



2015 Chrysler 200 interior

2015 Chrysler 200 and Jeep Take Top Honors for Interior

Attention to detail, said the editors of *WardsAuto*, has paid off for Chrysler.

The 2015 Chrysler 200 and 2014 Jeep Cherokee have been named two of *Ward's* 10 Best Interiors for 2014.

"To once again be recognized by *WardsAuto* for their '10 Best Auto Interiors' demonstrates Chrysler Group's commitment to deliver premium materials, unique features and exquisite style to each of our brand's specific consumer," said Ralph Gilles, Chrysler's senior vice president of Product Design.

"While the interiors of the Chrysler 200 and the Jeep Cherokee are in contrast to each other,

both offer innovation and clever details that meet the needs of their respective consumer."

With a goal of achieving the "ultimate driving experience," the Chrysler design teams used creation, personal inspiration and attention-to-detail to create the Chrysler 200 and Jeep Cherokee interiors, said Chrysler spokesperson Alyse Tadajewski.

"While created with two different customers in mind using different themes, our teams did use the same key principles to design the all-new interiors of the new Chrysler 200 and Jeep Cherokee," said Klaus Busse,

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'For 2015, We'll Have the Best Range in Our History' – GM Executive VP Mark Reuss

Talk about adding muscle to the lineup.

With the introduction of the 2015 Corvette Z06 Convertible, Chevrolet now offers enthusiasts 14 distinct performance-car models – including nine Camaro models, the SS performance sedan and four Corvette models.

Output ranges from 323 to an

estimated 625 horsepower.

"Chevrolet has been America's best-selling performance brand for four consecutive years, due in part to the breadth of our lineup," said Mark Reuss, GM's executive vice president, Global Product Development.

"For 2015, we will have the best range in our history, offering

a performance car for virtually every enthusiast, from the 30-mpg Camaro LS and the COPO Camaro drag car to the 625-horsepower Corvette Z06 Convertible supercar."

The 2015 Chevrolet lineup of performance cars includes the

CONTINUED ON PAGE 5



Chevrolet boasts a full lineup of performance cars, including the new Corvette Z06 Convertible (foreground).

New York Auto Show Adds Excitement to Big Apple

2015 Chevy Trax Coming to America

The Chevy Trax made its debut at the New York International Auto Show last week.

The Trax is a new small SUV designed to offer versatility, connectivity and turbocharged performance in an efficient package, said Chevy spokesperson Leslie Rajewski.

Chevrolet Trax was launched in late 2012 in Mexico and Canada as a 2013 model. Since then, about 90,000 have been sold in more than 60 global markets.

The 2015 Trax is currently on sale in China, and will arrive in U.S. dealer showrooms early next

year, adding the small SUV to Chevy's two largest markets.

The new car will be based on a Gamma II platform and produced in South Korea and Mexico.

Trax is named after a 2007 concept vehicle.

"The Trax blends small-car agility with the utility of an SUV, including up to 48.4 cubic feet of cargo space," Rajewski said.

"It's Chevrolet's seventh small-vehicle launch in less than four years."

Alan Batey, General Motors senior vice president of Global Chevrolet, said, "Trax offers cus-

tomers another option in the Chevrolet family and will be a strong competitor in the emerging small-SUV market, which is expected to grow more than 80 percent by 2016.

"Trax also leverages our global resources and builds on Chevrolet's strong SUV heritage."

When it arrives in dealer showrooms early next year, Trax will have available OnStar 4G LTE and built-in Wi-Fi hotspot, as well as MyLink technology featuring the segment's only seven-inch color

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Chevy execs expect Trax to be "strong competitor in small-SUV market."

Alfa Romeo 4C Introduced at Auto Show

The 2015 Alfa Romeo 4C, at its American debut last week, showed a dash of Italian style in the North American market.

