

Chevy, Color Purple to Help Cancer Patients

Chevrolet will donate \$1 – up to a total of \$1 million – for each Facebook and Twitter user who changes his or her profile to purple, the color of cancer survival, in time for World Cancer Day on Feb. 4.

The Purple Roads initiative will help the American Cancer Society raise money and awareness for its Road to Recovery program, which provides transportation to and from treatment for people who have cancer and do not have a ride, said Cristi Vazquez, Chevrolet Advertising & Promotions spokesperson.

Volunteer drivers donate their time and the use of their cars so patients can receive the life-saving treatments they need. Road to Recovery offered nearly 1 million rides last year alone.

“The Purple Roads initiative will drive awareness and support for the Road to Recovery program, which means more survivors,” said Paul Edwards, U.S. vice pres-

ident, Chevrolet Marketing.

“We hope at least 1 million people will help celebrate survivors and the people who support them by joining Chevrolet in the Purple Your Profile movement for World Cancer Day.”

“Lack of transportation can be a significant barrier to staying on track with cancer treatment,” said Lin Mac Master, chief Revenue Marketing and Communications officer for the American Cancer Society.

“Patients are often too sick to drive themselves, and the demands of work and family life make it difficult for caregivers to drive patients to all treatments. The need is even more acute in areas lacking reliable public transportation.

“Chevy’s generous contribution will help the American Cancer Society put cancer patients

back on the road to recovery, helping us ensure those in need of a ride to potentially lifesaving treatment get one.”

According to Transportation and Cancer Care, an estimated 3.6 million Americans each year delay or have difficulty obtaining needed medical care because they lack affordable transportation.

The Purple Roads program joins Chevrolet’s ongoing support of the American Cancer Society, which includes the recent \$1.1 million donation on behalf of collaborating Chevrolet dealers to Making Strides Against Breast Cancer and 11 years of in-kind and monetary support for the Detroit Cattle Baron’s Ball.

For more information on the Purple Roads initiative and instructions on how to Purple Your Profile, visit chevy.com/purpleroads.

SAE-Detroit Panel Will Discuss State of Industry

SAE Detroit Section will host a panel of prominent leaders who will discuss the current automotive industry at the annual State of the Industry Event set for Tuesday, Feb. 11, at the San Marino Club in Troy.

The program will begin with a social hour sponsored by Core Technologies at 5:30 p.m., followed by dinner at 6:30 p.m. and a panel discussion with Q&A at 7:30 p.m.

Panelists will include Dave Andrea, senior vice president, Industry Analysis and Economics, Original Equipment Suppliers Association (OESA); Dr. David Cole, chairman emeritus, Center for Automotive Research (CAR), and chairman, Auto Harvest; and Joe Langley, associate director, IHS Automotive.

Jason Stein, publisher and editor of *Automotive News*, will serve as the moderator for the discussion.

“The auto industry is a leading driver of economic growth,” said David Dronzkowski, 2014 SAE Detroit Section chair. “At this event, the panelists will provide their perspective and analysis of the current state of the automotive industry, and discuss where they believe the industry is headed with regard to innovation, design, engineering, and technology.”

Tickets are \$45 for SAE members, \$60 for non-members and \$20 for SAE student members. Reserved tables of 10 are also available for \$600.

To make reservations, visit the SAE Detroit Section website at www.sae-detroit.org or call the SAE office at 248-324-4445, ext. 1.

GM Supporting Opel Production – CEO Barra

By DAVID McHUGH
AP Business Writer

RUESSELSHEIM, Germany (AP) – New General Motors chief Mary Barra is stressing the company’s support for its struggling Opel subsidiary in Europe.

Barra said it was “no accident” that her first overseas trip was to Adam Opel AG in Rueselsheim, Germany. She said “it was very important to reinforce in person my commitment and GM’s commitment to Opel.”

Barra said Opel’s Rueselsheim assembly plant would be the site for an all-new vehicle that for competitive reasons she couldn’t name.

Opel and its sister brand Vauxhall saw sales slip by 1.4 percent last year.

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