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## SHAP Shows 'How Far Chrysler Has Come' – Marchionne

by Jim Stickford

Yogi Berra once said he'd like to say thanks for making the day necessary.

That was the theme of Chrysler CEO Sergio Marchionne's visit to the Sterling Heights Assembly Plant (SHAP) on March 14.

A ceremony was held to kick off the sale of the new 2015 Chrysler 200 and to celebrate Chrysler's investment of more than \$1 billion in the facility.

Marchionne pointed out that the plant was scheduled to be shut down back in 2009, but the

hard work of the UAW, local, state and federal officials resulted in SHAP being saved.

"The revitalization of SHAP is an apt symbol of how far Chrysler has come because of the courage and resilience of our people," Marchionne said. "This plant was scheduled to close by the end of 2010. But the workers and the leaders of this community refused to accept the verdict as final."

Also at the ceremony was UAW president Bob King.

"This celebration has been a long time coming for the workforce here at Sterling Heights,"

King said. "They have proven that American autoworkers lead the world in building quality products. What has been achieved here is a testament to the collaborative spirit that exists between the UAW and Chrysler."

King went on to say that, by working together, Chrysler and the UAW can do great things. Gone are the days where, if asked for something, the UAW would say that's not in the contract. Now, King said, the UAW and its members will work with Chrysler to get things done.

"Only with mutual respect,

commitment to quality, and the health and safety of workers will we build a great culture," King said. "Let's make sure we all commit to the future with mutual respect and a mutual desire to solve problems."

After hearing King speak, Marchionne said that he didn't want to speak out of turn, but Chrysler may have found the speaker for its 2015 Super Bowl Commercial.

"Your resolve has set an inspiring example for everyone at Chrysler, showing what can happen when you find the courage to



Sergio Marchionne

CONTINUED ON PAGE 2

## Karmanos to Gain From 'Vette Z06 Auction Results

The first retail production 2015 Chevrolet Corvette Z06 will be auctioned to benefit the Karmanos Cancer Institute.

The Barrett-Jackson auction house will offer the car during its Collector Car Auction in Palm Beach, Fla., on April 12.

The auction, said GM Foundation spokesperson Maria Mainville, extends General Motors' long-standing support of



Colorado skeleton shows use of high-strength steels and aluminum.

CONTINUED ON PAGE 3

## Colorado Boasts Driving Fun, Greater Fuel Efficiency

Proving there is more than one way to shed pounds, the 2015 Chevrolet Colorado uses engineering techniques and lightweight materials to create true pickup capability in a mass-efficient midsize package.

The 2015 Colorado 4x4 crew cab, expected to be the most popular version of the new truck, weighs 880 to 1,400 less than a full-size truck, said Chevy spokesperson Tom Wilkinson.

This weight saving is a result

of the slightly smaller overall dimensions of the Colorado, along with extensive use of lightweight materials, including high-strength steels and aluminum, Wilkinson said.

The outcome is a truck designed to be the most fuel-efficient in its segment, he said. Chevrolet expects EPA fuel economy estimates for Colorado this summer.

CONTINUED ON PAGE 3

## William Clay Ford, Sr., Dies at 88

William Clay Ford, Sr., who helped steer Ford Motor Company into the modern era as an employee, director and influential member of the Ford family, died of complications from pneumonia on Sunday, March 9, at his home.

Mr. Ford, 88, served as Director Emeritus of Ford Motor Company and was the last surviving grandchild of the company's founder, Henry Ford.

Mr. Ford served Ford Motor Company for 57 years as an employee and board member, playing a pivotal role in shaping the company for more than half of its 110-year history.

He was elected to the Board of Directors on June 4, 1948, and began his employment with the company after graduating from Yale University in 1949.

In 1957, he was elected chairman of the Design Committee, a post he held for 32 years. Throughout his career, he was instrumental in setting the automaker's design direction, overseeing the development of a number of classic vehicles, including the Continental Mark II, considered by many to be one of the most iconic cars ever built.

In 1978, Mr. Ford was elected



William Clay Ford, Sr.

CONTINUED ON PAGE 4

## Ford Sets \$1M in Scholarships To Honor William Clay Ford

The Ford Motor Company Fund will award \$1 million in automotive design scholarships during the next 20 years to commemorate the late William Clay Ford's contributions to the design legacy of Ford Motor Company.

