

GM Continues Commitment To Renewable Energy in U.S.

In keeping with its stated desire to become a more green company, GM is now a member of the Solar Energy Industries Association (SEIA), joining other renewable energy advocates supporting a strong U.S. solar industry.

"Part of our renewable energy goal as a company involves helping other organizations learn how to successfully implement renewable energy strategies," said Rob Threlkeld, renewable energy manager for GM. "Joining SEIA enables us to reach a pool of like-minded companies committed to making solar energy a significant energy source."

Last year, SEIA ranked GM as the No. 1 automotive solar user in the United States. It placed No. 13 among other companies, such as IKEA and Walmart, making significant use of solar power.

"SEIA is thrilled that General Motors has made solar deployment such an integral part of their global sustainability practices," said SEIA President and CEO Rhone Resch. "Transportation and energy are intrinsically linked, and GM's decision shows the company's keen understanding of the synergies between the two industries."

"We're looking forward to having GM at the table to discuss how we can provide clean affordable transportation and energy options for the American peo-

ple," Resch said.

GM's solar arrays in the United States generated enough electricity in 2012 to power 800 U.S. homes. That number is expected to double in 2013.

Its U.S. solar installations include a 1.8MW rooftop solar array at Toledo (Ohio) Transmission Plant expected to generate 3 percent of the plant's electric consumption. An array on the rooftop of its White Marsh, Md., plant near Baltimore, one of the largest in the state, generates nearly 6 percent of the facility's electric consumption.

There is also a solar array on the rooftop of its Rancho Cucamonga, Calif., distribution center. It was the first public solar project in the United States at 1 megawatt when it began operating in 2006. GM also has a rooftop array on its parts distribution warehouse in Fontana, Calif., and a ground-mount solar array at Detroit-Hamtramck Assembly – the largest of its kind in Michigan.

The ground-mount array at GM's Lake Orion Assembly Plant will provide enough energy to power the equivalent of 45 homes annually in Michigan.

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GM's N.A. Profits; Hourly Employees Get \$6,750 Bonus

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Full-year EBT was \$700 million, compared with \$600 million in 2011.

GM's U.S. defined benefit pension plans earned asset returns of 11.6 percent in 2012 and ended the year 84 percent funded.

The underfunded position stood at \$13.3 billion, slightly improved from the prior year. As previously announced, GM settled approximately \$28 billion of its U.S. salaried pension liability through a combination of lump sum offers and annuitizations.

GM Chief Financial Officer Dan Ammann told reporters that while 2012 was a good, it really sets the foundation for a strong 2013. He said GM expects slightly better results in Europe for 2013, though he said it's probable that vehicle sales will be down year-over-year. GM isn't changing its prediction that the company will break even by mid-decade through reduced capacity and

cutting costs.

Mike Wall, director of automotive analysis for IHS Automotive in Grand Rapids, said that he's worked closely with financial institutions that look at GM and he said that the numbers were pretty much what was expected.

Maybe they were a little under because the company's performance might have been overhyped a little, Wall said. GM's numbers showed that North America is driving the company's profits. That's the good news. But GM, and all other OEMs who count on North America, have to be vigilant, said Wall, because the market is tight and competitive.

"Europe is Europe," Wall said. "It's a mess and it isn't going to change any time soon. The best you can expect is to slow down the bleeding."

"The Germans seem to be holding their own. Renault, a French company, is getting help from its partner Nissan, and their Russian operations are also help-

ing. But Europe is a tough market and will continue to be for the next couple of years."

Wall said that 2013 should also be better for GM. The company will have some key launches this year. Their new pickup trucks will go into full production and the new Impala will be launched as well.

"Their new vehicles won't be a 'gimme,'" Wall said. "But the company should be well-positioned for the year. I like their chances in the overall scheme of things. The problems that GM is facing are the same problems that the other OEMs are facing. This North American market is a bit of an equalizer and GM is beginning to hit its sweet spot in terms of their product life cycle."

GM also did well in the international market segment that includes China. That's good news, but until there is a recovery in Europe, the North American market will be the prime driver of profits in the company, Wall said.

Ram's 'Farmer AD' Helps Feed the Hungry with \$1M

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The video also launched the Ram Truck brand's 2013 "The Year of the Farmer" campaign aimed at bringing national attention to the significance of the American farmer.

The brand enhances its longstanding partnership with the National FFA Organization (formerly known as Future Farmers of America) with this year-long, multi-tiered

initiative. Together with agricultural equipment manufacturer Case IH, Farms.com and other brand partners, Ram set out to raise awareness and generate funds for FFA hunger relief efforts in local communities across America.

"Ram scored a major win for American agriculture and our producers and ranchers with its 'Farmer' Super Bowl commercial and has sharply elevated the image of agriculture in the public's

mind," said National FFA Organization CEO Dr. Dwight Armstrong.

"This highly successful partnership with Ram through the National FFA Foundation has generated \$1 million of new support for FFA that will be utilized to drive our 'Feeding the World - Starting at Home' initiative and other programs that will benefit our nearly 560,000 FFA members in the U.S., Puerto Rico and the Virgin Islands."

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