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Walk Raises \$30K for Wintertime Warmth

A charitable event held to help families in Oakland and Livingston counties keep their furnices turned on generated a lot of heat – literally.

The 23rd Annual Walk for Warmth, held Feb. 23 at Great Lakes Crossing in Auburn Hills, brought walkers from around the Metro Detroit area for the event, which raised money to benefit the Oakland Livingston Human Services Agency's emergency utility assistance fund.

Approximately 1,000 people at-

tended the event, including employees representing some of the mall stores.

Jackie Buchanan, president and CEO of Genisys Credit Union, which was the premier sponsor of the recent OLHSA walk, said the credit union will be donating over \$30,000 to the fund, thanks to the hard work of members and Genisys employees.

The mall event was the second walk of the season. The first was held earlier in February in Hartland Township. An amount some-

where between \$80,000 and \$90,000 has been raised so far, and OLHSA's goal is to raise \$180,000 in total for the season.

"It is remarkable to see the amount of dedication our members and Genisys staff have towards Walk for Warmth," Buchanan said. "All of the staff really enjoys helping out for this cause, which is in line with our corporate mission."

Employees from Consumers Energy, the Bass Pro Shop, Lee General Contracting and members of

Oakland University's Sigma Alpha Epsilon fraternity also made significant contributions.

Outlet Stores at Great Lakes Crossing also did their part, offering discounts to shoppers who walked for the cause that day.

OLSHA CEO Ron Borngesser said the agency raised \$180,000 last year, which made it possible for OLSHA to assist 405 families, or about 1,100 individuals with their utility bills.

CONTINUED ON PAGE 4

Record Sales For Chrysler

Chrysler has racked up a morale-boosting sales streak of more than 34 consecutive months of year-over-year sales gains, and, the month of February brought the unbroken streak to 35 months.

However, the end of the first quarter in March may interrupt Chrysler's sales streak, due to several factors, including the production end of the Jeep Liberty in August, shutdown of the Jeep Grand Cherokee Plant in Detroit in January for a week for model changeover, and the recent start-up of Chrysler's Ram Heavy Duty truck line in Mexico.

"Naturally, there have been bumps along the way, and the first quarter of 2013 is a case in point," Gualberto Raniere, senior vice president of Chrysler Communications commented.

Sales and shipment volumes for the first quarter are being negatively affected by the ongoing product launches and preparations for the new 2014 Jeep Grand Cherokee, which is the replacement for the Liberty, and the Compass, Patriot and the new 2013 Ram Heavy Duty truck line.

In spite of all that, Chrysler has now extended its sales streak to 35 consecutive months.

CONTINUED ON PAGE 4

Cherokee Name Back

by Irena Granaas

After an 11-year absence, the Cherokee name returns to the Jeep brand in time for the 2014 version's grand reveal at the New York International Auto Show March 27-28.

Chrysler stopped producing the Cherokee in the United States, Canada and Mexico in 2001, replacing it with the Liberty.

The popular mid-size sport-utility continued to be known as the Cherokee in Chrysler's other global markets, explained Chrysler spokesperson Kathy Graham.

"The Cherokee is returning," she said. "The name is instantly

recognizable – it's the most capable mid-size SUV in the world, but for 2014 it's also going to have great on-road dynamics and greatly improved fuel efficiency compared to the Liberty."

According to Chrysler, the all-new 2014 Jeep Cherokee will feature an impressive 45 percent jump in fuel economy, as well as enhanced on-road driving characteristics compared with the outgoing Jeep Liberty mid-size SUV.

The 2014 Cherokee is slated to arrive in dealer showrooms in the third quarter of this year.

The Jeep Cherokee will be built at Chrysler's Toledo Assembly Plant in Ohio.



2014 Jeep Cherokee

Cadillac Creates Livery Package for XTS, Aimed at the Chauffeur-Driven Market

When Lincoln stopped making the Town Car, it created a vacuum in the livery market, a vacuum that Cadillac is beginning to fill.

Cadillac is now selling more than 9 of 10 all-new XTS models to individual luxury buyers, but the new luxury sedan is also outfitted with a special package that redefines how fleet and car service operators transport their more than 400 million customers.