The vehicle, introduced at the New York Auto Show, is a mid-engine design inspired by the brand's racing history, aimed at delivering supercar-level performance, said Chrysler spokesperson Jiyen Cadiz.

Features include a state-of-the-art carbon fiber monocoque and all-aluminum turbocharged engine influenced by Formula 1, and advanced technological solutions.

"The all-new Alfa Romeo 4C delivers supercar-level performance in its most elemental form," said Harald Wester, president and CEO of Alfa Romeo.

"With its ultra-lightweight materials and technological solutions derived directly from motorsports, a mid-engine propor-

tion for maximum agility and purposeful styling cues to enhance performance – the all-new 4C coupe marks Alfa Romeo's return to sports cars and the brand's return to North America."

For the Alfa Romeo brand, the new 4C represents the "essential sportiness embedded in the

brand's DNA," said Wester. "It has Italian style, performance and technical excellence, for maximum driving pleasure in complete safety."

The Alfa Romeo 4C is inspired by the century-old tradition of

CONTINUED ON PAGE 4



2015 Alfa Romeo 4C

Innovation is Key to Growth, Says Ford COO Mark Fields

A wide-eyed 4-year-old boy visited a memorable attraction in 1964, when the Ford Mustang was introduced to the world.

Today, that boy is Ford Motor Company's chief operating officer.

The COO, Mark Fields, recalls the New York World's Fair, held in Queens that year, but can't remember the pony car's intro. (After all, he was only 4.)

He does remember, however, that his dad lifted him onto his shoulders "to get a look at the new Mustang."

Fields related that story in his opening speech at the New York Auto Show last week.

He said it was 50 years ago that Ford introduced the Mustang – a car that would have a profound impact on the auto industry.

Fields said the vehicle was on display at that World's Fair – an event that attracted 51 million visitors to the Queens site.

Ford wasn't the only innovating company to have displays at the fair, he said.

"What's striking about the 1964 World's Fair is that many of the innovations we saw there were phenomenally successful, and are still with us today," Fields said.

"IBM was there, showing new ideas in character recognition and giving the public the chance to personally interact with a computer for the very first time."

"Disney was there, wowing visitors with pioneering animatronics, an elevated roadway for

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Detroit Auto Scene

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

William Springer II, publisher
Lisa A. Torretta, operations
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Performance Car Enthusiasts to Visit Lingenfelter

Lingenfelter Performance Engineering will be hosting a regular weekend coffee series starting May 3 and running through Sept. 20.

Car enthusiasts are invited to the Saturday morning "Lingenfelter Cars & Coffee" series.

Each Saturday, from 8 a.m. to 10 a.m., Lingenfelter's North Engine Build Facility in Wixom will open its doors and parking to the public, said company spokesperson Chris Morrisroe.

Tim Horton's Cafe & Bake Shop will be on hand serving up fresh coffee and baked goods.

"It is no surprise that Michigan, home to the Motor City, has an incredible number of people that are interested in new and exciting changes in the world of cars," said Kristen Lingenfelter.

"We think that our Saturday morning 'Cars & Coffee' events will be the perfect opportunity to make some new friends and to visit with our supporters and customers."

Car lovers are welcome to stop by and enjoy the company of others, Lingenfelter said, and to see the latest and greatest in performance cars from Lingenfelter Performance Engineering. Tours of the Lingenfelter Wixom Build and dyno testing facility will also be available.

Although there is no fee to participate in the weekly events, Lingenfelter said, guests are encouraged to bring a donation of nonperishable food items to be donated to Gleaners Community Food Bank.

"Lingenfelter Cars & Coffee will be held rain or shine and will feature special guests and cars from the Lingenfelter Collection throughout the summer," Lingenfelter said.

Updates will be posted on the Lingenfelter Facebook page and website: www.lingenfeltercollection.com. The meetings are at 47451 Avante Drive, Wixom, just off of I-96 and Beck Road.

