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Jeep Returns to Cherokee, Offers 9-Speed Tranny

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highway fuel economy ratings up to 31 mpg and a driving range on a tank of gasoline of nearly 500 miles.

The Cherokee features Chrysler Group's 948TE nine-speed automatic transmission, the first time a nine-speed automatic transmission has been used in the segment.

The new tranny is standard equipment in all models of the new Cherokee.

The nine-speed transmission delivers aggressive launches, smooth power delivery at highway speeds and improved fuel efficiency versus a six-speed automatic transmission.

The available new 3.2-liter Pentastar V6 engine is the first derivative of the .6-liter Pentastar V6, named one of Ward's 10 Best Engines three years running.

The available new 3.2-liter Pentastar V6 engine benefits from the same innovations that earned its larger displacement predecessor industry-wide acclaim for efficiency, power and refinement.

An available 8.4-inch touch-screen multimedia command center or the standard 5-inch touch-screen multimedia command center are located in the center stack.

The 2014 Cherokee equipped with the Uconnect system allows the driver to control the audio, climate, heated/ventilated seats and much more from the touch-screen, redundant controls located on the center stack below the touch-screen – or, the driver can control the system with voice commands.

Chrysler Brings Minority and Women Suppliers Together

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"A lot of suppliers went out of business. Some of them were minority and women-owned. And as I said earlier, the industry became more global, smaller companies suffered."

So Chrysler developed Higher Focus. The company meets with its 130 largest suppliers and works with them to set a goal so that 10 percent of a Tier I supplier's purchases are sourced from certified minority suppliers.

Chrysler itself spent \$2 billion with approximately 200 minority suppliers in 2012, representing 7.7 percent of the company's total annual purchasing. Since 1983, the company has purchased nearly \$50 billion from minority-owned suppliers.

"Programs like Matchmaker help Chrysler Group to build and strengthen a diverse and inclusive minority supply base," Bell said. "This enables Chrysler Group to operate efficiently and sustainably, and to bring innovative new products to market that resonate with a diverse customer base."

And this program has a ripple effect, Bell said. Few Tier I suppliers just sell to Chrysler. That

OCC Kicks Off Its 2013 'Buy a Brick' Public Fundraiser

The Oakland Community College Foundation is taking orders for this year's "Buy a Brick" campaign.

Launched in 2002, the campaign allows OCC employees and the public to honor personal heroes at Combined Regional Emergency Services Training (CREST) center. CREST is the Midwest's largest emergency training facility and is located on the campus in Auburn Hills.

Bricks with three or six lines of engraved text are available as tributes. Small engraved bricks are \$100; \$250 for a large one.

Bricks are displayed on a "Path of Honor" leading up to the CREST site main entrance. With each order, contributors receive a small replica of the brick.

"These tributes honor our heroes," said OCC Foundation Executive Director Kathryn Rusak. "You may honor a friend or relative, or someone who serves or has served as a member of a law enforcement, fire or EMT organization."

To buy a brick, call Julie Burley at 248-341-2137 or visit the school's web site.

means that a minority firm is now supplying to Ford, GM, Toyota, Nissan and other OEMs via their business with a Tier I manufacturer.

Both the Matchmaker and High Focus programs are part of a larger effort that Chrysler has been making for the past 30 years to help promote minority businesses, Bell said.

John Favorite, the Commercial Sales manager for the Diez Group out of Dearborn, said that he was at the Matchmaker event because it allowed him to speak with a number of different people who purchase metal or might need his company's services.

Favorite said the Diez Group

got its start in 1973 when founder Gerald Diez, a steel broker, bought a slitter – a metal cutting machine – used, among other things, in making auto parts.

That first purchase became the foundation of a company that employs 400 people and has facilities in Dearborn, Grand Haven and Tonawanda, N.Y. Sales last year were more than \$600 million.

By coming to events like Matchmaker, The Diez Group is able to talk with a number of different people who purchase what his company makes, Favorite said.

"If nothing else, it gives us the chance to say hello to people

and communicate with people in the business," Favorite said. "I expect to reach out and talk with people who may not exactly know what we do, but could use our services."

Favorite said that this year's Matchmaker was well-organized and well-attended.

"We're proud to be asked to be a part of something like this," Favorite said. "It's great to be considered part of the Chrysler family. That adds credibility and legitimacy to our sales solicitations. We're proud to be here."

Bell said about 2,500 people attended last year's Matchmaker event, while this year's attendance reached more than 3,000.

New Styling on GM's SUVs Contributes to a Quieter Ride

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injected EcoTec3 powertrain coupled with improved aerodynamics help offer greater estimated highway fuel economy based on GM testing while preserving overall performance and capability.

Official EPA estimates are not yet available.

With more than 117,000 sold in 2012 and sales up more than 16 percent for the first six months of 2013 over last year. Chevrolet's full-size SUVs continue to play an important role in the brand's success and General Motors' profitability. Introduced in 1935, the Suburban is the segment's founder and the industry's oldest continuously available nameplate, while Tahoe is the segment's sales leader, said Chevrolet spokesperson Michelle Malcho.

"The Chevrolet Tahoe and Suburban will continue to be dominant forces in the marketplace and provide great value for our customers, Chevrolet and General Motors," said Dan Ammann, GM executive vice president and CFO.

"This is an important and profitable segment and we have set the bar high to ensure we provide our customers with great quality and performance they expect and deserve."

Malcho said the 2015 Suburban represents the 80th anniversary

and 12th generation of the original SUV.

On the same day across the country in Los Angeles GMC announced the 2015 Yukon, Yukon XL and flagship Yukon Denali models would "deliver greater capability and refinement, with more power, new fold-flat rear seats and a quieter interior. And thanks to a new family of advanced EcoTec3 engines, the lineup is expected to deliver the segment's best V8 fuel economy."

The press release stated that "bold styling and advanced technologies – including new safety and security technologies – support Yukon's greater capability, while a more comprehensive list of standard features and enhanced infotainment options are designed to broaden the appeal of one of the industry's most-popular full-size SUV lineups. Combined Yukon/Yukon XL and Denali sales were up 24 percent for the eight months of 2013."

"We've engineered the Yukon and Yukon XL from the ground up, building on a strong legacy of capability to take them to the top of the segment with exceptional refinement and purposeful technology," said Tony DiSalle, vice president of GMC Marketing. "And when it comes to the tasks people rely on a full-size SUV for, they do it better than ever – and with more style."

He said Yukon and Yukon XL share design, architectural and



2015 GMC Yukon XL

powertrain elements, but Yukon XL has an approximately 14-inch longer wheelbase and is approximately 20 inches longer overall, providing greater legroom for third-row passengers and almost twice the cargo room behind the third-row seat.

"Although they are based on a similar architecture, Yukon and Yukon XL are distinctive products that appeal to different customers," DiSalle said. "Versatility and spaciousness are valued by customers for both vehicles, but the Yukon XL is the choice for families with more children and those with lifestyles that require its unique combination of passenger- and cargo-hauling capabilities. In fact, Yukon XL owners are more than twice as likely to transport passengers daily in the third-row seat."

The new Yukon family as well as the Tahoe and Suburban will be built at GM's Arlington, Texas assembly plant, and are scheduled to begin arriving at GMC dealerships in the first quarter of 2014.

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