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Cadillac Goes Rogue with New Ad Agency

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ternational network," he said.

In addition to a new creative agency, Cadillac recently added public relations and integrated marketing communications firm FleishmanHillard to the team to provide strategic communications counsel to the brand and help reach new customers in fashion, luxury, and technology.

"Cadillac is taking a modern approach (to marketing communications) by mobilizing its agency partners in truly strategic rather than executional roles," said FleishmanHillard President & CEO Dave Senay.

"Driving the new Cadillac narrative and executing communications brilliantly in the places our buyers live is our mandate, and we look forward to collaborating with our new colleagues and agency partners."

Stroberg said that when Cadillac made the announcement about switching ad agencies, it generated interest in the media.

"I understand that this is a matter of interest," Stroberg said. "But it's also a matter of business. For us, choosing a new agency was a serious process that took some time."

"And there was a lot of effort that the agencies put in. Right now, the XTS is breathing new life into the Cadillac portfolio and having an agency that can be global and help coordinate Cadillac's messaging of the brand around the world is a good thing."

Auto Plants Improve Their Cleanliness, Quality, Employee Productivity – Pino

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This has paid off in several factories across North America seeing improvements in productivity and quality, Pino said, but more has to – and will – be done.

Fixing things is not something that can be done overnight, Pino said, because part of improving the system is helping Chrysler's suppliers with WCM. After all, he added, about 75 percent of the value that goes into Chrysler cars comes from the suppliers.

The results of Chrysler's efforts to attain WCM status can be seen in its warranty claims, he said, noting that they are now less than half of what they were before the bankruptcy. And, for some vehicles like the Jeep Grand Cherokee, they are a fourth of what they were before bankruptcy.

"Chrysler started turning itself around the hard way," Pino said. "We went through bankruptcy."

Some companies, he said, made bad cars in the old days because it was easy to make money that way.

That's no longer the case, he said. Coming out of bankruptcy meant doing things smarter, and, in the end, the company's core

CEMA Car Show Celebrates The American Muscle Car

by Irena Granaas

Thousands strolled the grounds and toured exhibits Saturday, June 8, during a record-breaking 24th annual CEMA (Chrysler Employee Motorsport Association) Charity Car Show, held at Chrysler World Headquarters in front of the Walter P. Chrysler Museum.

"It was the biggest ever," said CEMA President Christopher Suminski.

There was plenty to see, with more than 400 vehicles on display, and the Chrysler Museum open to the public as a last hurrah. Museum volunteers counted 2,462 persons touring the facility during the CEMA show, while show organizers estimate total attendance was between 3,000 and 4,000 people.

"Muscle Cars Past and Present" was the theme of the 2013 show, and there were many examples, ranging from 1960s and 1970s classic American street rods to present-day performance cars.

"It was a great show. It was packed," said CEMA car show organizer Marc Rivard of Windsor, Ontario, Canada. "The weather was agreeable and it was a great turnout."

The 2013 CEMA/Walter P. Chrysler Museum Award for Best of Show went to multi-franchise auto dealer Bill Golling and his 1931 Chrysler Imperial.

Suminski said the board is not releasing the total raised for charity at this time, but added, "We did support our charities very well." Show organizers will present checks to the American Diabetes Association and Forgotten Harvest sometime in July.

Customized cars, trucks and SUVs were also on display, offering something for everybody. Suminski noted that in keeping with the show's theme, old/new versions of several highly popular muscle cars were placed side-by-side for comparison on and near the museum steps.

Suminski said while this year's show was the biggest to date, next year's could be a real blow-out as 2014 is Dodge's 100th anniversary.

"Although organized by Chrysler employees, as is traditional at the annual CEMA charity show, other makes and models were welcome," said Bill

business is making cars and WCM plays a part in the process.

Pino was asked about exposing students to WCM concepts. He said that was important because over the past couple of decades "a lot of smart people" in North America, Europe and Asia advocated moving the developed economies to the next level, meaning they had to concentrate on finance, insurance, developing software.

But Pino said he believes that without manufacturing and agriculture, those financiers wouldn't have anything to invest in. He said modern economies still need manufacturing and it's important to expose students and young people to it.

Pino was asked about the idea that there is a need for the "entrepreneurial" spirit in programs that teach manufacturing. He responded by saying that an entrepreneurial spirit is important because engineers – adding that he's a mechanical engineer – tend to see things through the prism of engineering.

But at the end of the day, he said, it's extremely important for an entrepreneur to understand the basics of the systems he's making decisions about.

McGuire, a.k.a "Mac," of Mac's Motor City Garage (MCG), former Detroit link/editor for *Hot Rod Magazine*.

"Classic Chrysler muscle cars, as well as vans, trucks and passenger cars were all around, as well as cars from other major auto manufacturers."

McGuire said when the Walter P. Chrysler Museum closed its doors at the first of the year, the traditional venue for the annual CEMA Charity Car Show was thrown into doubt.

Fortunately, the facility management made the grounds available and even opened the museum to visitors for the special occasion, he said.

