

Alan Batey Assumes Control of Chevrolet Brand Worldwide

General Motors has appointed Alan Batey senior vice president, Global Chevrolet, which accounts for more than half of GM's sales worldwide.

Batey will also serve as the head of U.S. Sales, Service and Marketing for Chevrolet, Buick and GMC.

In his global Chevrolet role, Batey will report to GM Chairman and CEO Dan Akerson. In his U.S. Sales, Service and Marketing role, he will report to Mark Reuss, president, GM North America.

Batey will also be a member of GM's Executive Operations Committee.

He had been vice president, U.S. Sales, Service and Marketing and interim global chief marketing officer.

Director of Chevrolet Communications Michael Albano said that the position is newly created.

"Mr. Batey starts immediately," Albano said.

"It's a new position and we don't often do something like create a new position. When we do that, it's because there is a need or purpose."

Albano said that Chevrolet has been, for all intents and purposes, a global brand for the past 96 years.

Yet there's never been a global leader for the Chevrolet brand.

"Chevrolet is the fastest growing brand in the world right now," Albano said. "We are doing very well in China and Asia. We're growing very fast in Russia – that's where we're really exploding. We've always been strong in South America, and we're fairly strong in North America."

So now is the time to have all of Chevrolet aligned under one global leader, Albano said.

This announcement, he added, is not connected with the recent announcement concerning Susan Docherty leaving her position at Chevrolet Europe.

Chevrolet sold more than 1.18 million vehicles around the world in the first quarter of 2013, achieving its 10th consecutive quarter of record sales, and will launch 25 new vehicles around the world before the end of 2013, Albano said.

"Chevrolet is our mainstream global brand, and with the growth we are experiencing and the barrage of new products we have coming, the time is right for us to have a single leader responsible for managing the brand around the world," said Akerson.

"Alan Batey has worked in markets all over the world, has demonstrated the ability to deliver great business results and understands how to balance global brand consistency while maintaining the local voice of the customer."

Batey began his career with General Motors in 1979 as a mechanical engineering apprentice for Vauxhall in the United Kingdom.

He has held senior management positions in the U.K., Switzerland, Middle East, Netherlands, Germany, Korea and Australia.

Prior to joining Chevrolet in the U.S. in 2010, Batey served as chairman and managing director, GM Holden Ltd. Operations, in Australia and New Zealand.



Alan Batey

GM Plant Set for \$133 Million in New Equipment

GM will invest \$133 million to add a third stamping press and build and equip a 114,000-square-foot stamping plant addition to its Wentzville (Mo.) Assembly and Stamping plant.

The moves are being made to increase manufacturing flexibility at the site. Construction will begin in July, and GM expects the press to be operational by early 2015.

Wentzville is the home for GM's full-size vans – the Chevrolet Express and GMC Savana – and is undergoing construction for production of GM's next-generation midsize pickups, the Chevrolet Colorado and GMC Canyon.

This investment adds to the \$380 million investment GM announced in November 2011 to prepare the plant for midsize pickup production.

"Our investment in a third stamping press is a win for the business, Wentzville employees and our customers," said Larry Zahner, manufacturing manager, GM North America.

"Stamping parts where we assemble vehicles improves manufacturing efficiency and contributes to the high level of quality our customers deserve."

Wentzville Assembly employs approximately 2,000 employees across two shifts. The new press will increase the plant's capacity in stamping fenders, doors and other key components for the new pickups and full-size vans.

"I want to congratulate UAW Local 2250 and the Wentzville workers for their ongoing commitment to delivering quality vehicles," said UAW Vice President Joe Ashton, who directs the union's GM Department.

Ford, UAW Team to Help Retirees with Health Care Costs

Ford Motor Company, the United Auto Workers and the UAW Trust are launching an Enhanced Care Program pilot this summer in Southeastern Michigan to help improve the health care experience and outcome for Ford's hourly active employees and the Trust's non-Medicare retired members.

The goal of the program is to provide care that treats overall health and leads to a better quality of life. Through a personalized care approach, the program looks for ways to help with current chronic, manageable health care needs and to prevent future problems when possible.

"The health and well-being of our employees continues to be a top priority," said Marty Mulloy, vice president of Labor Affairs at Ford. "This pilot is expected to help us to deliver better health care to our employees, while helping to lower total health care costs."

Through the program, participating patients will have access to a personal care nurse, who

works closely with a patient and his or her doctor to coordinate care and achieve the patient's personalized health goals. Patients can contact their personal care nurse by phone, email or in person as frequently as needed at no additional cost.

Participants will be invited into the pilot program by their doctor if their health needs suggest they will benefit from enhanced, more personalized care. The program is voluntary for hourly employees and non-Medicare retirees. The initial phase of the pilot will begin this summer and run for two years.

