

## Detroit Auto Scene

31201 Chicago Road South  
Warren, Michigan 48093

586-939-6800

Contact us:  
Info@DetroitAutoScene.com

Deadline: Thursday 5:00 p.m.  
for the next edition of Monday

William Springer II, publisher  
Lisa A. Torretta, operations  
Jim Stickford, news

Detroit Auto Scene is a registered  
trademark of Springer Publishing Co.

www.DetroitAutoScene.com

## 2013 Net Income Up 65 Percent At Chrysler

CONTINUED FROM PAGE 1

for the year, compared with 11.2 percent a year ago. Chrysler Group market share was 14.6 percent for the year in Canada, up from 14.2 percent a year ago.

Chrysler's report stated that the company expects, for 2014, to have net revenues of approximately \$80 billion, leading to a modified operating profit of \$3.7 to \$4 billion. The company expects to ship about 2.8 million vehicles worldwide this year as well.

Net income, according to the report, should also increase from \$1.8 billion in 2013 to an estimated \$2.3 to \$2.5 billion in 2014.

Overall, said IHS Automotive Director of Automotive Analysis Mike Wall, Chrysler had a pretty good year, especially in North America.

"The financial report just issued showed that North American sales helped offset weaknesses in Europe and South America, where Fiat has a strong presence," Wall said. "Brazil is the big bogey down there, and their economy is slowing."

In an attempt to stimulate demand, Brazil changed tax laws, making cars more affordable, Wall said. That led to an overselling of the market and now things have cooled down. While Europe isn't where anyone wants it in terms of its economy, things have begun to settle down. Overall, the Chrysler report is not dissimilar to what we've been seeing for the past couple of years."

Wall noted that the Brazilian government has been increasing safety requirements for vehicles sold there. In the short term, that might hurt sales as the cost of the vehicles increases, but in the long-term that should help because more safety requirements equal more safety equipment, which means more content and more people needed to build that content, which should help the economy.

Overall, Wall said, things look good for Chrysler. The automaker's Ram 1500 is a popular truck and with the building industry coming back, demand for such vehicles is only going to grow. The company is profitable again and doing well in North America.

## Winter Blast Fest To Start Feb. 7

The 2014 Meridian Winter Blast festival starts on Friday, Feb. 7, and ends on Sunday, Feb. 9.

The event, sponsored by Meridian Health Plan, is centered around Campus Martius Park in downtown Detroit. Friday and Saturday hours are 11 a.m. to 11 p.m. Sundays 11 a.m. to 9 p.m. Activities include concerts, ice skating, a winter carnival and a hockey shot contest for kids. To learn more, visit [www.winterblast.com](http://www.winterblast.com).

# Chrysler, Fiat Become One; Headquarters Up in the Air

CONTINUED FROM PAGE 1

bought the rest from a trust fund that pays health care bills for union retirees in order to combine the companies.

Marchionne said the new logo links the two companies "as opposed to retention of one organization over another." Chrysler and Fiat have already teamed up to design three vehicles, the Dodge Dart compact, Jeep Cherokee SUV and the upcoming Chrysler 200 midsize car.

Marchionne said on a conference call that Fiat and Chrysler leaders are now working in unison. "I think we can move on execution at the speed of light," he said. Consolidation of the companies, he said, makes him more confident that FCA can reach a

goal of selling 1 million Jeeps worldwide this year, up from 732,000 in 2013.

The new company plans to invest \$8 billion in product development and factories in the coming year as part of a business plan to be unveiled in May.

Chrysler, in its final earnings release as a separate company, said its net income more than quadrupled to \$1.62 billion in the fourth quarter, boosted by strong U.S. sales and a \$962 million one-time tax gain. Without the tax benefit, the company still earned \$659 million, a 74 percent increase over a year earlier.

Without earnings from Chrysler, struggling Fiat would have lost 235 million euros (\$321 million), nearly double the loss from a year ago.

Chrysler does 75 percent of its business in the U.S., where sales rose 9 percent last year to just over 1.8 million cars and trucks, led by the Ram pickup Grand Cherokee. The company sold 2.4 million vehicles worldwide for the year, also up 9 percent.

Marchionne told Chrysler employees they will get performance awards based on last year's earnings. The company's 37,200 blue-collar workers will get about \$2,500 in profit-sharing. Chrysler also announced plans to take on up to \$4.7 billion in term loans and notes to retire a 2009 note issued to the UAW trust.

Also last week, Fiat's board of directors scrapped the company's dividend to maintain liquidity after buying the trust's stake in Chrysler for \$1.75 billion

(about 1.35 billion euros) in cash and another \$1.9 billion in extraordinary dividends. The deal closed on Jan. 21.

(AP Business Writers Dee-Ann Durbin in Detroit and Colleen Barry in Florence, Italy, contributed to this report.)

## 'Shop-Click-Drive' Makes Car Buying Easier, Says GM

More than a third of GM's 4,300 U.S. dealers are now offering or enrolling in "Shop-Click-Drive," the online shopping tool that enables Chevrolet, Buick, GMC and Cadillac dealers to combine the convenience of the Internet with personal customer service.

Launched nationally this past Nov. 6, "Shop-Click-Drive" lets consumers choose a specific vehicle, get estimated pricing, review available incentives, learn about and choose financing and insurance products, get information about their trade-in and apply for financing, all online.

To date, GM dealers have sold more than 1,800 vehicles using this tool.

