

## Detroit Auto Scene

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# Defense Suppliers Gather to Discuss Recent Happenings

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that plane and recertifying the tooling process.”

The A-10, known as the Warthog, was developed as a tankbuster back in 1971. The plane hasn't been made in years, but it is still used by the Air Force, Labada said, adding that many of the designers are dead and a lot of the companies that made parts are gone or they just can't find the specs for the plane after 40 years. As a result, he said, companies like Waltonen are working to almost reverse-engineer the plane and re-develop tooling techniques to build spare parts.

“The NDIA is excellent at helping us keep up to date on what's going on in the defense industry based around Detroit,” Labada said. “The defense community here is both large in numbers, but small like a community where we all know of each other. Defense also plays a large part in the overall Detroit technology and engineering community, so it's good that we can get together and talk at events like this.”

Lidia Gulawsky, contract administrator at North American Controls in Shelby Township, has been coming to NDIA events for a couple of years.

“I like coming to events like this because here we get networking opportunities and the chance to see videos of vehicles that we supplied parts to,” Gulawsky said.

“It's nice to see a complete vehicle that's been put together.

Many people here are subcontractors that supply parts to a military vehicle, but we never see the whole thing up and running.”

Gulawsky added that it's also nice to talk to people to get their perspectives on what's going on in the defense world.

“Everyone here has a different spin on what's going on in the industry and it's good to hear different points of view,” she said. “Many of us are subcontractors and this also gives us a chance to meet with larger contractors and get their 'big picture' point of view. It's good anytime you have the opportunity to meet with others in the industry and can get a fresh perspective on things.

“We're seeing if others in the industry are feeling the pain of the current congressional impasse. But we feel every challenge presents opportunities –

and we're optimists.”

Loerch spoke to the crowd and said that with sequestration, it's good that members of the government and private industry can get together and talk. She noted that the NDIA's membership isn't just made up of people from the private sector. Many members are from the government. Being able to get together and talk in an informal atmosphere helps everyone, she said.

The mixer has proven so popular that the NDIA Michigan Chapter is planning to hold more events so its members can get together and talk, Loerch said.

The next event is April 5 and it's the ROTC Awards Banquet, which will be held in the Dearborn Inn. There will also be the Michigan Defense Expo, which will be held in the Macomb Community College Sports & Expo Center on May 14-15.

## Chrysler 200 S Special Edition Debuts

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without having to pay a lot more for it and not having to import the vehicle.

That's why Eminem made such a good partner, he said, explaining that the rapper has stayed in Detroit when he could have moved anywhere in the world. His Super Bowl commercial helped Detroit celebrate its blue collar roots.

“We want to work with people who have achieved success without forgetting where they came from,” Chehab said. “All the stories we do through our marketing have a Detroit theme and thread. That's the path we've chosen and we will continue to grow on it.”

Chehab was then asked about budget and rebranding. He said Chrysler's approach doesn't abandon traditional media, but they are careful what they spend on it. They also speak to different demographics using different channels. He said Youtube is the second-most used search engine after Google. When Eminem wanted to use a Chrysler 300 in a video, he got one. That video was eventually seen by millions.

Chehab said that he once met with a Hollywood producer at the producer's home. The man had very expensive cars. Chehab drove to the meeting in the Dr. Dre 300 edition. The producer's young son went crazy and talked about how cool the car was.

The producer eventually bought two of the limited edition vehicles and told Chehab that he loved it because it was a great car and it had cupholders, unlike the \$300,000 vehicles he owned.

Chehab also said that Chrysler is building a limited number of special edition 200 S that will go from the Sterling Heights plant to



Chrysler Brand CEO Saad Chehab spoke about changing the brand's image at the Detroit Athletic Club.

the nearby Mopar facility where “cool” aftermarket items will be fitted to the vehicles.

When asked if Chrysler had any women it wanted to team up with to promote its vehicles, Chehab said that he didn't think of the brand's partners as male. Rather, they were people with confidence and attitude. He thinks that this appeals to all sexes and he said women do like masculine appointments. Just look at the number of women SUV owners. But he said that, again, comes down to confidence.

And it's not just women who care about stylish appointments. Men like them too, Chehab said.

Chehab also told reporters that “Imported from Detroit” is a slogan that will be used for the Chrysler brand, but not Chrysler Corporation. Dodge, Ram and Jeep have their own brand images, and separation of brands is important so each one can tell its own story.

“To me, we at Chrysler brand started ‘Imported from Detroit,’” Chehab said. “And we're going to hold on tight to it.”

## Ford Van Dyke Working Hard At Reducing Landfill Waste

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The new strategy also builds on the success the company saw between 2007 and 2011. Reductions were accomplished through the launch of new initiatives and programs, such as paint waste recycling at facilities in Australia, Thailand, India and Spain.

Dave Lewis, environmental

engineer at the Van Dyke plant, said he believes one particular aspect of the new global waste strategy could yield the best results – enabling and encouraging local personnel to affect change.

“It's very empowering to be able to address a problem that is so important – and not just to our plant or our company – but

society in general,” says Lewis. “Without the power to implement such change, some of the best solutions could never see the light of day.”

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