Club GM to Hold Special Raffle

In honor of "Take Our Daughters and Sons to Work Day," which is April 24 this year, Club GM is holding a special raffle that will benefit several local charities.

"Many local businesses have donated items for the raffle," said Club spokesperson Katherine Murphy. "We have the baskets that can be won on display at our Club GM stores. The drawing will be held at the end of the day. We will also have some items that will be sold via a silent auction."

Murphy said the Club will also be giving out raffle tickets that day for every purchase at the Club GM stores.

Patrons will also have the opportunity to buy the special Club GM Earth Day shirts that were designed by the children of GM employees to commemorate Earth Day 2014.

Innovation is Key to Growth, Says Ford COO Mark Fields

CONTINUED FROM PAGE 1

Ford's Magic Skyway, and the hugely popular "It's a Small World" display that later moved to Disneyland.

"And Ford was there, too, with the introduction of Mustang – an entirely new class of vehicle, with two doors, design flair and a long list of options.

"I didn't realize the significance of what I was seeing at the time, but by the size of the crowd, I could tell it was a big deal."

These companies back in 1964 understood something, Fields said. They knew that they had to look beyond commonly held beliefs to find new methods and to defy constraints to accomplish three things.

The first was to understand the truth that the world will change.

Second, they anticipated how these changes would affect consumers.

And third, they anticipated the consumers' spoken wants and unspoken needs.

"Now, if you master all three, the reward is not only massive business growth, but the chance to change the world," Fields said. "After the World's Fair, IBM sales skyrocketed.

"In 1966 alone, the company hired 25,000 new employees and built new manufacturing facilities in the United States and Europe. More importantly, though, IBM changed the world – first with its mainframes and then by helping bring personal computers to the average person.

"Similarly, Disney has grown dramatically, from a motion picture company in 1964 to the largest media company in the world today in terms of revenue. "Even more so, Disney has

made the world a better place – entertaining millions with a sense of wonder and imagination, and bringing families together.

"And then there's Mustang, an instant cultural sensation that became one of the world's most iconic vehicles, reaching 9 million sales."

What was true in 1964 is still true today, Fields said.

"The great innovators are those who do three things very well: They understand, they anticipate and they anticipate again," Fields said.

"Apple, of course, is the classic example. Apple dropped 'Computer' from its name when it foresaw the world's migration to mobile platforms and recognized its customer base was increasingly global.

"This is why Apple has been earning 75 percent of its revenue from its touch-screen iPhone and iPad, commanding more than half of the tablet market, adding 900 apps each day and building a customer base in 100 countries."

And Ford, Fields said, hasn't forgotten the lessons of the past. That's why the automaker is investing in new technology and has created its EcoBoost engine to create greater fuel efficiency.

"So now, it's time to look ahead," Fields said. "How can we apply what we've learned about innovation, starting with the 1964 World's Fair, and up through today? One sure bet is that the fundamentals of innovation will guide the way.

"As we look to 2020 and beyond, there are a number of changes we already can see.

"The global population is growing. Life expectancies are increasing. And today's emerging markets are becoming the epicenter of growth."

Lincoln Headed for China Market

BEIJING (AP) – Ford Motor Co. says it will introduce its high-end Lincoln brand to China later this year with plans to open eight dealerships in seven cities.

Lincoln is a latecomer to China's luxury car market, but Robert Parker, president of Lincoln China, said on April 17 that the Lincoln brand is being introduced to the Chinese marketplace after much deliberation and research.

Parker said Lincoln will bring to China models that have padded backseats because of China's higher expectations for backseat comfort and a custom fragrance pleasing to Chinese noses.

Parker says he believes there is

strong interest in Lincoln among Chinese luxury car consumers and that the company aims to open 60 dealerships in 50 Chinese cities by 2016.

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These facts mean that the automakers are facing new choices.

"We can think like car companies, and view this growth as merely a sales opportunity," Fields said.