Throughout his 57 years as an employee and board member, Mr. Ford was instrumental in setting the automaker's design direction, overseeing development of a number of classic vehicles, including the iconic Lincoln Continental Mark II. He served as

chairman of the design committee at Ford for 32 years.

"Design was Mr. Ford's passion, and his creative vision transformed vehicle design at Ford," said Jim Vella, president, Ford Motor Company Fund and Community Services.

"We are honoring William Clay Ford's legacy by encouraging and supporting the next generation of innovative automotive designers through this scholarship."

CONTINUED ON PAGE 4

## UPS Goes Propane with Powertrain Integration

by Jim Stickford

Madison Heights' Powertrain Integration just completed a deal that has the 10-year-old company providing 1,000 liquid propane gas engines to UPS.

Company President Bob Pachla said Powertrain Integration will equip 1,000 Freightliner Custom Chassis Corporation medium-duty delivery vehicles with propane autogas (LPG) powertrain packages for the national delivery service.

The packages consist of GM 6.0L V8 LC8 engines, CleanFuel USA Liquid Propane Injection (LPI) fuel systems, and Allison automatic transmissions, said Pachla.

"UPS bringing 1,000 of these units online is proof the medium-duty sector has embraced the LC8 propane autogas engine as a

gasoline and diesel replacement," Pachla said.

"This is the biggest propane autogas adoption to medium-duty delivery vehicles I've seen during my 30 years in the alternative fuel business. We look forward to imminent builds and ongoing support."

Pachla said Powertrain Integration was established to sell GM's "on-highway" engines.

"GM is set up to sell hundreds of thousands of vehicles, not hundreds," Pachla said. "That's where we come in. We are a private company that works closely and exclusively with GM to sell their 'on-highway' engines to the public."

Pachla said while GM makes the engines, Powertrain Integration, as the company name indi-

CONTINUED ON PAGE 6



Power Integration execs, from left, Brad Shantry, Chris Grasso, Robert Pachla, Marcin Niecalek and Ed Garola

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## Chrysler Honors SHAP's Rebirth as Production Site

CONTINUED FROM PAGE 1

fight for something worthwhile."

Marchionne said that even after the company had trouble dealing with the Canadian government, it would invest funds as required to role out a new minivan at its Windsor assembly plant. He said a new minivan will be out by 2016.

He added that he considered the question of investment closed, but he found it "distasteful" that some in the media were saying that Chrysler was looking for a handout.

"Chrysler doesn't take handouts," Marchionne said.

He also said that Chrysler exports three times the cars it makes in Canada than it sells in Canada.

## Dodge Journey Now Arriving In Showrooms

The 2014 Dodge Journey, now arriving in U.S. dealerships, is offering the Pentastar 3.6-liter V6 engine and all-wheel drive (AWD) on SE models.

With a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$24,895 (excluding \$995 destination), the Dodge Journey SE V6 AWD makes all-wheel drive more accessible, said Chrysler spokesperson Kristin Starnes.

"The Dodge Journey set an all-time sales record in the United States in 2013," said Tim Kuniskis, Dodge president and CEO.

"We want to build on that sales momentum, offering levels of performance – 283 best-in-class horsepower, 24 miles per gallon, all-weather capability – our competitors can't touch at this price point."

The Dodge Journey SE V6 AWD is equipped with standard features such as 17-inch wheels, four-wheel disc brakes with ABS and Electronic Stability Control (ESC), seven airbags, 4.3-inch touchscreen and distinctive LED tail lamps.

The 2014 Dodge Journey models are built in Toluca, Mexico.

# Congress to Investigate GM Response to Ignition Defects

DETROIT (AP) – General Motors executives and government regulators will soon have to explain to Congress why it took years to recall 1.6 million compact cars with a known defect linked to 13 deaths.

And the Justice Department is investigating whether GM broke any laws with its slow response, according to a person briefed on the matter.

Members of two congressional committees will likely ask why a proposed fix to the problem was never implemented and why GM didn't immediately tell car owners about the defect.

Here's a look at the developments so far in the recall and what's ahead.

