

## Detroit Auto Scene

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## Ram Momentum Expected to Grow

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and seeing positive economic indicators. They're replacing their equipment. Pent-up demand spells huge opportunity for Ram.

"We're also optimistic because we feel Ram Truck is making the right moves, at the right time, to attract buyers, whether it's a truck for personal use, a small construction business or a substantial fleet purchase."

The light-duty, full-size pickup truck segment has evolved from "brute capability and acceptable efficiency" to an engineering and execution that combine desirable size, configurations, capability, refinement, efficiency, technology and quality, Bigland said.

## Steel Task Force Develops Design For Reducing Wheel Weight

To assist automakers in manufacturing vehicles that will meet the new fuel economy regulations while also offering style to consumers, the Steel Market Development Institute's (SMDI) Wheels Task Force recently unveiled the results of its latest lightweight steel wheel project.

The group's analysis of the project talked about how the SMDI developed a new steel wheel design solution that is equivalent in mass to a comparable aluminum wheel, but at a 40 percent cost saving. SMDI is a business unit of the American Iron and Steel Institute.

"This new steel wheel design provides automakers with a great foundation for a lightweight, affordable wheel that consumers will love," said Ronald Krupitzer, vice president, automotive market, SMDI.

"With automakers looking for solutions to develop lightweighting technologies, here is another example of steel matching aluminum in mass while beating aluminum in cost. It's also a highly styled wheel that will help sell cars."

This project applied state-of-the-art concept design and analytical methods to an existing high-volume wheel to achieve an advanced lightweight design that can be adapted to various vehicle platforms, Krupitzer said.

Advanced manufacturing processes and new steel grades were used to increase the weight and cost savings potential for the wheel assembly design.

## Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

We always like hearing from our readers, and like hearing your story as well. So, don't hesitate to contact us.

## Chrysler's the Place for Working Mothers, Says Magazine

Chrysler is one of the 100 Best companies for working mothers.

That's how *Working Mother* magazine describes the automaker – for the 14th time.

The magazine honored Chrysler Sept. 18, saying the Auburn Hills automaker outscored hundreds of applicants on support of women's issues and advancement, flexible work arrangements, parental leave and overall culture.

"As an employee and mother, I am proud that Chrysler Group provides the programs and resources to help our employees balance the demands of work and family, and meet the demands of our high-performance work culture," said Nancy A. Rae, senior vice president – Human Resources at Chrysler.

"We also appreciate the support of the UAW, who has consistently provided progressive programs with the knowledge that employees will be more productive and engaged when their family is taken care of."

"The UAW places a high priority on addressing issues at the bargaining table that improve the quality of life for our members and their families," said UAW

Vice President General Holiefield, director of the union's Chrysler Department.

"We're very proud to work with Chrysler Group to provide 'people programs' that help employees maintain a healthy balance in fulfilling their job and family responsibilities."

This year marks the 28-year anniversary for the "Best Companies" list, which is considered the benchmark for work-life practices in corporate America, said Chrysler spokesman Mike Palese.

Celebrating its 34th anniversary in 2012, *Working Mother* magazine is a national magazine for career-committed mothers and reaches more than two million readers.

"Women are an important part of Chrysler Group's commitment to diversity and inclusion, and we are privileged to be able to continue the legacy," Rae said. "This commitment will continue to be a source of competitive advantage for our company."

"Now in its 28th year, the *Working Mother* 100 Best Companies are leaders in building initiatives that truly support all employees," said Carol Evans, president

of Working Mother Media. "They are the vanguard of successful companies, with modern policies for American families."

The 100 Best Companies are featured in the October/November issue of *Working Mother* and on workingmother.com.

Working Mother Media, a division of Bonnier Corporation, is the publisher of *Working Mother* magazine and its companion website, workingmother.com, and the Working Mother Research Institute, Palese said.

The National Association for Female Executives Diversity Best Practices are also units within WMM.

This year marks the 28th anniversary of the magazine's signature research initiative, Working Mother 100 Best Companies, and the 11th year of the Best Companies for Multicultural Women.