"Or, we can think like innovators, and, as Bill Ford has encouraged, find ways to reduce consumers' wasted time and resources in traffic and work to avoid the potential for global gridlock.

"It's why we at Ford are thinking not just like a car company, but like a mobility company."

Ultimately, Fields said, what

was true in 1964 is true in 2014. The most successful companies continue to "look beyond commonly held beliefs."

"The true innovators among us will understand the reality that the world will continue, and far more dramatically than it has the last 50 years," Fields said.

"The true innovators will anticipate, far in advance, exactly how these changes will affect consumers.

"And the most successful among us will fully anticipate consumers' spoken wants and, even more importantly, their unspoken future needs."

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Quattrone Named Senior VP of GM's Global HR; Howell, Bingol Move

General Motors has named John J. Quattrone as senior vice president, Global Human Resources.

Quattrone, currently executive director of Human Resources for GM's Global Product Development, Purchasing and Supply Chain organizations, succeeds Melissa A. Howell, who is leaving GM to pursue other interests, said GM spokesperson Greg Martin.

GM also announced that Selim Bingol, senior vice president, Global Communications and Public Policy, is leaving the company to pursue other interests.

Quattrone's appointment and Howell's and Bingol's departures are effective immediately.

Quattrone, a native of Syracuse, N.Y., began his GM career in 1975 at the Fisher Body Syracuse Plant. Since then, he has held various positions in Human Resources and Labor Relations at GM.

Quattrone was appointed general director of Human Resources for North America Vehicle Sales, Service and Marketing in September 1996. He was appointed GM North America's vice president of Human Resources in 2001 and was GM Powertrain's vice president of Human Resources prior to his current assignment.

"John brings to the job a deep and rich breadth of experience across all levels of the enterprise," said GM CEO Mary Barra. "This background is invaluable as we create lasting change that puts the customer at the center of how we work and how we measure ourselves going forward."

Quattrone received his Bachelor of Science degree from Le Moyne College and earned a Master of Science degree from West Virginia University. He serves on the board of directors of the American Society of Employers and previously served on the board of directors of Health Grades, Inc.



John J. Quattrone

Barra praised Howell's contribution at a key time for the company. "Through Melissa's passion, the values that make up today's GM are now becoming a central part of how we develop and guide our employees around the world," said Barra.

"We are deeply grateful for her dedication to GM and all that she did to help build a stronger HR function to support our people and business."

Howell joined GM in 1990. She was named senior vice president, Global Human Resources, in February 2013.

Bingol was senior vice president for Corporate Communications at AT&T before joining GM in 2010 as senior vice president, Global Communications. Global Public Policy was added to Bingol's portfolio in October 2012.

During his tenure, Bingol guided the communications around GM's 2010 initial public offering, the largest in history at that time, as well as the introduction of several new products that have received widespread acclaim for quality, styling, and performance.

"We appreciate Selim's service and for his helping tell the GM story during one of the most exciting periods in the company's history," said Barra.

GM to Ask Court to Switch Claims to 'Old GM'

by TOM KRISHER
AP Auto Writer

DETROIT (AP) — General Motors revealed in court filings last week that it will soon ask a federal bankruptcy judge to shield the company from legal claims for conduct that occurred before its 2009 bankruptcy.

The automaker's strategy is in a motion filed in a Corpus Christi, Texas, federal court case, and in other cases across the U.S. that involve the defective ignition switches that have led GM to recall 2.6 million small cars.

The motion asks U.S. District Judge Nelva Gonzales Ramos to delay action on the lawsuit until the bankruptcy court rules and other federal courts decide if the case should be combined with other lawsuits.

But GM says it's not asking to halt action on a motion to force GM to tell customers not to drive their cars that are being recalled.

GM has said at least 13 deaths have been linked to the switch problem.

The switch can unexpectedly slip out of the "run" position, shutting down the engine, knocking out power-assisted steering and power brakes, and disabling the air bags.