**Q. Which cars is GM recalling?**

A. GM is recalling 1.6 million vehicles that were sold in the U.S., Canada and Mexico. The recall includes the Chevrolet Cobalt and Pontiac G5 from the 2005-2007 model years; the Saturn Ion from the 2003-2007 model years; and the Chevrolet HHR, Pontiac Solstice and Saturn Sky from the 2006-2007 model years.

**Q. What's the defect?**

A. GM says a heavy key ring or jarring from rough roads can cause the ignition switch to move out of the run position and shut off the engine and electrical power. That can knock out power-assisted brakes and steering and disable the front air bags.

**Q. What is GM doing to fix the problem?**

A. Dealers will replace the ignition switches for free. GM will notify owners when the parts are available and repairs can begin, likely in April. Until then, it is warning owners to remove all items from their key rings, including key fobs if applicable. Only the vehicle key should be left on the ring.

**Q. Have any deaths or accidents been linked to this defect?**

A. The problem has been linked to 31 crashes and 13 front-seat deaths. In each of the fatal crashes, the air bags did not inflate. The engines did not shut off in all cases.

**Q. When did GM first know about this problem?**

A. In 2004, around the time that the Chevrolet Cobalt first went on sale, GM learned of at least one engine losing power and started investigating the problem. By 2007, it had received more reports, including at least one involving a fatal accident. Ac-

cording to a company timeline that was given to NHTSA, the company approved a redesign of the key head in 2005 but later canceled that plan. The company also alerted dealers that an insert on the key head could fix the problem, but warranty records show only 474 customers have gotten the insert.

**Q. Why didn't GM act more quickly?**

A. GM opened at least two investigations after reports of engine stalling but closed them after taking no action. At the time, the company was juggling eight U.S. brands and losing billions each year, which led to its eventual bankruptcy in 2009. Now, GM has cut excess brands and bureaucracy and is solidly profitable. GM's new CEO has promised "an unvarnished" investigation into what happened.

**Q. Did GM report these incidents to the government?**

A. Yes. The National Highway Traffic Safety Administration also received dozens of complaints from owners about the issue, dating as far back as 2005.

NHTSA conducted several investigations into the problem but never ordered a recall.

**Q. Why is Congress investigating?**

A. Rep. Fred Upton of Michigan, who heads the House Energy and Commerce Committee, wrote a 2000 law that was intended to improve communication between automakers and NHTSA and help NHTSA identify potential threats to consumers' safety. He wants to know if GM or NHTSA missed opportunities to fix the problem sooner, or if the legislation needs to be strengthened.

**Q. What actions can the government take if it finds GM didn't act quickly enough?**

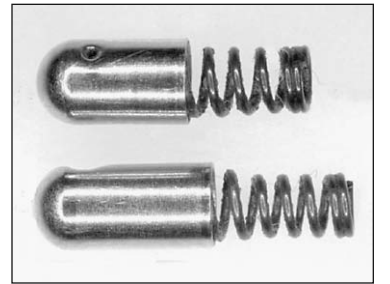
A. NHTSA can fine GM up to \$35 million. Automakers are required to report safety problems to NHTSA within five days of learning about them. Congress doubled the maximum fine to \$35 million last year and could increase it further.

**Q. What's at stake for GM?**

A. It's unclear how much the recall will cost. Toyota Motor

Corp. paid \$48.8 million in total fines to the U.S. government for its handling of unintended acceleration recalls. It later paid more than \$1 billion to settle a lawsuit from owners claiming their cars lost value. It still faces other lawsuits.

The case will also hurt GM's efforts to break from its pre-bankruptcy past. Older, less reliable products still on the road could still haunt GM.



The difference between the original switch detent plunger, top, and the replacement offered by GM is six millimeters. The longer plunger produces more tension, which prevents heavy keys from changing position if jostled.

## Chrysler Program Backs Bullying Prevention

In 2014, the Chrysler brand will continue its support of the Robert F. Kennedy Center for Justice and Human Rights' bullying prevention initiative – RFK Project SEATBELT throughout and beyond the school year.

The Chrysler brand has employed its local dealerships to support the measure during Drive for the Kids fundraisers at area schools, said Chrysler spokesperson Diane Morgan.

The Chrysler brand Drive for the Kids program partners Chrysler dealerships with area schools. As part of the program, Chrysler uses current-model

Town and Country minivans to help raise money for school programs needing funding.