Chrysler has been named 10 times to *Latina Style* magazine's annual list of the 50 top U.S. employers for Hispanic women, Palese said.

The automaker also was named among the nation's "Top Supporters" of Engineering Pro-

grams of Historically Black Colleges and Universities for the past three years, Palese said, recognizing the company's efforts to develop, recruit and hire talented students pursuing technical careers at the nation's minority-serving institutions.

Over the years, a long line of Chrysler employees have received professional recognition from various diversity organizations, including Black Engineer of the Year, Women of Color, HENAAC Great Minds in STEM and others.

Chrysler supports six employee resource groups (ERGs) whose objectives include promoting a positive awareness of diverse people and issues within Chrysler and to ensuring that the company's products and services are tailored to diverse customers and employees.

Chrysler Group's ERGs include: Chrysler African American Network; Chrysler Hispanic Employee Network; Chrysler Asian Network; the Native American Employee Resource Group; the Gay and Lesbian Alliance at Chrysler Group, and the Women's Forum.



GM has begun shipping Stingrays to Chevrolet dealers.

## Dealership Visitors Soon Can See The New 2014 Corvette Stingrays

Chevrolet began shipping the all-new 2014 Corvette Stingray Coupe to dealers on Sept. 18.

"It's an amazing sight to see the transporters filled with Stingrays heading to customers in all corners of the country," said Dave Tatman, plant manager of GM's Bowling Green (Ky.) Assembly plant.

"The pride at Bowling Green is overwhelming and it shows in the tremendous quality and attention to detail going into each one of these new Corvettes."

Bowling Green Assembly has produced approximately 1,000 Corvette Stingrays for customer deliveries. Most of these vehicles are expected to be delivered to dealers within the next few weeks, said Chevrolet spokesman Monte Doran. To expedite delivery, vehicles may be shipped out of build sequence, which is a normal part of any new vehicle launch.

The Bowling Green facility underwent a \$131 million upgrade to support production of the Corvette Stingray, including approximately \$52 million for a new body shop to manufacture the car's all-new aluminum frame in-house for the first time, Doran said.

According to GM specs, the lightweight aluminum frame is

the foundation for the most powerful standard Corvette ever, with an SAE-certified 455 horsepower and 460 lb.-ft. of torque – and 460 hp and 465 lb.-ft. with the available performance exhaust system.

It is also the most capable standard Corvette ever, with Z51-equipped models able to sprint from 0 to 60 in 3.8 seconds, run the quarter-mile in 12 seconds at 119 mph, achieve 1.03 G-force in cornering grip and stop from 60 mph in 107 feet, Doran said.

Complementing its performance capability with efficiency, said Doran, the Corvette Stingray delivers the best fuel economy of any sports car on the market – an EPA-estimated 17 mpg in city driving and 29 mpg on the highway. No other car, he said, offers more than 455 horsepower and greater than 29 mpg on the highway.

The 2014 Corvette Stingray is the seventh generation of the sports car, which has been built exclusively at the Bowling Green plant since June 1981.

Pricing for the 2014 Corvette Stingray Coupe starts at \$51,995 including destination. The convertible is priced at \$56,995, including destination. Production of the Stingray Convertible will begin by the end of this year.

## SAE Engineers Tour BAE Systems

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government. So, defense spending is down for that and other reasons.

Chrysler, Ford and GM have returned to profitability and are looking for qualified engineers, Pope said.

"Now that the car business is going strong, I'm seeing contract employees move back from defense to the automotive industry," Pope said.

In the past, the U.S. Army has had displays set up at SAE gatherings.

One year, before 9/11, the mili-

tary even had a missile launcher outside Cobo Center during the annual SAE Congress.

Mark Pedrazzi, armored technical director of BAE's Combat Systems Land and Armaments division, said it was an honor to show fellow engineers what BAE could do.

"I'm just happy to provide the Mid-Michigan SAE chapter with the opportunity to talk about what we do and what the similarities and differences are in the defense and auto industries," Pedrazzi said.

"We're proud to open our doors to the SAE."

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