GM officials acknowledge knowing about the problem for at least a decade, but it didn't start recalling the cars, including Chevrolet Cobalts and Saturn

Ions, until this past February.

The company's motion says GM will ask the bankruptcy court in New York to enforce an order made during the 2009 bankruptcy case that split GM into a new company and an old company.

Claims from before the bankruptcy would go to "Old GM," called Motors Liquidation Co., while claims after the bankruptcy would go to the new General Motors Co.

"Just like the other 'ignition switch actions' that other plaintiffs have filed in the wake of public reports regarding the outstanding recall, this case relates to a vehicle designed, manufactured, originally sold and advertised by Old GM," the company's motion says.

GM's motion says more than 30 cases have been filed against the company since February.

With the motion, GM is trying to limit its legal liability in the cases while at the same time it considers compensation for families of crash victims.

GM has hired Kenneth Feinberg — who handled the fund for the victims of the Sept. 11, 2001, terrorist attacks, the Boston Marathon bombing and the BP oil spill in the Gulf of Mexico — to explore ways to compensate victims.

No decision has been made.

Attorney Robert Hilliard filed the Texas lawsuit on behalf of Charles and Grace Silvas.

It claims they are stuck with a

defective 2006 Chevrolet Cobalt and seeks repairs, compensation for loss of value and alternative transportation.

Hilliard called GM's motion to send the case to the bankruptcy court a "long shot" and accused GM CEO Mary Barra of directing lawyers to hide behind the bankruptcy.

He said he expects a ruling soon on the request for an order for GM to tell owners to keep the recalled cars off the road.

GM has said owners can continue safely using the cars if precautions are taken.

Auto Supplier Will Create 102 jobs

ORION TOWNSHIP, Mich. (AP) — An international automotive company is investing \$15.3 million to expand its business in Oakland County.

Gov. Rick Snyder says the expansion of Fuyao Automotive North America in Orion Township will create 102 full-time jobs. The company currently provides assembly and support services for auto manufacturers and plans to add equipment to produce glass assembly parts.

Orion Township will cut property taxes for the project, and the Michigan Business Development Program is set to give a \$1 million performance-based grant from the state's Strategic Fund for the company's investment and job creation.

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***New Chrysler 200,
Jeep Earn Top
Interior Honors***

CONTINUED FROM PAGE 1

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'Best Range in Our History' – GM Exec VP Mark Reuss

CONTINUED FROM PAGE 1

new Corvette Stingray, which is built on a new aluminum chassis and features a new 6.2L V8 rated at 455 horsepower.

Chevy spokesman Monte Doran said the Stingray backs its performance capability with the greatest efficiency of any sports car with at least 450 horsepower: an EPA-estimated 17 mpg city driving and 29 mpg on the highway with its seven-speed manual transmission. A new eight-speed paddle-shift automatic transmission will be offered in 2015.

The new Z06 Coupe and Convertible join the lineup for 2015, Doran said. The new Z06, he added, delivers "supercar" levels of performance and technology, including at least 625 horsepower and 635 lb.-ft. of torque from an all-new supercharged engine, and true aerodynamic downforce for high-speed stability.

The Z06 Coupe is the most capable Corvette in the brand's history, Doran said, recording the fastest lap of any production car ever tested at GM's Milford Road Course test track.

He said the Z06 Convertible will be "one of the most capable convertibles on the market" – matching the coupe model – with 0-60 acceleration in less than 3.5 seconds.

The Chevrolet SS, Chevy's first V8-powered, rear-drive performance sedan since 1996, is based on a "race-proven, global platform that underpins" the Camaro, and, in Australia, the high-performance Holden VF Commodore, Doran said.

Lightweight aluminum hood and deck lid panels contribute to a nearly 50/50 weight balance, while the performance of the SS's 415-

hp/415-lb.-ft. 6.2L V8 enables 0 to 60 mph sprints in 5 seconds flat.