"The Chrysler brand is committed to applying its resources to help build strong and safe communities through great partnerships with organizations such as the Robert F. Kennedy Center for Justice and Human Rights and its bullying prevention initiative," said Chrysler President and CEO Al Gardner.

"As part of our Drive for the Kids programs throughout 2014, we will continue to distribute free information about this important issue in a space where

the topic is vital to the audience, including leaders in the school system, families and children."

All schools participating in the Drive for the Kids program, Morgan said, receive a kit from RFK Project SEATBELT with bullying prevention materials to share with their students and parents.

The minivans will play a "bullying" video on in-car video monitors during the drives.

More information about the Chrysler brand's support of the RFK Project SEATBELT bullying prevention initiative that began in 2013 can be found at www.projectseatbelt.org.

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Dan Ammann and his wife Pernilla with Corvette that will be auctioned for charity.

## Karmanos to Benefit from Corvette Z06 Auction Results

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the Karmanos Cancer Institute, one of 41 National Cancer Institute-designated comprehensive cancer centers in the country, which last year raised \$1 million by auctioning the first 2014 Corvette Stingray Convertible at Barrett-Jackson.

This year, Chevrolet is donating the new Corvette Z06 in support of Karmanos Cancer Institute's 32nd Annual Dinner.

The event takes place Saturday, April 26, at the Fox Theatre in Detroit.

All proceeds from the auction will go to the renovation of the Institute's infusion center, providing a more comfortable and soothing setting for patients to receive chemotherapy treatments.

GM president Dan Ammann and his wife Pernilla, chief operating officer of Mother New York,

will chair the event. This is the fourth consecutive year that a member of GM senior leadership has chaired the fundraiser.

"Chevrolet's donation of the first 2015 Corvette Z06 produced is yet another way that we are showing our continued support of the Karmanos Cancer Institute," said Ammann.

"The funds raised from the auction will help further the exceptional patient care that Karmanos is known for in our community and across the country."

In honor of the annual dinner, the General Motors Foundation announced a \$400,000 grant to support the Institute's cancer research, Mainville said. The grant brought GM and the GM Foundation's support of the Institute to nearly \$7.3 million over the past 17 years.

Those unable to attend the Palm Beach Collector Car Auction may bid online at [www.barrett-jackson.com](http://www.barrett-jackson.com). To register, call 480-421-6694 or email [bidders@barrett-jackson.com](mailto:bidders@barrett-jackson.com).

The winning bidder will receive a letter of authenticity, as well as the ability to select the color of his or her 2015 Chevrolet Z06, Mainville said.

To reserve tickets for the 32nd Annual Dinner, contact Lisa at 313-576-8106 or [koltuncl@karmanos.org](mailto:koltuncl@karmanos.org) or visit Karmanos' 2013 Annual Dinner.

## 2015 Colorado Boasts Fun, Improved Fuel Efficiency

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The Colorado will begin arriving in showrooms this fall at the same time as the new Ford F-150, setting up a sharp contrast between two strategies for reducing the weight of pickups, said Otie McKinley, Chevrolet truck and crossovers spokesperson.

"When it comes to building lighter pickups, there is more than one answer," said Jeff Luke, executive chief engineer.

"Building on our experience with the new Silverado, we engineered the Colorado to be highly mass-efficient, while still providing the performance, capability, dependability and features that midsize truck customers are asking for."

Colorado fits below the Silverado 1500 in the Chevrolet lineup, Wilkinson said. The short-bed crew cab is 212.76 inches long, 17 inches shorter than a comparable Silverado 1500.

Colorado's overall width of 74.3 inches is five inches narrower than Silverado and two inches wider than the Equinox, providing easier maneuverability, said Wilkinson.

Based on GM's latest testing, Colorado is expected to lead the midsize segment with up to 6,700 pounds of available towing capability, McKinley said.

"For many customers, a midsize pickup is simply a better so-

lution," said Luke. "You get the versatility and capability of a truck in a package that is fun to drive and easier to maneuver and park."

"Colorado will meet the unique needs of midsize pickup customers, while also providing an attractive, cost-effective alternative for anyone seeking a more fuel-efficient pickup."

Like Silverado, Colorado uses lightweight, high-strength steels. Fully boxed frames formed primarily from high-strength steel reduce weight and increase stiffness for a quieter ride and better handling.

