

Jim DeLuca to Head GM Global Manufacturing

Jim DeLuca will become Executive vice president of General Motors Global Manufacturing on Feb. 1, succeeding Tim Lee, who is retiring April 1.

DeLuca has had a nearly 35-year career that included key positions in Manufacturing, Manufacturing Engineering and Global Operations.

DeLuca is currently vice president of Manufacturing for GM International Operations. GM China president Matt Tsien will continue to lead operations in the world's largest automotive market.

In addition to leading global manufacturing, Lee was chairman of GM China.

"Tim inspired a collaborative approach across the organization and a true global mindset that made a difference for our customers, stockholders and employees," said GM CEO Mary Barra.

"His creativity, dedication, strength in building relationships and commitment to people development set a strong example for his team and for the company."

As the head of GM Global Manufacturing, Lee oversaw quality improvements and cost reductions in product launches that allowed reinvestment in products and technology. In 2013, GM launched more than 40 vehicles and nearly 25 powertrains around the world.

Lee's leadership and strong re-

lationships with local partners in China also helped spur growth of the company's business in that market, said Barra. General Motors and its joint ventures sold a record 3,160,377 vehicles in China last year.

DeLuca, 52, will report to Barra in his new role, leading more than 200,000 employees at 171 facilities in 31 countries.

A 35-year GM veteran, DeLuca has extensive experience in global manufacturing, quality, labor relations and product launches.

In his most recent role as head of GMIO Manufacturing, he drove significant improvements in quality and manufacturing cost while managing the launch of 19 new vehicles in China and across International Operations, said Katie McBride, executive director, Community Connections.

"Jim has a strong track record of aligning his team to deliver for the customer and drive results for the business," Barra said.

"His global manufacturing and quality experience, along with his desire for innovative solutions, ensure we will continue our progress in producing the world's best vehicles, powertrains and stampings."

DeLuca began his GM career in 1979 as a General Motors Institute (now Kettering University)



Jim DeLuca

student at GM's Linden, N.J., Assembly Plant.

He held key manufacturing positions at multiple plants and served as director of Model Change Engineering for the former GM Truck Group and Manufacturing manager of Stamping Operations for GM North American Manufacturing.

He was appointed vice president of Quality for GM Asia Pacific and GM Daewoo Auto & Technology in November 2007 and was named vice president of Quality for GMIO in 2009.

DeLuca has been vice president of Manufacturing for GMIO since 2013.

He received a bachelor's degree in Electrical Engineering and a master's degree in Manufacturing Management from GMI. He also participated in the General Motors Senior Executive Program in 2007.

'Shop-Click-Drive' Helps, Says GM

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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 to the dealership, we appraised her Hyundai, completed the financing and delivered her new Encore with no hassles on either side."

Chevrolet, Buick, GMC and Cadillac dealers in 47 states now offer "Shop-Click-Drive."

To learn more and to see the list of participating dealers, visit <http://www.shopclickdrive.com>.

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Alicia Boler-Davis: 'GM Now Driven by Customer Needs'

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than 500 million tweets per day. There are now 1.5 billion smart phone subscribers. And there are some 2.8 billion Internet users. Today's customers are empowered."

And these customers are increasingly global, Boler-Davis said. That means many of them are from emerging markets and are new to vehicle ownership. She noted in GM's largest market – China – 75 percent of car buyers are first-time buyers.

And, she added, GM's customers are increasingly female. In Western Europe and the U.S., more women than men now graduate from college. Women spend an average of 4.5 months researching online and in person before buying a vehicle.

Customers are also getting younger, Boler-Davis said. The Millennial Generation has a collective spending power of almost \$1 trillion and the youngest of them don't remember a time without Facebook.

"They want to buy from companies that engage them and ask their opinions," Boler-Davis said. "So what do these customers want in their cars and trucks?"

Given the fact that so many people spend a lot of time in their vehicles commuting, they want the conveniences and comforts of home, Boler-Davis said.

And that goes beyond the latest in entertainment and technology. They want the best design elements, materials and lighting as well. "As an industry," she said, "we need to ask ourselves if we are best positioned to meet our customers' changing needs and expectations," Boler-Davis said. "And too often, I think the answer is no – not yet."

Today's automotive climate presents GM with a real opportunity to create great customer experiences based on suburb design and excellent buying experiences.

"We want to create true customer advocates – customers who not only repurchase our brands and products, but who also go out of their way to recommend them to others," Boler-Davis said. "To help articulate what we're striving for and what our customers can expect from us with every interaction, we developed an external customer pledge."

"As a company, the pledge requires us to provide consistent and compelling customer experiences across all functions."

To meet the new customers' need, Boler-Davis said, GM's strategy is focused on three areas – initial quality, long-term reliability and durability, and product excellence. We are determined," she said, "to make GM a leader in all these areas."

Cadillac Charges Ahead with ELR Promotion

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powertrain capable of 340 miles of total range," Ellinghaus said.

The ELR comes standard with Cadillac Shield, a comprehensive suite of owner benefits including Remote Vehicle Diagnostics, a Premium Care Maintenance program and 24/7 roadside assistance.

Dealers nationwide sell and service the 2014 ELR. Prospective customers and buyers of the ELR can take advantage of their own ELR concierge representative, who is a point of contact for information on battery care, home charging, service scheduling, news and updates.

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