

# Tech Center News™

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A 2014 Chevy Silverado pickup goes through the paces of hem flange sealing on doors, hood and underbody.

## Silverado Aims for Toughness, Strength

Trucks are supposed to be tough and more than half of light-duty pickup trucks on the road are now 11 years or older.

To improve the toughness image, Chevy engineers have designed the 2014 Silverado to be the most corrosion-resistant Chevrolet truck ever, according to a GM press release.

"Silverado's corrosion protection measures provide superior defense against elements in the environment, whether driving through farm fields, on construc-

tion gravel, or down a snow-covered highway," said Mark Yergin, Engineering Group manager, General Motors Corrosion Engineering and Labs.

"The new Silverado is our strongest truck yet, affording us the confidence that the truck will continue to meet customers' needs throughout its life."

The 2014 Silverado starts with zinc-coated (galvanized) steel for the roof and all body panels except the hood, which is made of an aluminum alloy that reduces

weight and provides corrosion resistance, Yergin said. At every step of the design and manufacture of the new Silverado, say Chevy officials, materials and production processes were selected to help minimize deterioration over time.

Additional 2014 improvements over previous models, according to Chevy officials, include:

- Improved hem flange sealing on the doors and hood, and addi-

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## GM Tech Center's JDRF Walk Expected to Raise Nearly \$1M

by Jim Stickford

Walkers are expected to raise \$1.8 million in two upcoming events in Southeast Michigan.

Both walks – one at the GM Tech Center in Warren and one in the Hudson Mills Metropark near Ann Arbor – are scheduled for Sept. 29 and will raise funds for the Juvenile Diabetes Research Foundation.

The JDRF Walk to Cure Diabetes at the Tech Center will begin at 9:30 a.m.

Michael Craig, development manager for JDRF Metro Detroit, Southeast Michigan and Northwest Ohio Chapter, said the organization has held a walk at the Tech Center for the past 31 years.

"GM has been great to us," Craig said. "Not only by providing a venue in the form of the Tech Center but through financial support. They have been just tremendous. In past years, they've had more than 200 people (from GM) participate in the walk. They've been great about recruiting people to work at the event, getting employees to donate. Their efforts to promote the walk and to help us in the fundraising is greatly appreciated."

Craig estimates more than 7,500 Southeast Michigan walkers will participate this year to help fund research for prevention, treatment and/or a cure for type 1 diabetes and its complications.

"Each day, people with type 1 diabetes must overcome the constant challenges of the disease, monitoring blood sugar levels and taking the proper dosages of insulin," said Kate Durak, executive director for the JDRF Metro Detroit, Southeast Michigan and Northwest Ohio Chapter.

"Just as they must be committed to their health, we are devoted to funding the research that could offer them better treatments or develop a cure. The Walk to Cure Diabetes is an important way we support one another emotionally and financially."

Craig said the Warren walk alone is expected to raise about \$955,000. Based on last year's figures, organizers expect about 6,000 people to participate in the Warren walk.

Walkers can register at [walk.jdrf.org](http://walk.jdrf.org). There is no registration fee to participate, but participants are encouraged to

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## August Yields Flourishing Auto Sales

### GM Up 15 Percent, Cadillac Retail Best Since 1989

General Motors dealers delivered 275,847 vehicles in the United States in August, up 15 percent compared with a year ago. Retail sales increased 22 percent while fleet sales were down 8 percent.

Total and retail deliveries increased by double-digits at all GM brands. In total, Cadillac was up 38 percent, Buick was up 37 percent, GMC was up 14 percent and Chevrolet was up 10 percent. Deliveries to retail customers were up 38 percent at Cadillac, 22 percent at Chevrolet, 16 percent at GMC and 24 percent at Buick. Buick's retail sales were up for the 16th month in a row, and it was the brand's best August since 2003. Cadillac's retail sales were the brand's best August since 1989.

"The second half of 2013 is off to a very solid start for GM and our model-year changeover and new product launches are going smoothly," said Kurt McNeil, vice president, U.S. Sales Operations. "We have a lot of momentum and we feel good about the direction of the U.S. economy as we prepare to launch even more new products, including all-new heavy-duty pickups and large SUVs for Chevrolet and GMC, a completely redesigned Cadillac CTS and the Chevrolet Corvette Stingray."

GM's sales last month were the highest of 2013 and the best since September 2008, when the

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### Ford Retail Sales Up 20 Percent – Best Since 2006

Ford Motor Company's August U.S. retail sales grew 20 percent – with total sales up 12 percent – for the best monthly retail performance since 2006.

With inventories remaining tight in several key segments, Ford's retail sales gains were broad-based. Car sales were up 15 percent, utilities up 16 percent and trucks up 30 percent. Ford continued to see strong growth in the coastal regions.

"Producing more Fusions at Flat Rock Assembly with its 1,400 new workers is a welcome opportunity, as Fusion showed great strength in August," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. "Small cars and hybrids continue to outpace the market in the coastal regions of the U.S., with Ford brand retail small car sales growing at more than three times the rate of the U.S. small car industry."

Fusion had its best-ever August sales with 24,653 vehicles sold. Strongest growth for Fusion continues to be in the Western region of the country, with retail sales up 63 percent.

Ford's overall small car sales – including Fiesta, Focus and C-MAX hybrids – were up 30 percent, with combined sales of 30,148 vehicles. C-MAX hybrids contributed 44 percent of Ford's small car growth in August. Fiesta sales increased 61 percent, for the best August Fiesta sales ever.

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### Chrysler Reports 12 Percent Rise In U.S. Sales

Chrysler reported U.S. sales of 165,552 units, a 12 percent increase compared with sales in August 2012 (148,472 units), and the group's best August sales since 2007.

The Chrysler, Jeep, Dodge, Ram Truck and Fiat brands each posted year-over-year sales gains in August compared with the same month a year ago. The Ram Truck brand's 29 percent increase was the largest sales gain of any Chrysler Group brand during the month. Chrysler Group extended its streak of year-over-year sales gains to 41 consecutive months in August.

"Last month, we achieved our strongest retail sales in the past 60 months," said Reid Bigland, head of U.S. Sales. "All aspects of our business continue to improve as evidenced by our streak of 41 consecutive months of year-over-year sales gains."

Chrysler had six models that set sales records in August. The Dodge Journey mid-size crossover, with its 12 percent increase, had its best sales month ever. In addition, the Dodge Challenger, Dodge Dart, Jeep Wrangler, Jeep Compass, and Jeep Patriot each recorded their best sales for the month of August.

Chrysler finished the month with a 62 days supply of inventory (364,641 units).

Ram Truck brand sales were up 29 percent, the brand's best August sales since 2007. August

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2013 Chevrolet Cruze



2013 Chrysler 300



2013 Ford Fiesta

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