The Camaro lineup starts with the 323-horsepower V6-powered coupe and convertible, which, Doran said, match performance with efficiency – including up to 30 mpg on the highway for the 2LS coupe model – and a suggested starting price of \$23,555 not including tax, title and dealership fees.

The SS coupe and convertible come with Chevy's "legendary" small-block V8, featuring a 6.2L engine delivering up to 426 horsepower, and 0-60 acceleration in 4.5 seconds, Doran said.

The Camaro 1LE is the most affordable, track-capable Camaro in the lineup, starting at \$37,350, Doran said. The model is offered only on SS coupes with a manual transmission and optimized for the track with unique gearing, suspension tuning and tires that make it capable of more than 1 g in cornering grip.

The Camaro ZL1 (coupe and convertible) is equally at home on the race track, the drag strip or daily commuting, Doran said. It features a supercharged 6.2L V8 with 580 horsepower and 556 lb.-ft. of torque – making the ZL1 the most powerful Camaro ever from Chevrolet, said Doran.

"It is also the most technologically advanced, with standard Magnetic Ride Control and, on coupe models, Performance Traction Management," Doran said.

The COPO Camaro, limited to 69 units this year, is a hand-built race car designed exclusively for drag racing – the first purpose-built Camaro race car from Chevy and the quickest Camaro ever from the factory, Doran said.

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2015 Trax Hits U.S. Market

CONTINUED FROM PAGE 1

touch screen, Batey said. Trax also will be the first in its class to offer Siri Eyes Free.

Trax technologies also enhance passenger safety, Batey said, with more standard air bags than its competitors, a standard rearview camera and available rear park assist.

Additional vehicle highlights, Batey said, include:

- Ecotec 1.4L turbocharged engine that delivers the efficiency of a small-displacement engine with the power of a larger engine on demand;
- Available all-wheel drive;
- Electric power steering;
- Available next-generation OnStar and MyLink;
- Ten standard air bags, including side-curtain and knee air bags – and the segment's only rear seat-mounted thorax air bags;
- Several storage areas, including upper and lower glove boxes – with a USB port and auxiliary jack in the upper glove box for plug-in media;
- 60/40-split fold-flat rear seat and fold-down front passenger seatback for storing and transporting items up to eight feet long;
- Standard remote keyless entry and available remote start.

Trax will be offered in LS, LT and LTZ trims. Pricing will be announced closer to the start of production.

Batey said one of the strengths of the Trax is that drivers don't have to sacrifice performance.

Trax is powered by a power-dense Ecotec 1.4L turbocharged four-cylinder engine backed by a six-speed automatic transmission.

The engine is expected to be rated at an SAE-certified 138 horsepower and 148 lb.-ft. of

torque between 1,850 and 4,900 rpm.

The wide rpm range for the maximum torque – a specific trait of turbocharged engines – helps it deliver a more confident driving experience, with a strong feeling of power across the rpm band, Batey said. The turbocharger's on-demand performance enables greater power when needed with the lower fuel consumption of a small-displacement engine when it's not, said Batey.

The turbocharger is integrated within the exhaust manifold for reduced weight and greater packaging flexibility.

A solid cast crankshaft and forged connecting rods deliver additional durability to support the engine's pressurized power and torque.

A Hydra-Matic 6T40 six-speed automatic transmission with TAPShift control is matched with the 1.4L turbo engine. It has a unique design, Batey said, with the planetary gearsets positioned on the same axis as the engine crankshaft centerline, making the entire powertrain unit shorter fore-to-aft.

This design enables a shorter overall vehicle length, increased interior space, enhanced safety crush zones and lower weight.

A "steep" first gear and a "tall" overdrive top gear achieve a wide ratio spread of 6.14:1. This allows Trax to achieve robust acceleration, as well as fuel efficiency and lower engine noise at highway cruising speeds, said Batey.