Key areas of the body structure also benefit from high-strength steels, reducing mass and enhancing strength and safety, Wilkinson said. Overall, about 71 percent of the body structure comprises high-strength steels.

The pickup box consists of roll-formed steel, which is lighter and stronger than traditional stamped steel.

Major aluminum components include the hood, front steering knuckles, and cylinder heads and engine blocks for both the 2.5L four cylinder and 3.6L V6, McKinley said. Reflecting the attention to weight savings found throughout the Colorado, the aluminum heads for the V6 feature integral exhaust manifolds, which save about 13 pounds over traditional cast-iron manifolds.

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William Clay Ford, Sr. – with Edsel Ford II, left, and William Clay Ford, Jr. – sits in a 1903 Ford Model A.

## Bill Ford Sr.'s Driving Instructor Was Founder Henry Ford – When Bill Was 10

William Clay Ford, Sr., who died March 9 at the age of 88, linked Ford Motor Company's past and future as the last surviving grandchild of company founder Henry Ford and the father of current Executive Chairman William Clay Ford, Jr.

Mr. Ford was born in Detroit on March 14, 1925, the youngest son of Mr. & Mrs. Edsel B. Ford's four children. He attended Detroit University School in Grosse Pointe, Mich., and the Hotchkiss School in Lakeville, Conn.

Mr. Ford enlisted in the Naval Air Corps in 1943 and attended the University of Michigan as part of his naval training. He was in flight training at the time of his discharge two years later.

He then enrolled at Yale University, where he graduated in 1949 with a bachelor of science degree in economics.

Mr. Ford in 1948 embarked on a career and association with the company that would span more than six decades, including the company's celebration of its centennial in 2003.

At the annual meeting that year, he shared his unique perspective on the company's history with shareholders, including stories about being taught to drive by Henry Ford and taken for his first airplane ride by Charles Lindbergh in a Ford Tri-Motor.

It was a rare moment of public reflection for Mr. Ford, who once characterized his key contributions to the company as helping the Design department and providing a stabilizing influence on the company's board of directors. He was also proud of the Ford family's role in building and sustaining the company.

"I don't have a crystal ball with me, so I can't see into the future," he told shareholders at the company's centennial annual meeting. "I just want you to know that we have tremendous pride in the Ford name."

"We have a spirit of working together, and we have a passion for cars. And we also have a great desire to see the Ford name in the forefront of world transportation."

Mr. Ford had a special relationship with his grandfather. When he was 10 years old, Henry Ford gave him a driving lesson. The youngster sat on his famous grandfather's lap, steering the car and controlling the speed by

throttle while Henry Ford took care of braking and shifting gears.

Unfortunately, while driving 70 mph down a rural road outside of Dearborn, the two were stopped by a police officer. The officer let the elder Ford off with a lecture. Then, unbeknownst to Henry Ford, the officer phoned his wife, Clara Ford, who was waiting for her husband and grandson when they arrived back home. "Her first words were, 'Billy, you go to your room, and Henry – I want to talk to you,'" Mr. Ford said. "After that, anytime we left the property, I was in the passenger seat."

Another time, a young Mr. Ford was confined to his bedroom with an illness while the extended family celebrated Christmas. When it came time for the meal, Henry Ford was discovered upstairs with his grandson, who had rigged up a special pulley system with a nearby tree so he could shoot paper targets from his bedroom window.

"He thought that was great," Mr. Ford told The Henry Ford Museum during an interview in 2001. "He came up and joined me. He was up there for about an

hour."

Mr. Ford enrolled at Yale University in 1945. At Yale, he captained the varsity soccer and tennis teams, earning seven varsity letters.

After graduating from Yale, he joined the company's Sales and Advertising Staff in 1949. He later served on the Industrial Relations Staff, where he was a member of the committee that negotiated the company's 1949 contract with the then UAW-CIO.

In 1951, Mr. Ford became quality control manager for the Lincoln-Mercury Division's jet engine defense project.

In 1952, he was appointed manager of Special Product Operations for advanced planning of the Continental Mark II, later considered by many to be one of the greatest cars ever built.

An avid golfer, made seven holes-in-one in his career. In 2003, *The Detroit News* honored Mr. Ford as a Michiganiaan of the Year, an annual tribute to select citizens who made significant contributions to the state or local community. In 2005, he was inducted into the Michigan Sports Hall of Fame.

