneys, some were entrepreneurs and others were in management or just starting out.

"I found that to be amazing, so many people from so many different backgrounds getting to-

gether to network," Zabik said.

"This population is quite connected electronically," said Denise Asker, Auburn Hills Chamber of Commerce executive director. "So we created an opportunity to promote live connections and support the growth of lifelong professional networks."

The next mixers will be April 11 at Duffy's Pub; Aug. 22 at BD's Mongolian Grill; and Nov. 26 at Rochester Mills Brewery.

Mixers start at 5:30 p.m. and last until 7:30 p.m. and are \$10. Go to auburnhillschamber.com or call (248) 853-7862 to register.

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