



Reid Bigland



Fred Diaz

Diaz Leaves

Longtime Chrysler executive Fred Diaz has left the company for Nissan.

During his tenure at Chrysler, Diaz was widely regarded as helping boost sales and the image of the Ram Truck Brand.

He most recently served as president/CEO Chrysler de Mexico and president/CEO Ram Truck Brand for Chrysler.

In his new role at Nissan U.S., where he has been named to the newly formed position of divisional vice president, Sales & Marketing, Diaz will assume responsibility for day-to-day operations of the Nissan Division in the United States.

Chrysler Shuffles Leadership for Ram, Dodge and Fiat

Chrysler has made several changes in its key management team, effective April 15.

“These appointments are part of the Chrysler Group’s strategy to continuously reinforce its leadership ranks as we continue on our path to achieve our business targets,” said Chrysler Chairman/CEO Sergio Marchionne.

“They are a further confirmation of the depth of our talent pool and of the exceptional opportunities that are available to our people as part of their career development.”

Reid Bigland, who served most recently as president/CEO of the Dodge Brand, has been named president/CEO of the Ram Truck Brand. Bigland, who has been with Chrysler since July 2006, came to the automaker from South Carolina-based Freightliner Custom Chassis Corporation.

He continues as head of U.S. Sales, and as president/CEO of Chrysler Canada. Bigland, who was born in Kamloops, British Columbia, Canada, holds both American and Canadian citizenship.

Replacing Bigland as presi-

dent/CEO of the Dodge Brand is Timothy Kuniskis, whose most recent job title was head of the Fiat Brand for North America. Kuniskis came to Chrysler in 1992 and has earned a series of positions requiring increasing responsibility in the company’s business center operations and marketing organization.

Chrysler named Jason Stoicevich as the new head of the Fiat Brand, North America. Along with his new responsibility, he retains his position as director of the California Business Center. In his 10 years with Chrysler,

Stoicevich has served in a variety of positions in Chrysler’s business center operations and has gained experience.

Bruno Cattori has been named president/CEO of Chrysler de Mexico. Prior to this announcement, Cattori served as director of retail sales and fleet for all Chrysler Group brands in Mexico.

Prior to his rejoining Chrysler in early 2012, he was president/CEO of Mercedes-Benz Mexico. Cattori began his career at Chrysler in 1988 and has held a series of positions with increasing responsibility.

Ford EcoBoost ‘Family’ Welcomes New 1.5-Liter 4-Cylinder

by Irena Granaas

Ford announced the launch of its new 1.5-liter EcoBoost four-cylinder engine, which the company has stated will expand its global capacity to meet demand for its four-cylinder EcoBoost engines.

The new 1.5-liter joins the Ford family of high-tech EcoBoost engines as the fifth member of the clan.

Ford Global Product Communications Manager Mark Schirmer said Ford currently produces an EcoBoost 1.0-liter, three-cylinder engine, which launched last year in Europe and is available on a number of vehicles there.

It is slated to debut in North America later this year initially in the Fiesta.

Then there is the 3.5-liter V6, used in the F-150 pickup, the Taurus, the Flex and the Explorer, and a four-cylinder, 1.6-liter EcoBoost, which powers the Ford Fusion and Escape, along with another option, the four-cylinder 2.0-liter EcoBoost, available for the Fusion and Escape, and is also used in the Ford Taurus, Edge,

Explorer and the Focus ST.

Production of the 1.5-liter EcoBoost will begin initially at the company’s facility in Craiova, Romania, in late April.

Other manufacturing sites are going to be announced sometime in the future.

“What it ultimately means is more capacity to build more four-cylinder engines,” Schirmer said. “There’s a big demand for the Fusion and the Escape, and they both get the 1.6-liter or 2.0-liter EcoBoost, so there’s a big demand for four-cylinder engines.”

“The new 1.5-liter EcoBoost has fresh technology not available in the 1.6-liter, which gives us the performance and fuel economy, and also boosts our capacity.”

With the addition, Ford now has the capacity to build 1.6 million EcoBoost engines annually, and has tripled the number of plants that produce EcoBoost engines in Europe, Asia and North America from 2010 to 2013.

Although the new 1.5-liter EcoBoost is more advanced than the 1.6-liter, Ford will not replace the

1.6-liter with the 1.5-liter immediately, Schirmer said, but rather will add the 1.5-liter to small EcoBoost engine options globally.

According to Ford, EcoBoost technologies enable improvements to fuel economy of 20 percent, while lowering emissions by 15 percent.

The 1.5-liter engine benefits from signature EcoBoost enhancements, including turbocharging, direct fuel injection and variable valve timing, and has been engineered to be even more fuel efficient, quiet, and to offer better performance.

The 1.5-liter EcoBoost is also the first Ford engine to incorporate a computer-controlled clutch on the belt-drive water pump, which further improves efficiencies by re-

ducing warm-up time.

The first vehicle to offer the new 1.5-liter EcoBoost engine will be the all-new Ford Mondeo, scheduled to make its public debut at Auto Shanghai later this month.

Later this year, the engine will be offered in the Fusion sedan in North America, and after that, in the Mondeo in Europe.

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