"It is engineered with precise suspension tuning to deliver one of the segment's quietest and most refined driving experiences," Batey said.

The Trax also incorporates technologies that help avoid crashes and protect occupants.

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Ford, GMC, Chevrolet Lead Brand Images

Detroit carmakers have come back – in style.

And Kelly Blue Book lets it be known in its Brand Image Awards.

The 2014 Brand Image Award winners, based on annual new-car buyer perception data, were announced last week by Kelley Blue Book, www.kbb.com.

Ford, GMC and Chevrolet came up winners.

Reclaiming the top spot among truck shoppers, Ford ousts last year's winner, Toyota, from the Best Overall Truck Brand category.

Ford has won five out of the six times Kelley Blue Book has announced this award. The F-150 and Super Duty F-250 and F-350 helped the manufacturer earn back the award for 2014, as truck shoppers ranked the brand highest among all other truck brands.

Benefiting from its upscale Denali trim models, GMC also wins its first Brand Image Award as 2014's Most Refined Brand, with high ratings for comfort, interior layout and prestige/sophistication.

Mercedes-Benz has a second consecutive win for this category among luxury brands, and historically has scored very high in prestige/sophistication since the inception of the Brand Image Awards in 2008.

Chevrolet reclaimed the Best Car Styling Brand title from last year's winner, Ford.

"Chevrolet had a slew of redesigns during the past year, which have captured the consideration of car shoppers," said Kelley Blue Book Senior Analyst

16th Annual Ford Freedom Awards Set for May 21

Ford Motor Company, in collaboration with the Charles H. Wright Museum of African American History, will host the 16th Annual Ford Freedom Award ceremonies May 21.

Deadline for nominations for the award is May 2.

The theme of this year's celebration is "the power of perseverance."

Ford Freedom honoree and former South African President Nelson Mandela, along with Ford Freedom Award scholar and civil rights activist Myrlie Evers-Williams will be honored, said event spokesperson Lisa Wilmore.

Additionally, a special award will be presented to retired Lt. Col. Alexander Jefferson, Tuskegee Airman pilot and World War II POW.

Each honoree will be recognized for his or her persistent and tenacious efforts in the face of tremendous challenge. The Ford Freedom Awards is a fundraiser for the Charles H. Wright Museum.

To commemorate this year's event, Ford is seeking Detroiters who have demonstrated the power of perseverance, Wilmore said.

The community may nominate living individuals who demonstrate the power to endure in pursuit of their goals.

Nominations should include a brief but compelling summary of three to four paragraphs describing what distinguishes the individual from others.

Contact information for both the nominator and nominee should be included and emailed to cstewa99@ford.com by May 2.

Selected honorees and their nominators will receive tickets to attend this year's event.

Tickets are \$40 per person, or \$35 for Wright Museum members. A special VIP meet-and-greet is available for \$75, which includes an afterglow experience and photo opportunity with the honorees.

For additional event and ticket information, call the Music Hall Box Office at 313-887-8581 or visit www.fordfreedomaward.com.

Arthur Henry. "Chevrolet decided to take a daring approach with its styling and it paid off. The models primarily driving the success of Chevrolet's expressive design efforts are the Corvette Stingray and Camaro."

"Chevrolet took a daring approach with its styling and it paid off."

**– Arthur Henry
Kelley Blue Book**

The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achieve-

ments in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public.

Award categories are calculated among luxury, non-luxury and truck shoppers.

Hwei-Lin Oetken, vice president of market intelligence for Kelley Blue Book, said, "The classic saying, 'perception is reality' falls true with the Kelley Blue Book Brand Image Awards, as more than 12,000 in-market new-car shoppers have voiced their opinions about today's automakers.

"With strong marketing communications coming from auto manufacturers and dealers, and the increased importance of peer reviews and ratings, consumers today are more influenced than ever to take interest in a brand, ultimately affecting their vehicle purchase decisions."

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