

Chrysler Volunteers Strike Blow Against World Hunger

by Irena Granaas

With the automaker's blessings, hundreds of Chrysler employee volunteers at the company's Auburn Hills headquarters spent some time July 17 packing food for people in some of the most distressed areas on Earth.

The *Oakland Tech News* caught up with the afternoon food packing "shift" as they were well into the process of bagging rice, flour and other staples into individual packages containing enough food to feed six people.

By that measure, the volunteers packed enough food to serve 60,000 meals.

The meals were collected by Stop Hunger Now, an international relief agency that sends food where it's needed in 40 to 60 countries around the world each year.

Matt Oquist, Community Development director for Stop Hunger Now, said the agency has been around since 1998 and has been packing meals for delivery since 2006.

"Last year, we made 26 million meals, and we shipped meals to over 60 different countries, but we usually have about 40 countries we ship to on a regular basis," he said. "All of the meals packed here today will go to El Salvador."

In addition to providing the

willing hands to measure food items, package them in sealed bags and pack the boxes, Chrysler also donated the 25 cents cost per meal, which enabled Stop Hunger Now to organ-

ize the event. Oquist said the meals will go to a program the agency has established in El Salvador, which provides one meal a day to children who are in school.

Each of these meals provides a child with all of the important vitamins and nutrients he or she needs, "which increases the per-

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Chrysler volunteers pack food bound for El Salvador for international relief agency Stop Hunger Now.

GM Earns Eight Vincentric Awards For Residual Value

General Motors received eight Vincentric 2013 Best Certified Pre-Owned (CPO) Value in America awards, with no manufacturer earning more awards. In addition to vehicle awards, GMC was honored as the best truck brand.

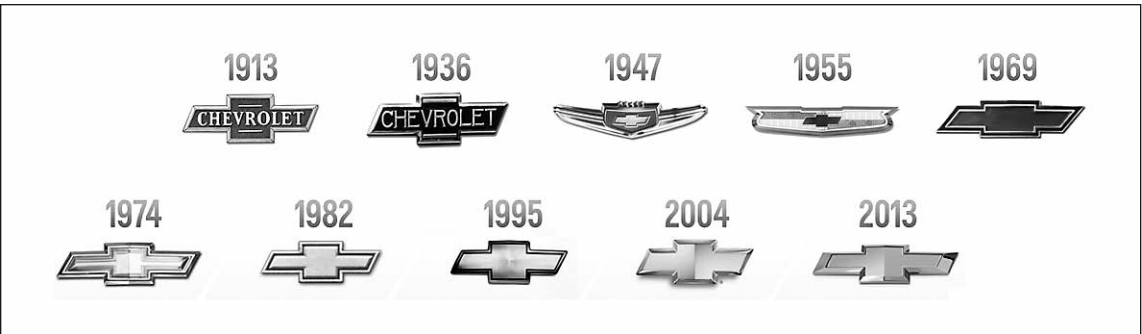
GM Best CPO Value winners:

- GMC – Best CPO Brand Value, Truck;
- Full-size half-ton ton pickup – GMC Sierra 1500 and the Chevrolet Silverado 1500;
- GMC Sierra 3500 – Full-size one-ton HD pickup;
- Chevrolet Cruze – Compact sedan;
- Chevrolet Express G1500 – Full-size passenger van;
- Chevrolet Silverado 2500 – Full-size, three-quarter-ton HD pickup;
- Buick Regal – Premium mid-size sedan;
- 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

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Chevy's bowtie logo has evolved over the years. It was introduced in 1913 and placed on the H-2 Royal Mail and H-4 Baby Grand models. In 1936, the version pictured appeared on all Chevy trucks. The 1947 version appeared on Fleetline, Fleetmaster and Stylemaster cars. The bowtie, as it appeared on the Bel Air, 210, 150 and Nomad models had its own look in 1955. The 1969 version of the logo as it appeared on the Camaro really popped. The 1974 version, as it appeared on the Impala had texture. By 1982, the logo on the Blazer was simplified. In 1995, some contours were added to the bowtie placed on all truck models. Beginning with the 2004 Malibu, the Chevrolet global bowtie badge was used on both cars and trucks. The 2013 Chevy global bowtie appears on all cars, trucks and crossovers produced and marketed in more than 140 countries.

