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

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## GM Volunteers Fight Blight, Build Homes, Serve Meals

Communities and nonprofits across the country received a helping hand from General Motors' employee volunteers Sept. 9-13 as part of the company's second annual "teamGM Cares Week."

From packing food and building homes to cleaning up beaches and neighborhoods, approximately 75 projects across the country were undertaken, said GM Foundation spokesperson Maria Mainville.

"Helping others is as much a part of our company culture as building the world's best vehicles," said GM Chairman and CEO Dan Akerson. "We have the ability to make a difference and we are committed to doing so."

Examples of projects that took place in Michigan during this week of service, or during other specially designated volunteer times, include:

- Sept. 12: Roughly 400 employees from GM's Tax Staff and Cadillac Global Marketing partnered with the Brightmoor Alliance and other community organizations to fight blight near the Gompers Elementary School in Detroit.

- Sept. 12 and 13: U.S. Sales Operations had 400 volunteers assisting Habitat for Humanity Detroit with neighborhood cleanup efforts in the Morning-side Commons community. The

GM Foundation and Diversity teams helped build two homes in the same community.

- Aug. 27: The Lansing Delta Township Quality Engineering team made and served meals at

the Ronald McDonald House in Lansing.

"While 'teamGM Cares Week' underscores our pledge to giving back, our employees volunteer all year long for the nonprofits

and causes they are passionate about," said Sabin Blake, Global Marketing manager for Cadillac, head of the teamGM Cares pro-

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Gary Smith and Heidi Magyar from GM's Communications team helped to package and store food.

## Capuchins Set Annual Dinner

The 41st annual Support Our Capuchin Kitchen (SOCK) dinner will be held Friday, Oct. 11, in the Detroit Marriott Renaissance Center hotel.

"The SOCK dinner is always a special event for the Capuchins and the entire soup kitchen," said Executive Director Brother Jerry Smith.

"More than 900 people attend. Some are affiliated with business and some are our neighbors. They're all trying to support the soup kitchen. And for that we are profoundly grateful."

The event will be hosted by Dominic Pangborn.

The evening features a live auction in which, among other things, a "Downton Abbey" high tea experience will be among the items and services that people can bid on.

Other items include airfare and a one-week stay at a golf resort condo in Spice Bush, S.C.

The Capuchin Soup Kitchen was founded in 1929 and currently serves about 2,000 meals a day as well as distributing household items and operating a shower program, a food pantry and a children's tutoring and art therapy program.

Tickets are \$250 per person and come with cocktails, dinner and one grand prize raffle ticket. The grand prize is \$2,500.

## Jeep Brings Back Cherokee Name With New 9-Speed Tranny, 2 Advanced Engines

The Cherokee name returns to the Jeep vehicle lineup in volume at dealerships for the 2014 model year in September.

Chrysler announced the move last week, with a spokesman added that the 2014 Jeep Cherokee "completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a cutting-edge, revolutionary design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features."

Mike Manley, president and CEO - Jeep Brand, said, "The all-new 2014 Jeep Cherokee will be the benchmark for mid-size SUVs with a new level of on-road driving dynamics and fuel economy, while at the same time improving the 4x4 capability that customers expect from Jeep."

"Jeep Cherokee boasts a new design, a nine-speed automatic transmission and two advanced engines, class-leading capability from three innovative 4x4 systems, more than 70 safety features, and a host of new technology features."

He said the 2014 Jeep Cherokee provides a choice of three innovative 4x4 systems for best-in-class 4x4 capability in all weather conditions. Manley said the Jeep Cherokee is the first mid-size SUV to feature rear-axle disconnect, resulting in reduced energy loss when 4x4 capability isn't needed, improving fuel effi-

ciency. The rear-axle disconnect seamlessly switches between two- and four-wheel drive for full-time torque management and does not require input from the driver.

And, it offers best-in-class V6 towing capability of 4,500 pounds, Manley said.

Chrysler stated in a press release that different Cherokee models come with different features. Available on the Cherokee Sport, Latitude and Limited models, Jeep Active Drive I features a single power transfer unit (PTU), which is fully automatic and delivers seamless operation in and out of four-wheel drive at any speed. The system does not require any driver intervention or feedback, delivers yaw correction during dynamic events and improves both understeer and oversteer conditions.

Available on the Cherokee Sport, Latitude and Limited models, Jeep Active Drive II includes a two-speed PTU with torque management and low range. 4-Low mode locks the front and rear drive shafts for low-speed power or towing. Low range provides a 2.92:1 gear reduction. The gear reduction allows for enhanced climbing ability as well as outstanding crawl ratios for severe off-road conditions.

All 4x4 systems feature the Jeep brand's Selec-Terrain traction control system, which allows the driver to choose the on- and off-road setting for optimum performance. Up to five customized settings are offered.

The 2014 Jeep Cherokee Trailhawk model with the standard off-road package is Trail Rated,

which indicates that the vehicle is designed to perform in a variety of challenging off-road conditions.

Powered by the choice of two new engines mated to a segment-first nine-speed automatic transmission, the Cherokee delivers power and fuel economy, according to the press release, with

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2014 Jeep Cherokee

## Vari-Form Expands Operations to Europe

Hands across the water describes Vari-Form's recent joint venture.

To establish a manufacturing presence in Europe, the automotive supplier has signed a joint venture agreement with EMARC SpA of Piemonte, Italy.

In its public announcement, Vari-Form officials said the new agreement increases manufacturing footprints for Vari-Form in Europe and EMARC in North America.

Going forward, both companies will offer locally available advanced technologies - hydroforming, roll forming and aluminum stretch bending - for the benefit of automotive OE manufacturers and suppliers worldwide.

By creating infrastructure for making parts, this increased manufacturing footprint is a timely response to Vari-Form's recent business development successes.

Vari-Form, the North American participant, will focus on growing hydroforming business. EMARC, the Italian participant, will locate

a manufacturing operation in North America, expanding its roll forming and stretch bending business for steel and aluminum components.

The joint venture will also bring new lightweighting technologies to Europe and North America, offering proven solutions for reducing vehicle weight while maintaining superior structural performance, say Vari-Form officials.

According to the joint announcement, both companies manufacture parts with the gauge, form and strength needed to produce vehicles that deliver increased fuel efficiency.

Vari-Form, among other products, builds frame rails for the 2014 Corvette Stingray.

EMARC SpA, headquartered in Vinovo, in the Turin area of Italy, produces steel roll formed structure parts and aluminum and steel stretch-bent components and assemblies for the automotive and commercial vehicle industries. The company has 13 production facilities located throughout Europe, Asia and

South America.

Vari-Form President Stephen Dow predicted great things ahead for the joint venture:

"The inherent advantages of the Vari-Form hydroforming and EMARC processes can now deliver significant benefits to carmakers."

"Each company will offer technologies within easy reach of automotive OEMs, delivering superior products to customers on these two continents."

Pietro Passone, founder and chairman of EMARC Group, stated, "This agreement represents an essential step forward in the growth plans of both companies. Global vehicle manufacturers can benefit from the technologies we offer."

"Experience has shown that, once our products and processes are integrated into the manufacturing plans of carmakers, everyone realizes a significant financial advantage."

Vari-Form is headquartered in Troy, with production facilities in Strathroy, Ontario; Reynosa, Mexico, and Liberty, Mo.

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