## Automotive Icon, NFL Owner William Clay Ford Dies at 88

CONTINUED FROM PAGE 1

chairman of the Executive Committee and appointed a member of the Office of the Chief Executive. He was elected vice chairman of the Board in 1980 and chairman of the Finance Committee in 1987. He retired from his post as vice chairman in 1989 and as chairman of the Finance Committee in 1995. He retired from the board and was named Director Emeritus on May 12, 2005.

Mr. Ford is survived by his wife of 66 years, Martha Firestone Ford; daughters Martha Ford Morse (Peter), Sheila Ford Hamp (Steven), and Elizabeth Ford Kontulis (Charles); son William Clay Ford, Jr. (Lisa); 14 grandchildren and two great-grandchildren.

"My father was a great business leader and humanitarian who dedicated his life to the company and the community," said William Clay Ford, Jr., executive chairman, Ford Motor Company. "He also was a wonderful family man, a loving husband, father, grandfather and great-grandfather. He will be greatly missed by everyone who knew him, yet he will continue to inspire us all."

"Mr. Ford had a profound impact on Ford Motor Company," said Alan Mulally, Ford president and CEO.

"The company extends its deepest sympathies to the many members of the extended Ford family at this difficult time. While we mourn Mr. Ford's death, we also are grateful for his many contributions to the company and the auto industry."

Mr. Ford had numerous associ-

ations and roles outside of Ford Motor Company. He became president of the Detroit Lions football team in 1961. He purchased the team in November 1963 and served as its chairman until his death. He also was a dedicated and generous philanthropist and community leader.

He was chairman of the board of trustees of the Henry Ford Museum from 1951 to 1983, after which he was named chairman emeritus.

Mr. Ford served as a director of the Detroit Economic Club, was an honorary life trustee of the Eisenhower Medical Center and a national trustee for the Boys' and Girls' Clubs of America.

He also was an honorary chair of the United Way for Southeastern Michigan and served on the Texas Heart Institute National Advisory Council.

In 1996, Henry Ford Hospital opened The William Clay Ford Center for Athletic Medicine, a leading sports medicine treatment and research institution.

In 1997, the outdoor courts of the University of Michigan's new tennis center also were named in his honor.

The largest donor in history at the Henry Ford Museum, the Great Hall of the museum – The William Clay Ford Hall of American Innovation – also was named in recognition of his support.

Funeral services were held privately.

In honor of Mr. Ford's memory, Ford Motor Company locations in the U.S. are lowering their American and Ford flags to half-staff for a 30-day period. Ford locations outside of the U.S. will follow local custom.

## Ford's \$1M in Scholarships To Honor William Clay Ford

CONTINUED FROM PAGE 1

The grant will be paid at the rate of \$50,000 a year during the next 20 years, awarding five \$10,000 scholarships annually to outstanding college sophomores or juniors pursuing a degree in automotive design, said Ford Dealer Communications Manager Elizabeth Weigandt. Details of the program will be announced in the coming months.

Ford Motor Company Fund is an established supporter of the arts, as well as design and arts

education, Weigandt said.

Longtime partnerships include the Smithsonian Institution Traveling Exhibits in Washington, D.C.; Detroit Institute of Arts and College for Creative Studies in Detroit; and Art Center College of Design in Pasadena, Calif.

At the high school level, Weigandt said, the Ford Fund is a founding sponsor of Henry Ford Academy in Dearborn; Henry Ford Academy: Alameda School for Art and Design San Antonio, and Henry Ford Academy: School for Creative Studies in Detroit.

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# GM Brazil Plant Embraces Environment

General Motors' engine plant in Joinville, Brazil, has earned Leadership in Energy and Environmental Design, or LEED, Gold certification from the U.S. Green Building Council.

It's the first automotive plant in South America to become LEED Gold-certified, the result of investments in sustainability when construction began two years ago.

The Joinville facility joins five other GM LEED-certified facilities in China and the United States.

"The environmental performance of this plant has been on our minds since Day One of construction," said Santiago Chamorro, president of General Motors do Brasil.

"This operation embodies GM's outlook on integrating sustainability into every decision we make – from building efficient facilities to designing efficient vehicles."

The facility embraced several environmental processes to reach this point, said GM spokesperson Sharon Basel.

