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Big 3 Auto Sales Continue to Gain Across the Board

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"Chrysler Group's best April sales in six years helped to maintain our sales momentum and drove us to our 37th consecutive month of year-over-year sales gains," said Reid Bigland, head of U.S. Sales. "Our sales last month were solid across the board with seven Chrysler Group vehicles recording their best April sales ever."

Ram Truck brand sales were up 49 percent, the largest percentage sales gain of any Chrysler Group brand in April. It was the brand's best April sales since 2007.

Dodge brand sales were up 18 percent, the brand's best April sales since 2008 and its 23rd consecutive month of year-over-year sales gains. Sales of the Dodge Durango full-size SUV were up 65 percent, its best April sales in eight years.

Improving Jeep production in April helped Jeep brand sales to rebound with a 2 percent year-over-year sales gain for the month, the brand's best April sales since 2007. All Jeep models in production recorded sales gains in April compared with the same month a year ago.

The Chrysler Town & Country minivan logged a 4 percent sales increase in April, its best April sales in three years. Chrysler brand sales were down 13 percent compared with the same month a year ago.

Got News?

If you have solid business news for this paper, please contact us at News@OaklandTechNews.com.

'Look, Ma, No Hands!' Say Cadillac R&D Executives

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per Cruise's enabling technologies, it is important to expose the updated system to different environments," said Jeremy Salinger, R&D manager for Super Cruise. "The best way to achieve reliable performance is to gather as much data as possible in the conditions our customers will experience."

Super Cruise is capable of semi-automated driving, including hands-off lane following, braking and speed control under certain driving conditions. The system is designed to ease the driver's workload on freeways only, in bumper-to-bumper traffic and on long road trips; however, the driver's attention is still required.

Cadillac's Super Cruise test vehicles use a fusion of radar, ultrasonic sensors, cameras and GPS map data, seamlessly integrated for a near-production appearance.

Super Cruise's development to date has included system testing on closed courses and in a driving simulator, as well as limited driving on real roads.

When GM finishes testing the system, it expects to have accumulated hundreds of thousands of miles of driving in various environments, such as day and night driving and a variety of

Industry Group Presents Chrysler with an AIAG Award

AIAG (the Automotive Industry Action Group) has presented its inaugural Pioneer Award to Chrysler, honoring the automaker's 30-year support of AIAG and the industry as a founding member of the Southfield-based, not-for-profit, member-supported organization.

The award, which was presented during an April 24 ceremony at AIAG's 2013 Corporate Responsibility Summit, recognizes Chrysler's historical and ongoing support of industry collaboration in the areas of corporate responsibility, supply chain management and quality.

"As AIAG celebrates 30 years of providing an open, neutral, legal and professional infrastructure that allows the industry to work together, we are paying tribute to the visionary pioneers of our organization, beginning

with Chrysler," said J. Scot Sharland, executive director of AIAG.

"Chrysler continues to demonstrate its commitment to AIAG, and the auto industry as a whole, by providing the expertise and resources to drive business process improvements and create efficiencies that move the global supply chain forward."

"Chrysler is honored to be the first recipient of the AIAG Pioneer Award," said Bill Hall, director of Chrysler's Sustainability and Business Continuity.

"At Chrysler Group, we believe that our future, and the future for all of us, rests on conducting our business in a responsible manner, with proper respect and care for the environment, the communities where we operate and the stakeholders with whom we interact.

"We embrace the partnership

with AIAG for the opportunities it offers to work closely on environmental, social and governance topics with our supply chain."

During the ceremony, former Chrysler executive and AIAG volunteer Chuck Koehn presented the Pioneer Award to Bill Hall and symbolically "passed the torch" of AIAG involvement.

As a further sign of appreciation to Chrysler, AIAG is making a \$5,000 donation to Chrysler's designated charity, Detroit Area Pre-College Engineering Program (DAPCEP).

Dr. Lorenzo Smith, associate dean of Oakland University's School of Engineering and Computer Science and DAPCEP board member, accepted the donation from Chrysler.

AIAG will present the Pioneer Award to Ford Motor Company and General Motors in individual

ceremonies later this year, recognizing each of their roles as the other founding members of AIAG.

Sergio Challenges OU Graduates

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community beyond themselves – in their local town, their country and the world."

He continued, "We have a duty to commit to what we are able to do, to dedicate our individual skills and talents, to unite the best of society and work together to achieve higher objectives."

Marchionne then discussed the importance of each graduate taking the time to assess their own individual talents and interests in order to choose the right career.

"It's crucial that you find an organization that encourages you to develop and exploit your abilities to the fullest. It's not just a question of your paycheck," he said. "If you end up being well paid in a place that won't give you an opportunity to grow as a person, it will be a boring experience."

"But if you join an organization that allows you to test yourself to the fullest, then you have a chance of experiencing something special, something that will alter the way you see and experience life."

Marchionne also counseled the assembled graduates that it's important they stay true to themselves.

"Don't let anyone else define you. Seek your own path, map it out, follow it, redraw it as many times as you want; but always do so because it is truly where you want to go. And most importantly, in whatever you do, be insanely passionate about it."



Spring Expo guests visit booths offering programs and products of interest to seniors at the recent open house.

Auburn Hills Hosts a Spring Expo for its Senior Citizens

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instructors offering demos of classes specifically geared to seniors.

Based on talking to some of those who attended, Angus felt the Expo accomplished its purpose.

"I spoke with one couple in particular that attended based on the postcard invitation they received. They are Auburn Hills residents and have never been to the Community Center before," she said. "I gave them a tour of the facility, and they were particularly interested in fitness programs and impressed with the Community Center."

"Overall, the Expo went very

well and we feel it was a success."

Those interested in keeping fit and active can check out pickleball, the country's fastest-growing sport for seniors, which has indoor and outdoor courts available.

Angus had said in a prior interview that the city of Auburn Hills received a Brookside Way mini grant in January, which enabled her to revitalize the center's walking programs for seniors.

For example, the community center offers one called Walk With Ease, a seven-week program geared for those with arthritis, but helpful to anyone who wants to implement more exercise into their life and track their progress.

The current session is full but the class will be offered again in

the fall.

"This is an event we would consider hosting again in the future," Angus said.

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