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"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

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Ryan Romanik of The Gentlemen Mutineers plays the harmonica track in a 2014 Chevrolet Impala while engineer Mark Pastoria of Harmonie Park Studios records the music.

2014 Impala Quiet Enough to Record Music

Simon & Garfunkle sang about the "Sounds of Silence" and that's just what Chevrolet wants to give to its 2014 Chevy Impala buyers.

To prove that point, Frankie Turner, lead singer of Detroit-based blues-rock band, The Gentlemen Mutineers, recently sang in the 2014 Chevrolet Impala, using the full-size sedan as a "mobile studio" to record an "Impala

Mix" of their party anthem, "Detroit Throttle."

"The Corktown wobble, the Motor City slide, some Detroit throttle with that good time vibe, we'll get in the Impala and take that ride, 'til we feel like we're 25 miles above the sky," Frankie sang while Mark Pastoria of Harmonie Park Studios recorded it onto a laptop computer. In addition to the chorus, the band also

recorded harmonica and trombone tracks in the car for the song.

The bustling city sounds of Detroit Tigers' game-day traffic, construction noise and live music in the park proved practically inaudible inside the Impala, said the Grammy Award-winning audio engineer.

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Chrysler's SHAP Paint Shop Part of \$850M Investment

by Irena Granaas

Chrysler invited a select group of media to its Sterling Heights Assembly Plant July 16 for a tour of the plant's new state-of-the-art paint shop before the operation is fully up and running.

Jodi Tinson, manager of Manufacturing and Labor Communications at Chrysler, said manufacturing was originally given funding for a new paint shop in 2007, but the economy tanked, the project was delayed and as Chrysler went into bankruptcy, SHAP was left in the estate of Old Car Co. and was scheduled to close by 2010.

"On July 30, 2010," Tinson said, "the company announced that it had repurchased the plant from the old company, keeping it open through 2012 and adding a second shift. Then with the announcement to invest in a new paint shop in October 2010, it was also announced that SHAP would build future vehicles, solidifying the plant's long-term future."

Chrysler had announced plans to invest \$850 million in the SHAP paint shop and the two area stamping plants. Chrysler officials at the plant declined to specify exactly how much of the

total went into the paint shop.

Tinson said SHAP broke ground on the new paint shop June 17, 2011. The facility is slated to be fully up and running before the end of the first quarter of 2014.

Prior to the guided tour, John Powell, senior manager - Paint Facilities, Planning and Launch, and Chris Kulka, Paint Project manager, provided a history and overview of the paint shop.

Powell said SHAP is the third Chrysler plant in North America to add one of these high-tech, extensively redesigned paint shops. Powell said the 425,000-square-foot paint shop is designed from Chrysler's World Class Manufacturing standpoint.

"The goal of WCM is to continuously improve performance in order to reach the objective of zero waste," Tinson said. "Waste is broadly defined, and it includes goals such as zero accidents, zero breakdowns, zero excess inventory, and zero environmental impact. This new paint shop was designed with those objectives in mind."

Powell said prior to construction of the new SHAP paint shop in Sterling Heights, the Belve-

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Delphi Auto Offers Solution for the Sounds of Silence

Today's quieter, more efficient electric and hybrid electric vehicles have many positive qualities to recommend them, but their nearly silent approach has long been recognized by experts as a potential danger to pedestrians.

Delphi Automotive has offered a solution with the supplier's new Vehicle Sound Generator. With a pleasant, repeating short burst of tones, cars equipped with the Sound Generator warn pedestrians, cyclists and the visually impaired that a vehicle is approaching.

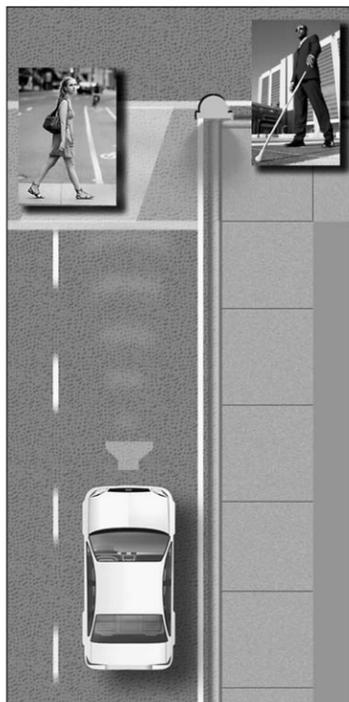
Compact and lightweight, Delphi's single-box sound generator - or sounder - is what Delphi presents as an environmentally friendly solution to comply with emerging safety legislation, while making it possible for the device to be integrated with other vehicle safety features.

