

GM Foundation Donates \$200K to Assist ‘Never Leave Your Child Alone in a Car’

As summer temperatures continue to climb, so does the risk of child injuries and deaths due to heatstroke.

To help raise awareness of this issue, the General Motors Foundation is providing \$200,000 to Safe Kids Worldwide to support the organization’s “Never Leave Your Child Alone in a Car” campaign.

“We are committed to raising awareness regarding how dangerous a car can become for a child left alone in a vehicle for even a few short minutes,” said Mike Robinson, GM vice president of Sustainability and Global Regulatory Affairs and a member of the GM Foundation board of directors.

“Passenger safety is a priority for our company and we’re proud to partner with Safe Kids to help save lives and prevent injuries.”

Since 1998, an average of 37 children per year have lost their lives due to heatstroke, according to the National Highway Traffic Safety Administration.

Even on a 75-degree day, the interior of a vehicle can reach more than 100 degrees in approximately 20 minutes.

On an 80-degree day the interior of a vehicle can reach 100 de-

grees or more in just 10 minutes.

The GM Foundation’s donation to Safe Kids included raising awareness for “National Heatstroke Awareness Day,” which this year was on Wednesday, July 31.

Advocates are encouraged to join the day-long social media conversation by tweeting and posting Facebook messages us-

ing the hashtag #heatstroke. General Motors, Chevrolet and On-Star have signed on to encourage their social communities to join the conversations.

“Even one death is too many, so we are grateful to have support from the GM Foundation to raise awareness about heat-

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Campaign sign: 92 degrees outside can equal 117 degrees in a car.



2014 Fiat 500L Urban Surf Party

Fiat Launches Party Car – The 500L Urban Surf Party

Fiat is debuting its unique urban beach party series – the Fiat 500L Urban Surf Party – in six major U.S. cities beginning in August.

The six parties, the first of which took place in Miami Beach on Aug. 2 at the Bass Museum of Art, will continue throughout this summer and fall in Santa Monica, Calif., San Diego, Chicago, San Francisco, and New York City, said Chrysler spokesperson Diane Morgan.

“The Fiat 500L Urban Surf Party is one of the many exciting ways to celebrate the launch of the 500L here in the U.S.,” said Jason Stoicevich, head of Fiat Brand North America. “Partnering with Grind Media gives us the opportunity to create an enticing and creative experience that showcases the new Fiat 500L in a truly unforgettable setting.”

Morgan said, like this new car

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Big 3 Adds to Investing as Sales Continue to Set Records

GM to Add \$167M for Two New Projects For Tennessee Mid-Size Vehicle Build

General Motors increased to \$350 million its planned spending for new vehicles to be produced at its Spring Hill, Tenn., assembly plant.

The new investment adds \$167 million to a previously announced \$183 million pledge and is expected to create or retain about 1,800 jobs, said Bill Grotz, manager of manufacturing and labor communications for GM.

The new investment is for two projects:

- An additional \$40 million added to the earlier announced \$183 million investment to support a future mid-size vehicle program, bringing the new total investment to \$223 million. This program is expected to create or retain approximately 1,000 jobs;
- A second mid-size vehicle

program with an investment of \$127 million that will create or retain approximately 800 jobs.

Timing and product specifications for both programs will be shared closer to the start of production.

Grotz said the new programs will add to existing manufacturing operations at the site that include vehicle assembly, stamping, engine and component parts production.

“Today’s announcement recognizes the commitment of Spring Hill employees and leadership,” said Mark Reuss, president of GM North America.

“As a team, they draw upon the plant’s unique heritage and dedicated workforce to deliver

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GM is expected to create or retain about 1,800 jobs at Tennessee plant.

Growing Sales Of F-150 Pickups Drive Ford to Add 900 Employees

Ford is adding a third crew of 900 new hourly employees at its Kansas City Assembly Plant to meet “surging customer demand” for the Ford F-150, said Mike Levine, Ford Truck Communications manager.

Ford F-150 is part of the Ford F-Series lineup, the nation’s best-selling vehicle for 31 years and the best-selling truck for 36 years.

“Ford F-Series sales are the strongest since 2006, and we are increasing production to meet this demand,” said Doug Scott, Ford Truck Group Marketing manager. “This is an important indicator that our economy is growing again. We are proud that Ford trucks are helping more and more of our customers get back to work.”

The additional production crew is Ford’s first step in bringing more than 2,000 jobs to the Kansas City Assembly Plant to meet growing truck demand and to launch production of the all-new Ford Transit van early next year, Levine said.

Over the past year, Ford has announced it will increase capacity by 600,000 units in North America to meet surging demand for its cars, trucks and utilities.

Levine said customer demand for Ford F-Series continues to strengthen and noted:

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To Increase Tigershark Engine Output, Chrysler Will Invest \$52M in Michigan

Chrysler plans to invest \$52 million in its engine plants in Trenton and Dundee to increase capacity of the Tigershark engine, creating nearly 298 new positions at the Trenton plant.

“With the growing demand for our products, we are constantly evaluating how to best meet powertrain production requirements,” said Brian Harlow, vice president and head of Powertrain Manufacturing.

“In this case, we are fortunate that we had an existing facility that could accommodate the additional capacity needs for Tigershark and one that has the know-how to support that additional production.”

Trenton North will receive \$11.5 million to add an assembly

line for the four-cylinder Tigershark engine, Harlow said. With a \$40.5 million investment, Dundee will convert a line to machine cranks, heads and blocks to support Tigershark production at Trenton.

The Dundee Engine Plant will continue to assemble the Tigershark engine, alongside the 1.4-liter FIRE engine and the World Gas Engine.

The new Trenton Tigershark line and the Dundee line conversions are expected to begin production by the end of the third quarter, Harlow said.

“The UAW is pleased that Chrysler Group continues to invest in its facilities and add good

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Chrysler is creating 298 new positions at its Trenton Engine Plant.