A 350-kilowatt solar array powers plant-floor and office lighting, avoiding 10.5 tons of CO<sub>2</sub> – the equivalent of energy consumed by 220 homes in Brazil annually.

The solar power is also used to heat 15,000 liters of water a day, reducing natural gas costs and avoiding 17.6 tons of CO<sub>2</sub> emissions annually.

It is the first solar energy system in the Brazilian automotive industry, said Basel.

The plant also uses reverse osmosis – a process that pushes water through a filter to eliminate particles – to filter water from recycled treated wastewater for toilet flushing and industrial uses such as cooling towers.

The plant saves the equivalent of nine Olympic-sized swimming pools – 22.9 million liters a year. It's the first application of its kind at an automotive facility, said Basel.

Helping Joinville earn its certification were tactics like harvesting natural light and using filter-

ing gardens to treat sewage, said Mike Robinson, GM vice president of Sustainability and Global Regulatory Affairs.

"Joinville's environmental activity is aligned with everything we stand for as a company," said Robinson.

"From the use of solar power to water conservation, this is how we want all of our facilities to aspire to operate."

From 2005 to 2013, GM Brazil facilities reduced water consumption per vehicle produced by 58 percent and energy use by 36 percent per vehicle produced, Robinson said.

During the same time period, non-recyclable waste – kilograms

per vehicle produced – was reduced by 76 percent. In 2013, all Brazil sites combined composted more than 1,500 tons of organic waste from facility cafeterias.

The Joinville plant is working to achieve landfill-free status, under which no waste from daily operations would be sent to landfill, Basel said.

When LEED-certified, it would join six other South America facilities and more than 100 total GM global facilities to have earned this designation.

With more landfill-free facilities than any other automaker, the company is well on its way to its commitment of 125 landfill-free facilities by 2020.



Daily operations at GM's Joinville Engine plant help environment.

# Chrysler Plant Cuts Energy; Saves \$2M

Chrysler's Brampton (Ontario) Assembly Plant (BAP) is the first automotive assembly plant in Canada to achieve ISO 50001: 2011 "Energy Management" standards certification by TÜV, an international certification organization.

Introduced in 2011, ISO 50001 includes globally recognized requirements for energy management systems, which are an important element of energy performance and greenhouse gas reduction, said Chrysler spokesperson LouAnn Gosselin.

BAP's achievements in energy management range from lighting control projects developed and implemented by plant electricians to investment in an automated heating and ventilation management system and scheduler.

The lighting project resulted in an estimated savings of \$110,000 in annual electricity costs. Automated heating and ventilation meant an estimated savings of almost \$2 million in annual electricity and natural gas costs, and also reduced excess negative exhaust by 1.2 million cubic feet per minute.

BAP served as the pilot plant for ISO 50001 certification among Chrysler's North American automotive assembly plants, Gosselin said. The remaining plants are expected to be certified by the end of 2014.

BAP had previously achieved certification against a number of international standards, among them ISO 9001 for Quality and ISO 14001 for Environmental Management.

"I am extremely proud of the staff at Brampton Assembly Plant who worked tirelessly to help us achieve ISO 50001: 2011 Energy Management standards certification," said Brampton Assembly Plant Manager Dan Omahen.

"This experience has proven that when employees rally together, and work alongside management and agency partners, sustainable solutions can be identified that help us improve energy optimization and reduce greenhouse gas emissions."

Chrysler adopted World Class Manufacturing (WCM) as its operating system in 2009 as part of its alliance with Fiat, Gosselin said.

First implemented by Fiat in 2006, WCM is a methodology that focuses on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way.

WCM engages the workforce to provide and implement suggestions on how to improve their jobs and their plants.

WCM has become the driving force behind the improvements in all of Chrysler Group's manufacturing plants with four facilities achieving Bronze status, a significant milestone in the WCM process, in 2012.

As part of the WCM Environment activities at BAP, the plant established a cross-functional energy management team that included skilled trades staff and managers, as well as local utility companies who offered suggestions and explored various improvement ideas, Gosselin said.

This team approach to continuous improvement lent itself well to the ISO 50001 Significant Energy User (SEU) concept, which aims to improve the plant's energy performance.



Chrysler's Brampton Assembly Plant is honored for energy management.