"Delphi draws on decades of vehicle alarm system experience to develop this industry-leading sound generation technology," said Beth Schwarting, vice president of Delphi's Electronic Controls business unit.

"It will help automakers meet upcoming regulations designed to ensure that visually-impaired and other pedestrians are able to detect and recognize nearby hybrid and electric vehicles."

Delphi experts explain that vehicles that run on a partial or full electric drivetrain emit a much lower intensity sound at lower speeds compared to a similar size internal combustion engine powered vehicle.

For example, a pedestrian can hear an ICE vehicle moving down the road at 6 mph from 328 feet



Delphi product sounds warning.

away. In contrast, a near-silent vehicle like an electric or hybrid can be hard to detect even when it is close.

The Delphi Vehicle Sound Generator (patent pending) comes on the scene at a key moment. Schwarting says Japan already has guidelines for hybrid and electric vehicle warning systems in effect, and similar safety legislation is expected for North America and Europe in the near future.

"Industry experts predict that global legislation requiring warning signals is rapidly approaching," said Schwarting. "Delphi is committed to helping our customers address these market-driven challenges today with affordable, environmentally-friendly

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Survey Says: 66 Percent of Respondents Are Likely to Lease Their Next Vehicle

by Irena Granaas

If you've thought about leasing your next car instead of purchasing, you're in good company.

Swapalease.com recently conducted a car shopping survey that had about 66 percent of the 700 nationwide respondents saying they were "extremely likely" or "likely" to lease their next vehicle.

The lease marketing company said leasing should continue to rise over the next 12 to 24 months as pent-up demand continues to bring car shoppers into dealerships.

"Leasing will continue to be an attractive option for car shoppers looking for low monthly payments on their next vehicle," said Scot Hall, executive vice president of Swapalease.com. "Leasing's popularity will continue to rise as shorter terms and more flexible lease policies are introduced to consumers."

Leasing is a win for today's automakers and auto dealers as well, allowing people to drive home with more car for their money.

At Milosch's Palace Chrysler Dodge Jeep and Ram dealership in Lake Orion, leasing is a crucial part of vehicle sales.

"It's approximately 75 to 80 percent of our business, because (buyers) can get a lot nicer vehicle that fits their budget," said Paolo Persichetti, Palace general sales manager.

Persichetti said the percentage of customers choosing a lease is about the same as last year, but said business has picked up due to easier availability of credit.

"Buyer confidence is way up, as it should be," he said.

Persichetti said he expects leasing to grow as an option for consumers.

"People are seeing the benefit of leasing again because it's more affordable, when looking at a \$30,000 vehicle instead of buying it for a five-year loan or a six-year loan they can lease it for a two- or three-year loan for half the payment.

"And the truth of the matter is people think they're going to keep their car for a long time but nine times out of 10, after two or three years, people would like to change vehicles. Leasing is the best way to do that, and it keeps them coming back into the dealership every two or three years."

And, Persichetti noted, with a lease, their vehicle is covered bumper-to-bumper under warranty up to 36,000 miles.

"So nine times out of 10, all people have to do is make their payments (and a couple of oil changes) because now with the new Chrysler engines, they only have to change the oil every 10,000 miles," he said.

Leasing also accounts for more than half the vehicle sales at the Buff Whelan Chevrolet dealership in Sterling Heights. General Manager Jack Bos said at least 65 percent of the dealership's business is leasing. Dealership owner Kerry Whelan said, "It's important, obviously, because you're getting the customer back in a quicker cycle... also, everyone's needs continue to change throughout their life... If you get married and have a baby, and you have a three-year lease, you

can get out of that vehicle and get into another vehicle that's more conducive to your needs," she said.

She pointed out that after the GM bankruptcy "there was virtually no leasing" and it came back slowly, "but now we're definitely on the upswing, no question."

Bos can remember \$199 monthly car payments as far back as 1995 for a small car. Today, consumers can get lease payments that are even lower than that for vehicles that are twice the price.

"And the quality is so much better on the cars nowadays, so it makes customers happy to be able to get out of one vehicle and into another," he said.

"We feel the manufacturer likes to put more money into leasing in the Detroit area because employees and customers are happier with the cars, because they're under warranty."

Whelan said before the GM bankruptcy, people could actually be approved for a lease on a new car and not get credit for a used car, "which is crazy."

"Now it's back in line to where it needs to be. Credit was definitely a challenge at first. A lot of people went through a lot of hardships... But now we have different choices out there with GM Financial and with Ally and U.S. Bank, and they all do things a little bit differently, and so it's much easier to accommodate (people)."

"And with the high price of used cars right now, people can lease a brand-new car and not have any maintenance issues, as opposed to a used car," said Bos.

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