"The CEMA show, which this year celebrated its 24th year, is not just top quality; it's enormous," McGuire added. "While Chrysler-built cars predominate, naturally, all makes are encouraged to attend. We could be here all day naming all the noteworthy cars that appeared for this year's event, but here are a few:

"Kenneth Turner's Huger Orange '69 Camaro, immaculately straight and totally trick;

"Mary and Patrick Opipari's 1941 Plymouth Pickup – yes, Plymouth once sold trucks;

"Fred Swan's hand-built 1936 Mercedes recreation. Not a kit, folks. Built from scratch;

"Alex Kraski's '79 Dodge Little Red Express Truck: slammed, tubbed, and stuffed with a big-inch Hemi V8;

"John Hvlko's time-capsule '70 Superbird, totally original with only 4,000 miles, a rolling historical document for Chrysler wing car enthusiasts."

With the great attendance, exhibitors appeared to be happily basking in all the attention their prize rides were garnering.

Some came a long way, like Joe Ramey of Ladd, Ill., with his red-



It was car buff heaven on the grounds of the Walter P. Chrysler Museum June 8 at the CEMA Charity Car Show. Photo by Marc Rozman

and-chrome 1940 Dodge half-ton pickup.

Ramey, who said he's driven Chryslers since he first got behind the wheel, said the truck has a 6-cylinder flathead engine teamed with a three-speed transmission.

Built in an era where engine and drivetrain technology was less advanced, Ramey's half-ton pickup was rated at about 97 horsepower.

"I'm a Chrysler man, so, since I wanted a pickup truck, it had to be a Dodge," Ramey said.

Car shows aren't just for guys, of

course. Many admiring stares were aimed at the cherry-white 1964 Plymouth Fury convertible owned by Tina Spehar of Leonard.

Spehar, who owns the Rochester Esthetics skin and nail salon in Rochester, bought the car about four years ago.

Spehar had a similar car before she was married, except it wasn't a convertible.

"I always wanted one of these," she explained.

She said that, with its 361-cubic-inch V8 under the hood producing 330 horsepower, "It's fun. It's a great car to drive."

Oregon Team Takes 2013 Ford/AAA Student Auto Skills Title; Oxford Snags 24th Spot

Ford hosted the national finals for the 64th annual Ford/AAA Student Auto Skills competition June 11 at its world headquarters facility in Dearborn.

Fifty teams, each representing a top high school auto technician pair from each of the 50 states, vied for nearly \$12 million in scholarship prizes as they raced against the clock to be the first to flawlessly repair one of 50 "bugged" identical Ford vehicles.

When the last set of wrenches was laid down, judges named the duo of Logan Boyle and Cody Collins from Vale High School, Vale, Ore., as the champions for earning the day's top score.

Experts had intentionally placed "bugs" in each of the cars for the high schoolers to find and fix.

"Ford is proud to play a role in developing the technicians of tomorrow," said Steve DeAngelis, Ford's Global Manager of Technical Support Operations.

"It's a challenging, ever-evolving industry out there and Ford is committed to providing the best, most comprehensive training possible and part of that is providing unique opportunities like our partnership with AAA on this exciting annual competition. We share our congratulations with today's winners and all the attendees – they worked hard to get here."

"From connected cars to alternative fuels, automotive technology is advancing at a faster pace than we have ever seen, and tomorrow's technicians need to be savvy, innovative and eager," said Marshall L. Doney, AAA senior executive vice president and chief operating officer.

"The Ford/AAA Auto Skills competition develops future technicians who will ensure motorists will receive access to quality repair."

Other top 10 finishers, in order from second to 10th, were teams from Virginia, Maryland, Illinois, Hawaii, Kentucky, Oklahoma, Kansas, Arizona, and Connecticut.

The Michigan team, Oxford High School students Joshua English and Michael Doell, who earned their spot by winning the state final in April, finished in 24th place.

Beginning with a shotgun start, each student two-person team raced to their vehicles to review a work order that challenged them to diagnose and repair a number of purposefully placed "bugs" ranging from digital to mechanical and electrical. Once the repairs were completed, it

was a race to shut the hood, fire up the engine and steer the vehicle across the finish line – where a judging team awaited.

Vale High School earned a "perfect car" score by flawlessly repairing all the "bugs" without any demerits. Combined with the results of a written examination taken on June 10, their score allowed them to bring home the trophy as national champions.

In addition to scholarships, the Oregon team will get to enjoy an immersive, week-long job-shadowing experience with 2011 Daytona 500 winner Trevor Bayne and his Wood Brothers Racing team as they prepare the No. 21 Motorcraft/Quick Lane Ford Fusion car for the Coke Zero 400 in Daytona Beach, Fla., the same site where Bayne famously won at age 20.

Ford to Hire 800 Employees

Signaling the continued growing strength of the Detroit-based auto industry, Ford is in the process of hiring approximately 800 new salaried employees.

The announcement was made last week. The 800 hires are just the latest in a series Ford has made in 2013. In a statement to the press, Ford spokesperson Kimberly Harry stated, "Ford expects to hire 3,000 salaried workers this year. The bulk of the positions are primarily in engineering, information technology, product development and manufacturing. However, we're also hiring in purchasing, finance and other areas. The increase in our hiring target is a result of the

company's need to meet surging customer demand for our top-selling cars, utilities and trucks. This is an increase from the 2,200 hiring target that we announced in January 2013.

"Additionally, Ford is adding more than 3,000 hourly manufacturing jobs this year (1,400 for Flat Rock and 2,000 for Kansas City). However, hiring for these positions is complete."

Ford is expected to have more than 30,000 salaried employees by the end of the year. During the recent economic downturn, that figured dropped to as low as 25,000. Before the impact of the recession was felt, Ford had 38,000 salaried workers in 2006.