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# GM Sales in China Hit New February Mark

General Motors and its joint ventures sold 257,770 vehicles in China during February, setting a new record for the month. Sales increased 19.9 percent from 215,070 vehicles sold in the same month last year.

In February, Shanghai GM's domestic sales were up 8.8 percent year on year to 109,889 units, GM's joint venture company SAIC-GM-Wuling's domestic sales were up 29.4 percent to 142,620 units and FAW-GM's domestic sales were up 38.7 percent to 5,092 units.

Buick sales in China's domestic market increased 13.0 percent on an annual basis in February to 59,164 units. Its best-selling model remained the original Excelle family, which had sales of 21,820 units – a rise of 49.4 percent. It was followed by the Excelle XT and GT, which had a combined sales growth of 13.8 percent to 16,260 units.

Chevrolet sales in China dropped 0.1 percent on an annual basis to 46,347 units. The brand's most popular model was the Cruze, which sold 19,960 units – an increase of 52.1 percent. Sales of the Sail family were 13,173 units.

Cadillac sales in China were a February record 4,378 units. Demand for the luxury brand jumped 90.8 percent on an annual basis, as sales of the popular XTS luxury sedan totaled 2,042 units.

Wuling sales across China increased 31.6 percent from February 2013 to 137,018 units. Sales of the Hong Guang family rose 103.2 percent to 65,129 units. Baojun, GM's entry-level passenger car brand in China, had sales of 5,602 units.

With all-time monthly record sales in January, GM's domestic China sales during the first two months of 2014 totaled 605,831 units – an increase of 15.2 percent from the year-ago period and also a new record.

Between January and February, Shanghai GM sold 281,745 units in China, which was up 10.4 percent on an annual basis. SAIC-GM-Wuling sold 315,472 units in China, which was up 20.4 percent. Both were new highs for the period. FAW-GM sold 8,411 vehicles in China, which was up 3.1 percent.

In addition, during the first two months of 2014, Buick sales rose 14.7 percent year on year to 159,291 units, Chevrolet sales were down 0.2 percent to 112,335 units, Cadillac sales jumped 161.8 percent to 10,119 units, Wuling sales

were up 20.9 percent to 300,904 units and Baojun sales grew 11.4 percent to 14,568 units.

These sales are important to GM, said Mike Wall, director of Automotive Analysis for IHS Automotive, because China is the world's largest car market.

"In general, GM's China sales are profitable for the company," Wall said. "They've done a good job of putting out a variety of vehicles that have caught on with the public there. GM has penetrated the market with brands like Buick, which enjoys a different sort of reputation there than here."

Doing well in China is great for GM, Wall said, but that market is "wickedly" competitive.

Companies such as Volkswagen and the Japanese are there in a strong way. Ford, which, Wall said, came to the Chinese market somewhat late, is also striving

hard to gain market share.

"But a major automaker like GM can't afford to be left behind in the Chinese marketplace," Wall said. "By 2020, it's estimated that yearly sales will reach the 30 million mark. That's a lot of volume. Here in the U.S., a good year is 16 million. GM can't afford not to be there."

Wall said GM's profits from China in the last quarter of 2013 were strong. And things should get better because automakers are creating true world platforms. This helps spread out development costs and keeps the price of vehicles down.

"This latest news about GM's China sales is good news," Wall said. "Everything I've heard indicates that that market is only going to get bigger and having a strong presence now will only help later."

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## Women's Power Breakfast Set For Gleaner's

The 21st annual Women's Power Breakfast will be held at the Gleaner's Community Food Bank Detroit Distribution Center on Wednesday, April 2, starting at 7 a.m.

More than 500 of southeast Michigan's most prominent female business, civic and community leaders will gather in support of Gleaner's efforts to provide one million meals for children across southeast Michigan this spring, said Gleaner's spokesperson Suzette Hohendorf.

"This fundraiser has grown tremendously in 21 years and is a testament to the generosity of all involved," said Gerry Brisson, president of Gleaners.

"I am grateful for and humbled by the overwhelming response from the female leaders in our community, who come together without hesitation to help feed the hungry children in our area."

This year's Power Breakfast honorary chairs are: Diana Reid, Lori Wingerter and Jayne Homco.

To purchase tickets to the breakfast, go to [womenspowerbreakfast.org](http://womenspowerbreakfast.org), or call Hohendorf at 866-453-2637, ext. 243.




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