

Ford COO Fields Named 2013-14 United Way Chair For SE Michigan



Mark Fields

Outgoing United Way Chair and Chrysler Chairman and CEO Sergio Marchionne has passed the charity's torch to Mark Fields, Ford's Chief Operating Officer.

Fields' role as 2013-14 campaign chair is expected to build on the long-term partnership between Ford and United Way.

"Our One Ford team is dedicated to doing our part to build a better world, and that starts with the metro Detroit community where our company was founded," Fields said.

"We look forward to supporting United Way's efforts by raising funds to support education, boost financial self-sufficiency and reduce hunger for those in need."

According to Ford sources, the company has contributed more to the United Way for Southeastern Michigan than any other corporation since the organization was founded in 1949.

Ford has been a major presence in the metro Detroit community since its founding more than 100 years ago.

And the Ford philanthropic arm, the Ford Fund, has also

made significant contributions since it was founded 64 years ago.

The Dearborn-based automaker has invested hundreds of millions of dollars in support of nonprofit organizations, and for programs supporting education, community development, arts and culture – up to \$60 million in the past five years alone.

United Way for Southeastern Michigan President and CEO Michael Brennan thanked Ford for its generosity.

"We are now looking ahead to the coming year and thank incoming Campaign Chair Mark Fields for agreeing to carry the torch forward with a visionary approach to meeting our next annual goal," Brennan said. "We are grateful for his enthusiasm."



CorpU CEO Alan Todd, left, and Vassilios Theodoracatos, manager of GM's Global PACE Program.

CorpU Honors PACE for Helping Students Resolve Global Issues

PACE, a multi-company/university alliance in which GM belongs, has been recognized by CorpU's Learning Excellence and Innovation Council with the "Excellence" award, the highest honor in the Alliances category, at its 14th Annual Global Leadership Congress in April.

PACE – Partners for the Advancement of Collaborative Engineering Education – helps college students to engineer practical solutions to global issues.

CorpU partners with leading business and academic organizations to develop new approaches to virtual learning.

Through its five partner companies – GM, Siemens PLM Software, Autodesk, Hewlett Packard and Oracle – and 17 contributor companies, PACE has provided more than \$11 billion in software, hardware, training and IT consulting services and grants to 62 universities since 1999.

"GM strives to provide students tangible real-world appli-

cations for math and science to capture their interest and provide/support opportunities to foster it," said John Calabrese, vice president, GM Global Vehicle Engineering.

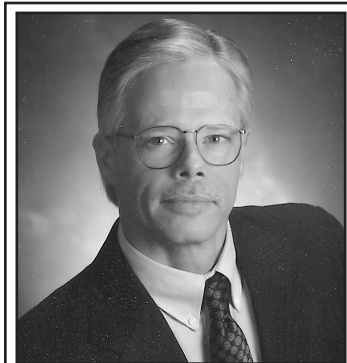
"GM's passion and focus on science, technology, engineering and mathematics (STEM) education is essential to both our business and nation's economic success."

The CorpU "Excellence" Award in the Alliances category recognizes how PACE alliances solved a critical business challenge and enhanced the learning organization's contribution to the organization as a whole.

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GM Declares 'Going Green' Good Business

General Motors is the first automaker among 40 major U.S. companies to sign a "Climate Declaration," collectively asserting that responding to climate change is good business.

The campaign is organized by sustainable business advocacy group Ceres and its Business for Innovative Climate & Energy Policy, or BICEP, coalition. GM's participation was announced last week at the Ceres Conference in San Francisco.

Signers of the declaration are calling for policymakers to address climate change by promoting clean energy, boosting efficiency and limiting carbon emissions – strategies GM says it employs within its operations as it seeks to reduce the environmental impact of manufacturing.

"We want to be a change agent in the auto industry," said Mike Robinson, GM vice president of Sustainability and Global Regulatory Affairs.

"As our world faces issues like congestion and climate change, we are at the forefront in transforming the way we move, from building more efficient vehicles to partnering with car-sharing startup Relay Rides."

According to Gallup and Yale University polls, a majority of Americans believe climate change is happening and that corporations, as well as government officials, should be doing more to address the issue. In March, GM CEO Dan Akerson called on President Obama to appoint a Blue Ribbon Commission to develop a 30-year policy framework for energy security.

This action is aligned with GM's environmental commitment, which has been recognized recently with two awards:

- The American Carbon Registry's Corporate Excellence Award for demonstrated commitment to reducing its carbon foot-

print and mitigating climate impact, and

- An EPA ENERGY STAR Partner of the Year Award for Sustained Excellence, the organization's highest recognition for corporate energy management.

GM has worked with Ceres for more than two decades to refine its sustainability strategies and performance.

Worldwide, GM officials say, the automaker is dedicated to energy efficiency and is working toward a goal of reducing energy intensity from its facilities 20 percent by 2020.

GM has 54 facilities that meet the voluntary ENERGY STAR Challenge for Industry, which requires facilities to reduce energy intensity by 10 percent within five years.

The GM facilities cut energy intensity by an average of 26 per-

cent within just two to three years, saving the company \$90 million in energy costs. It also is the No. 1 automotive user of solar power in the United States and hosts two of the five largest rooftop solar arrays in the world.

GM's goal is to promote the use of 125 megawatts of renewable energy by 2020.

Beyond building fuel-efficient vehicles, GM is investing up to \$40 million in the Chevrolet Carbon Reduction Initiative, in which Chevy helps financially in community-based carbon-reduction projects throughout the United States with a goal of reducing up to 8 million metric tons of CO2 emissions.

For more information on GM's environmental commitment, visit www.gmsustainability.com and its www.GMBeyondNow.com environmental blog.

GM Earns Edison Awards

General Motors has won bronze and silver Edison Awards for two corporate initiatives – its global landfill-free program and OnStar Family Link service, respectively.

The competition honors game-changing products, services and processes.

"These awards reaffirm our ability to lead in the transformation of the automotive industry with a commitment to innovation that benefits our customers around the globe," said Jon Lauckner, GM chief technology officer and vice president of Global Research & Development.

OnStar's Family Link is an opt-in service allowing OnStar subscribers to stay connected to loved ones using location-based data. Subscribers can visit the Family Link website to view a map with their vehicle's location and even set up email or text no-

tifications alerting them of its whereabouts.

Family Link gives subscribers peace of mind, say GM officials, whether it's checking on the progress of young drivers or staying updated on family members who may be driving in inclement weather.

"OnStar continues to evolve because we spend time listening to our subscribers so we can develop new technologies and applications that meet their needs," said Terry Inch, OnStar chief operating officer. "Family Link is the result of OnStar turning what our subscribers imagine into a solution they can use."

Since Family Link was introduced last April, more than 23,000 OnStar subscribers have signed up. Users send a combined total of more than 800,000 text and email location alerts each month.

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