

Chrysler CTC Engineer Credits Role Models for Recognition as a Visionary

by Irena Granaas

Excellence of the style, fit and finish of a car's interior is often the make or break element for the consumer, and in today's cut-throat automotive marketplace these qualities have never been more vital.

At Chrysler, the go-to guy is Larry Williams, director, Interior Engineering. Williams, who is responsible for leading and managing all design, development and release of vehicle interior systems and components, has been chosen to receive the 2012 Black Engineer of the Year Visionary Award (BEYA) by *U.S. Black Engineer & Information Technology* magazine at the 27th annual BEYA Science, Technology, Engineering and Mathematics (STEM) Global Competitiveness Conference and Awards Gala Feb. 7-9 in Washington, D.C.

In accepting his award, Williams gave credit to strong role models who triumphed over adversity and served as mentors in shaping his career.

"Inspired by these outstanding people and role models, I know that it is both my responsibility and privilege to lead and inspire the next generation. I am very appreciative of this recognition of my career accomplishments."

"Larry is an accomplished engineer and exceptional leader who approaches both life and work with passion, using his breadth of experience to create exceptional products while being committed to the development of young, talent-

ed engineers in our company," said Mark M. Chernoby, Chrysler's senior vice president, Engineering. "Larry's vision, drive and technical expertise has made him a valuable member of the Chrysler Engineering Team and a respected leader across the company."

Williams, who joined Chrysler Corporation in 1985 as a product development engineer, was born and raised in Detroit and currently resides in Beverly Hills, Mich. He shared some thoughts on his career at Chrysler in a recent interview.

"Receiving the award was a tremendous honor," he said. "I had mixed emotions – I was humbled but at the same time very, very excited to be recognized. That was tremendous . . . When I look back, I could not have imagined a better career than what I've had."

"I've had the benefit of working with multiple components, multiple vehicles. I've had a chance to work with some of the best leaders in the world. I've had a chance to study and work in different countries – I couldn't have written a better script, and I really appreciate the opportunity that Chrysler gave me."

Williams mentioned a key principle leading to his success: An understanding of the difference between fate and destiny.

"Fate is the conditions in which you were born – when, where, and what's going on in the world, and some of the challenges that you face; whereas, destiny is what

you make out of your life in spite of fate, and I've always kept that in mind," he said. "You can control your destiny but you can't control your fate."

Prior to his current assignment, Williams served as chief engineer for the Chrysler 200 from January to July 2011, where he was charged with achieving all technical, functional and financial measurements while managing a large-scale investment budget.

From September 2009 to December 2010, Williams was senior product development executive in charge of similar aspects of the Dodge Journey. In this capacity, Williams developed and coordinated a product development plan that delivered the 2011 Journey from concept to product in 14 months, which reduced product lead time by 38 percent and established a new corporate benchmark.

In his capacity as director of Interior Engineering for Chrysler, Williams spoke with passion about the importance of vehicle interior fit and finish as Chrysler continues to make strides in these areas.

"We want our interiors to be what I call 'the gift that keeps on giving,'" he said. "That is, every time you open that car door up



Byron Green, left, Chrysler's vice president of Vehicle Manufacturing Engineering, presents Visionary award to Larry Williams, director, Chrysler's Interior Engineering.

and sit in that seat and look around inside, it reminds you of why you bought that car.

"Cars are a combination of an emotional purchase and also

sometimes it's a need, but either way, we want that interior to be a rewarding experience, every time you sit, look at it, smell it and touch it."

AH Fitness Pass Available to Those Working in City

Busy professionals looking for an inexpensive, clean location to work out can sign up for the Auburn Hills Community Center's Corporate Fitness Pass.

The cost is \$100 annually, and those wanting to sign up must show proof of current employment in Auburn Hills. The pass includes use of the fitness room

and the gym programs.

Hours are 8 a.m. to 9 p.m. Monday through Friday, and 10 a.m. to 9 p.m. on Saturday. Call 248-370-9353 for more information.

AL DEEBY

"Your Hometown Dealer."

PRESIDENTS'
DAY EVENT

2013 DODGE DART SXT

17" Aluminum Wheels
Race Track Lighting
Popular Equip. Group
Stk#C1318007

**24 MONTH
LEASE**

\$51*
mo.

MSRP \$20,805

2013 DODGE CHARGER R/T AWD

With Sports Appearance Pkg.
Stk#C1324030

**36 MONTH
LEASE**

\$120*
mo.

MSRP \$34,635

AL DEEBY

8700 DIXIE HWY., CLARKSTON, EXIT 93 OFF I-75

1-877-547-4083 www.aldeeby.com

SHOWROOM HOURS:
MONDAY 9-9
TUESDAY 9-6
WEDNESDAY 9-6
THURSDAY 9-9
FRIDAY 9-6
SATURDAY 9-3

Al Deeby makes car buying a fun and easy process with no hassles or gimmicks. All rebates to dealer. Deals apply to stock units only. Must be a Chrysler employee, military and TDM. Ram requires trade-in. \$1995 due plus taxes, title, plates, CVR rebate. Security deposit waived on S or A tiered approved credit. All leases calculated at 10k miles per year. Vehicle shown may not represent actual vehicle. Prices subject to change without notice. See dealer for details.

CHIEF FINANCIAL CREDIT UNION

Drive off with a great rate!

Auto Rates as low as

1.89%^{APR*}

Up to 60 mo.

Call, Click or use
your Smartphone to apply!

(800)844-5440

www.chiefonline.com

or use our Mobile App!

Scan this QR Code to get
entered into a
\$50 drawing!

NCUA

*APR is subject to terms, conditions and credit score. 2011-2013 models only.