"We wanted to be among the first dealerships to market with 'Shop-Click-Drive' because it provides the experience that our customers expect from retailers," said Dan Endress, director of digital marketing, Paddock Chevrolet in Kenmore, N.Y.

"'Shop-Click-Drive' gives the customer control of their buying experience and makes it easier for us to focus on building a relationship with them," Endress said. "In a retail environment where it's become harder to differentiate yourself from the competition, 'Shop-Click-Drive' is a refreshing addition to our marketing arsenal."

Paul Masse Buick-GMC in Woonsocket, R.I., has seen "Shop-Click-Drive" shorten transaction times.

"We sold a new Buick Encore within 48 hours of implementing 'Shop-Click-Drive,'" said Scott Wellington, dealership vice president.

"The customer visited our website, clicked on the icon, filled out her trade-in information and her credit application and scheduled her delivery. She came in, we appraised her car, completed the financing and delivered her new Encore with no hassles on either side."

## Former Ford VP Ross Roberts Dies at 75

Former Ford vice president of Sales and Marketing and Automotive Hall of Fame member Ross H. Roberts died Jan. 28 at the age of 75.

He is survived by his wife of 47 years, Donna; daughter Tara Clappison and her husband Dan of Grand Rapids; sons Ross F. Roberts of Ladera Ranch, Calif., and Brett E. Roberts and wife Nicole of Edmond, Okla.; and four grandchildren, Jordan and Ryan Clappison; and Ashley and Luke Roberts. He is also survived by his sister, Cecille Burr of Houston, and his brother, Don Ed Roberts of Edmond, Okla.

Mr. Roberts had been a resident of Bonita Springs, Fla., and Bay Harbor, Mich.

"Ross Roberts was both a great leader and a great friend," said Bill Ford, executive chairman of Ford.

"Ross's impact on Ford Motor Company was remarkable, leaving a legacy that endures in the company today.

"During his tenure, he led the Ford brand to be the top car and truck brand in the U.S., as well as transformed the entire Ford deal-

er network. Ford and Lincoln-Mercury dealers truly respected and had great affection for Ross.

"His compassion and respect for others were hallmarks of his leadership style and we were privileged to have him as part of the Ford family for so many years.

"Our thoughts and prayers go out to his wife Donna and his entire family."

Roberts was born in Gainesville, Texas, in 1938 and graduated from the University of Oklahoma where he was a member of the ROTC and Sigma Alpha Epsilon Fraternity. Upon graduation, he served in the U.S. Army Counter Intelligence Corps.

He was honorably discharged in 1962. He then served as vice president of Lincoln-Mercury Sales and Marketing for two years and then Ford Division vice president of Sales and Marketing.

After retiring, with 38 years at Ford, he was inducted into the Automotive Hall of Fame.

Roberts was always active in community affairs and recently served as Commodore of the Bay Harbor Yacht Club and in Bonita



Ross Roberts

Springs as president of the Speakers Assembly.

His family and friends say Roberts had an outstanding wit and sense of humor. He loved football, especially the Dallas Cowboys, and, no matter the outcome, always said they were the best team.

A Ford associate defined Roberts as "a caring person who never gave you the feeling that he was a top executive but just a very good friend."

## Cadillac to Change Logo Look, Sharpens Focus on Crest

Times change and even something as iconic as the Cadillac logo has to change to keep up.

Cadillac is introducing an evolution of the historic Cadillac crest, a revision in sync with new products such as the award-winning 2014 CTS and 2015 ATS Coupe, said Andrew Smith, Cadillac executive Design director. The new Cadillac crest will begin appearing on vehicles in the second half of 2014.

The Cadillac crest has a heritage of evolution, marking new eras. Cadillac's product and design advances are moving the brand forward, Smith said.

The Cadillac crest's evolution now will reflect this growth, just as it has for more than 111 years. Sleeker and streamlined, the revised crest first appeared on the Elmiraj concept in 2013.

"The crest remains a consistent symbol of Cadillac and our core values," Smith said. "This new crest matches the lower, longer, leaner mantra of our current car designs, and reflects the evolution of our Art and Science philosophy."

Accompanied over the years by a crown, chevron or laurel wreath, the crest has been the central aspect of Cadillac heraldry throughout the brand's history, Smith said. It was last revised in 1999.

The latest update sharpens the focus on the crest. Cadillac's characteristic script lettering remains in other areas.

"Our goal was to evolve the emblem design to integrate with the new vehicle form while maintaining the core graphic elements that preserve its strong brand recognition," Smith said.

"This resulted in retaining the iconic 'crest' shape and color palette with geometric grid from the original Cadillac family 'coat of arms.'"

The update to the crest occurs amid significant growth for the brand, Smith said. Cadillac is the fastest-growing full-line luxury auto brand, building on a 22 per-

cent sales increase in the U.S. in 2013.

This month marks the U.S. debut of the ELR, an electrified luxury coupe featuring 340 miles of driving range, Smith said.

Later in 2014, Cadillac will launch the next-generation Escalade luxury SUV and the 2015 ATS Coupe.

**WANT TO SHOW OFF?**  
**How about 72,143 times per day!**

**FOR SALE**

**127.7 ACRES**  
**1-75 & Saginaw**  
**FRONTAGE!**  
**EXIT 106**



**CALL: 248.505.7975**  
**TOLL FREE: 855.231.6500**

**GEORGE J. NAHAS** REALTOR® & INSURANCE AGENT