

GM Picks Up Eight Vincentric Awards for Residual Value

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• Buick LaCrosse – Premium large sedan.

“General Motors received awards in a wide-range of segments,” said David Wurster, president of Vincentric. “It’s clear that GM’s strong product portfolio and CPO program provide measurable value to customers.”

Jeff Bunch, vice president of Lenders Solutions for Black Book, said residual values can play an important role in new-car sales.

Many people buy new cars with an eye on what the vehicle could be worth when it comes time to trade the vehicle in and get another new car, Bunch said. A vehicle having a high residual

value is a positive factor when people decide whether or not to buy a certain model vehicle.

High residual value creates demand. Demand, in turn, can help create strong residual value, Bunch said, creating a sort of “pleasant circle.”

Bunch said he’s not surprised at the particular GM vehicles that were cited for their CPO values.

With construction beginning to make a comeback, the demand for good pickup trucks, both new and used, is getting stronger. The automaker redesigned the Sierra and Silverado at the perfect time to take advantage of this demand.

And, Bunch said, mid-sized cars have made a comeback with

the buying public. Their fuel economy is strong, which wasn’t always the case in the past, and “they look good. The mid-sized car of today looks sharp.”

So seeing the Buick Regal and the Buick LaCrosse on the list was consistent with how Bunch has been reading the marketplace.

In its inaugural year, the Vincentric Awards honor the “Best in Class” model with lower-than-expected ownership costs in each market segment.

“Low cost-of-ownership and overall value are key factors for customers when they’re shopping for a CPO vehicle,” said Jennifer Costabile, GM general director of Used Vehicle Activities and Marketing.

“The Vincentric Awards are a great testament to our Owner Care program, which is the only CPO program in the industry to include a standard vehicle maintenance plan – a real value for customers.”

Vincentric measures cost-of-ownership using eight different cost factors: depreciation, fees and taxes, financing, fuel, insurance, maintenance, opportunity cost, and repairs.

Each CPO vehicle was evaluated in all 50 states plus Washington, D.C., with the assumption that each vehicle had been driven 15,000 miles per year, and with the expectation that they will be driven an additional 15,000 miles per year over the coming five years.

Ford Tops Chart Of Best-Perceived Brands in the U.S.

Ford has achieved something that no other automaker – foreign or domestic – has done. It made the YouGov list of best-perceived brands in the U.S.

The company has not only made the YouGov list, it was ranked first – numero uno.

YouGov is a marketing research firm, and every day of the week, its workers speak to 5,000 Americans, gauging public opinion on 1,100 of the country’s biggest brands.

YouGov asks respondents if they’ve “heard anything about the brand in the last two weeks through advertising, news or word of mouth,” and was what they heard positive or negative.

The most recent survey put Ford at the top of the list, followed by Amazon, Subway, The History Channel, Lowe’s, V8, Walgreens, YouTube, Kindle and Cheerios. In 2012, Ford was ranked sixth on the YouGov list.

On its web site, YouGov said of Ford that “it has been a successful year so far for the automaker in terms of perception and profits, with Ford posting its highest-earning quarter in Q1 2013 in more than a decade. The manufacturer increased its U.S. market share from 15.2 percent in 2012 to 15.9 percent in 2013, thanks largely to the success in sales of its Focus model.

Surprisingly, no other automaker made the Top 10. The list also did not include some other pretty heavy hitters, such as Apple, Google and most media outlets.

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Ford Senior Leadership Shifts Around as Brown Retires

Ford Motor Company has put in place a series of changes within its senior leadership team.

Tony Brown, group vice president, Global Purchasing, has elected to retire. Capping a career spanning more than 36 years, Brown has been Ford’s Global Purchasing leader for the past 11 years. He joined Ford in July 1999, after serving in a variety of senior purchasing leadership positions inside and outside the auto industry.

“Tony Brown is a world-class business leader who has helped to transform Ford’s relationships with our global supplier partners,” said Ford President and CEO Alan Mulally. “Tony’s leadership and dedication to working together have helped Ford and our supplier partners emerge from the recent global transformation of the auto industry well-positioned for future growth.”

Succeeding Brown as group vice president, Global Purchasing is Hau Thai-Tang, who will report to Mark Fields, Ford’s chief operating officer. Thai-Tang currently is vice president, Engineering. His extensive global experience leading the company’s global engineering operations in North America, South America and Europe will enable him to bring the same One Ford approach to Ford’s purchasing, company officials said.

Ford also announced that Birgit Behrendt was elected a Ford Motor Company officer and named vice president, Global

Programs & Purchasing Operations, and that Burt Jordan was elected a Ford Motor Company officer and named vice president, Global Vehicle and Powertrain Purchasing & Supplier Diversity. Both will report to Thai-Tang.

Currently executive director, Global Programs and the Americas Purchasing, Behrendt will have operational purchasing responsibility for all the regions of the world and for partnering with Ford’s suppliers to accelerate their integration into the company’s global product development system. She also will help drive operational efficiency across each of the company’s business units, leveraging Ford’s global scale to improve costs and operational efficiency. Behrendt joined Ford in 1978.

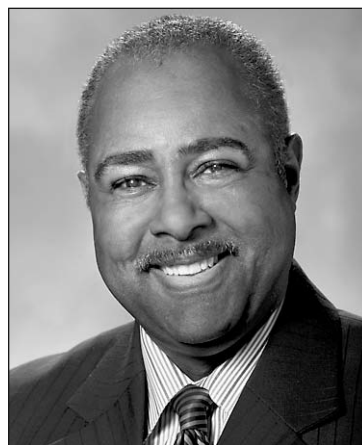
Currently executive director, Global Vehicle and Powertrain Purchasing, Jordan will be responsible for all commodity-related purchasing and supplier sourcing around the world.

This includes more than \$70 billion in parts and commodities, as well as leading the company’s Supplier Diversity Office. Since joining Ford in 1999, Jordan has led Ford’s Purchasing activities in Asia Pacific and at Mazda, and has extensive experience in vehicle and powertrain purchasing – most recently leading the company’s global powertrain and vehicle purchasing organization. He has been honored several times as one of the industry’s most influential African American auto-

otive business leaders.

In parallel with these moves, Kumar Galhotra was appointed vice president, Engineering, succeeding Thai-Tang. Currently vice president, Product Development, Asia Pacific, Galhotra will oversee global engineering for the development of all Ford and Lincoln vehicles. He will report to Raj Nair, group vice president, Global Product Development. Since joining the company in 1988, Galhotra has held various positions in product development. In his recent role, he has led the team that developed Ford’s aggressive plan to bring more than 50 new vehicles and powertrains to Asia Pacific by mid-decade.

Succeeding Galhotra is Trevor Worthington, who was elected a Ford Motor Company officer and appointed vice president, Product Development, Asia Pacific, based in Shanghai. Worthington currently is a Vehicle Line direc-



Tony Brown

tor within Ford’s Asia Pacific Product Development organization. In his new role, Worthington will be responsible for continuing the acceleration of new products to support Ford’s aggressive growth plans in Asia Pacific.

All appointments are effective Aug. 1.

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