Chevrolet's 100 Years of Bowtie Evolution – Was Logo a Between-Dinner-Courses Idea?

Chevrolet's famous bowtie logo celebrates its 100th anniversary this year.

It will be on the 25 products being launched this year, which is pretty good considering it has an origin that is still uncertain.

In 1913, Chevrolet co-founder William C. Durant introduced the signature Chevy bowtie on the 1914 Chevrolet H-2 Royal Mail and the H-4 Baby Grand, centered at the front of both models.

"The Chevrolet bowtie is recognized around the world and has become synonymous with American ingenuity," said Chevrolet Chief Marketing Officer Tim Mahoney.

"Whether you're pulling thousands of pounds through rocky terrain in a Silverado pickup or commuting in a Spark EV, Chevrolet's bowtie will always be at the very front of your travels."

Sixty million Chevrolets are on

the roads worldwide today and the bowtie has adorned 215 million Chevrolets over the last century.

The bowtie's centennial is marked by new entries, such as the Cruze Clean Turbo Diesel compact sedan in the U.S. and the Trax small SUV in 40 international markets.

While the bowtie has been present for 100 years, the details surrounding its origin are still uncertain. Stories range from Durant being inspired by the wallpaper design in a Parisian hotel to a newspaper advertisement he saw while vacationing. Durant's widow and daughter have offered alternative explanations.

According to Margery Durant, in her 1929 book, "My Father," Durant sometimes doodled nameplate designs on pieces of paper at the dinner table. "I think it was between the soup and the fried chicken one night that he

sketched out the design that is used on the Chevrolet car to this day," she wrote.

But in a 1968 interview, Durant's widow, Catherine, said the bowtie design originated from a Hot Springs, Va., vacation in 1912. While reading a newspaper in their hotel room, Durant spotted a design and exclaimed, "I think this would be a very good emblem for the Chevrolet." Unfortunately, Mrs. Durant never clarified what the motif was or how it was used.

But that nugget of information inspired Ken Kaufmann, historian and editor of *The Chevrolet Review*, to search out its validity. In a Nov. 12, 1911, edition of *The Constitution* newspaper, published in Atlanta, an advertisement appeared by the Southern Compressed Coal Company for "Coalettes," a refined fuel product for fires. The Coalettes logo,



This Southern Compressed Coal Company ad with the bowtie logo (top) appeared in the Nov. 12, 1911, edition of *The Atlanta Constitution*.

as published in the ad, had a slanted bowtie form, very similar to the shape that would soon become the Chevrolet icon.

Did Durant and his wife see the same ad – or one similar – the following year a few states to the north?

The date of the paper Kaufmann found was just nine days after the incorporation of the Chevrolet Motor Co. The first use of the bowtie by Chevrolet appeared in the Oct. 2, 1913, edition of *The Washington Post* with the words, "Look for this nameplate," above the symbol.

TRW Launches New, Lighter Seat Belt System

TRW Automotive Holdings Corp. is now delivering its next-generation SPR4 (Snake Pretensioner Retractor) seat belt assembly for its worldwide customers and launching the product in North America, Europe and China.

TRW Automotive Spokesman John Wilkerson said that the company is always looking for ways to improve its seat belt systems.

"We want to be able to protect passengers in crash situations as well as making the seat belt system lighter and smaller," Wilkerson said.

The new system is also part of TRW's efforts to develop standardized products, he added.

There are benefits to standardization on a global scale, he said. It helps make technology affordable through economies of scale. By having a universal standard, systems built in different places around the world are built to the same specs and that improves quality.

"This is just a common sense approach," Wilkerson said.

The SPR4 uses a plastic piston instead of conventional metal components to transfer tensioning torque, resulting in a simpler and lighter-weight design as well as more compact packaging.

Norbert Kagerer, vice president, Occupant Safety Systems Engineering, TRW, said: "The design offers vehicle manufacturers a number of distinct advantages, which has led to strong interest globally. The lighter weight, plastic material allows

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