"Livery" is the legal term in the U.S. for a vehicle for hire, such as a taxicab or chauffeured limousine, but excluding a rented vehicle driven by the renter.

Pat Nally, marketing manager for the XTS, said that while Cadillac has been in the livery market for many years, they are now making a big push to expand the brand's presence in that niche.

"This gives us the opportunity to get people in one of our cars that would otherwise never travel in a Cadillac," Nally said. "The cities where livery services are most popular are along the coasts. These cities – New York, Los Angeles, Washington, D.C., and Miami – are not markets where Cadillac is as well as we would like."

Also, Nally said, there will be more sales of Cadillacs, which is never a bad thing. But their focus is on exposing the XTS to new people.

"This is about more than sales," Nally said. "Selling XTS cars to livery companies is worth more to us in terms of exposure than what we gain in individual sales."

Nally said the feedback from livery companies has been posi-



The W20 XTS limousine seeks greater visibility in the livery segment.

tive. He said the company purposely sold a regular-sized XTS to livery companies.

"There are different choices when it comes to what size car to buy," Nally said, "but when you're hauling two or three people with luggage, you don't need a lengthened version of a regular car. They could buy a stretched XTS, but most haven't."

Jordanna Strosberg, Cadillac spokesperson, said the XTS being sold to livery companies uses the W20 package, which will not be available to the public. The car itself will have the same dimensions as a XTS sold to the public.

"We didn't have to change anything in terms of size for the livery package because the XTS was designed to be generous with interior space in the first place."

The cost, Strosberg said, will be in the middle to high range for the XTS.

"We didn't take out any options," Strosberg said. "It's not

stripped, it has more features in it than most people expect when they think of a livery vehicle."

GM made the push to get livery companies to purchase the XTS last summer when the new model was first introduced. In addition to introducing the XTS to a wider public, having livery companies use the vehicle is introducing people to the technology that connects people to the information cloud.

"Even when people are in the back seat, they no longer have any downtime and have to be productive," Nally said. "The XTS keeps them connected."

With the new W20 Livery Package, Cadillac XTS-based limousines are now on par with showroom models. The package, which includes elements of the XTS Platinum Edition, is exclusively offered to livery companies through Cadillac's Professional Vehicles program.

CONTINUED ON PAGE 4

'Policymakers Should Balance Need For Regulation with Justifying Costs To Manufacturers' – Timmons

Making the U.S. the best place in the world to manufacture goods and to attract foreign investment is a top item on the agenda of the National Association of Manufacturers (NAM).

That, according to NAM's president and CEO, Jay Timmons, is one of four main goals.

Speaking to members of the Detroit Economic Club (DEC) Feb. 7, Timmons presented NAM's 2013 agenda to promote economic growth and a manufacturing industry renaissance in the United States.

He cited three other main goals: that U.S. manufacturers be the world's leading innovators; for the U.S. to expand access to global markets so manufacturers can reach the 95 percent of consumers who live outside our borders; and that manufacturers will have access to the workforce that the 21st century economy demands.

Timmons gave some eye-opening statistics, for example, that the manufacturing industry supports an estimated 17.2 million U.S. jobs, or about one in six private-sector jobs. He added the United States has the highest corporate income tax rate among its six largest trading partners.

"Manufacturers in the United States (have) the most productive workers in the world, far surpassing the worker productivity of any other major manufacturing economy, leading to higher wages and living standards," he said.

Today's manufacturers have many options when deciding where to invest and build facilities, Timmons said, adding that all too often, U.S. policymakers



Jay Timmons, CEO of NAM

impose policies that put American manufacturers at a disadvantage.

Timmons called for balancing the need for regulation with justifying the costs of such regulations to manufacturers. His economic prescription also cites the need for a comprehensive plan for economic growth, common-sense tort reform, and a national tax climate that promotes manufacturing. Timmons said it's 20 percent more expensive to manufacture products in the U.S. compared with competing locations – and that's excluding the cost of labor.

Timmons told the DEC that manufacturers are ready to power the economy, but only with the right policies in place to transform the sluggish recovery into an economic resurgence, since manufacturing has the highest multiplier effect of any sector of the economy.

CONTINUED ON PAGE 4

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