"The UAW's goal has been and always will be finding ways to deliver better health care to our members," said Jimmy Settles, UAW vice president. "Toward this goal, we will continue to partner and innovate with Ford and other organizations to improve quality of care and outcomes, thereby truly addressing costs instead of merely shifting them."

"We believe the added support in this voluntary program will be

of great benefit to our highest-needs members."

The pilot will be conducted in partnership with Blue Cross Blue Shield of Michigan, Blue Care Network of Michigan and Health Alliance Plan, as well as select physicians located in Southeast Michigan.

Ford, the UAW and the Trust expect 1,200 to 1,500 participants to join the pilot. In Michigan, Ford and the UAW have approximately 18,000 active hourly employees and the Trust has approximately 118,000 non-Medicare retired members.

The \$52.4 billion UAW Retiree Medical Benefits Trust is the largest non-governmental payer of retiree health care benefits in the United States, providing health care benefits to nearly 800,000 UAW retirees and dependents.

"The Trust is pleased to be asked to participate in this pilot program and excited to partner with all of the participating organizations and physicians," said Fran Parker, executive di-

rector of the UAW Retiree Medical Benefits Trust. "We are thrilled about the opportunity to evaluate this innovative approach, which has the potential to improve the quality of life for retirees as well as active hourly employees."

Ford, the UAW and the Trust play no clinical role in the program, have no knowledge of who is eligible or participating, and provide only financial support. Patient privacy is guaranteed by the federal government under the Health Insurance Portability and Accountability Act.

According to Ford, this program will have no effect on health insurance premiums for UAW members or retirees.

Freudenberg Strengthens Its Focus on N. A.

In the 50 years since President Kennedy said, "Ich bin ein Berliner," economic ties between the U.S. and Germany have grown exponentially, and Freudenberg Group's business in the U.S. has followed the same trajectory.

The company's North American automotive headquarters is in Plymouth and its North American corporate headquarters is in the process of being built on that same campus. The new construction demonstrates the importance of the North American market to Freudenberg, according to company spokesperson Indira Sadikovic.

In the year of the Kennedy speech, Freudenberg's worldwide sales amounted to approximately 270 million dollars, with only a small portion generated in the U.S., and last year, Freudenberg companies in North America generated 1.8 billion dollars in sales, representing more than 21 percent of the total of 8.2 billion dollars of Freudenberg worldwide sales.

According to Freudenberg officials, more than 3,000 German companies in the U.S. employ more than 700,000 people. That number includes more than 6,000 Freudenberg employees.

Freudenberg entered the U.S. manufacturing landscape more than 60 years ago with its first manufacturing facility in Lowell, Mass. Since then, 15 Freudenberg companies have established their manufacturing locations in the U.S.

In 2012, Freudenberg companies invested close to 100 million dollars in their U.S. based businesses, making North America, Freudenberg's largest market after Europe.

Freudenberg's investments are focused around five areas identified in the global "buy and build" strategy – chemical surface treatment, medical technology, oil and gas, industrial filtration technology, and vibration control technology – while strengthening its business in established markets.

Freudenberg's management structure also reflects the importance of the U.S. market. Americans hold some of the top positions in the company.

Since mid-last year, the first non-German Speaker of the Board of the Freudenberg Group is an American – Dr. Mohsen Sohi. American executives are members of the Global Executive Team, including Leesa Smith, the first woman member. They provide an important contribution to Freudenberg's management structure, ensuring full consideration of the U.S. market potential and needs.

Smith, Freudenberg North America president and regional representative, said she's excited about Freudenberg's prospects in the North American market.

"The U.S. and North America, as a whole, present a steady, mature market, which offers attractive growth potential in market segments which Freudenberg

views as strategic for its continued, sustainable growth," she said, and added, "Freudenberg companies in the U.S. continue to grow both organically and through strategic acquisitions. That growth is recently especially pronounced in automotive, energy – both conventional and renewable – healthcare and IT services."

Camaro Fest Set July 5-7

Camaro Superfest 2013 will take place between Friday, July 5 and Sunday, July 7, at Riverside Park in Ypsilanti.

This will be the 22nd year the Camaro festival has been held. The event is strictly for Camaros and the theme this year is the Camaro Z28. The festival is open to any Camaro owner.

The vehicles may be stock restored or modified. Spectators are welcome for Saturday and Sunday.

There is no registration fee charged for those who wish to only display their vehicles.

The cost for entering a car in the "judge" class is \$10. A \$25 fee will be charged for those who wish to obtain a "swap" space or sell a car. Spectators will be asked to make a donation to the Lupus Foundation of America.

Visit camarosuperfest.com to learn more about the show.

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