# Tech Center News...

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**Covers the Tech Center and the Immediate Area** 

**MAY 5, 2014** 

## GM Adds 2015 Silverados to Police Lineup

for police forces around the country to keep on truckin'.

The 2015 Chevrolet Silverado 1500 Crew Cab Special Service Vehicle (SSV) joins the brand's growing police vehicle portfolio, said GM spokesman Robert Wheeler.

It goes on sale this summer, offering the same capabilities, efficiency and durability as the award-winning Silverado 1500, with special features designed for police use.

The SSV package is available on Silverado 1500 Crew Cab in 1WT or 1LS trims, and includes the 5.3L EcoTec3 V8, rated at 355 horsepower and delivering the highest EPA-rated fuel economy, said Wheeler, for a 2WD V8 fullsize pickup: 23 mpg highway. The engine is available with E85 capa-

Police agencies can choose 2WD or 4WD models with the standard 6'6" pickup box or a shorter 5'8" box.

"Last year, the Silverado 1500 was awarded for its low cost of ownership, a key purchasing factor for municipalities and government agencies," said Ed Peper, U.S. vice president for GM Fleet & Commercial.

'The EcoTec3 engine," he said, provides the best fuel economy of any V8 and still gives agencies the power and capability they

Chevrolet has made it possible need from a full-size pickup."

The Silverado SSV is equipped with a standard 170-amp highoutput alternator and 730-CCA auxiliary battery, which allows officers to operate lights, radios, computers, cameras and other equipment while parked with the engine turned off, preserving the charge of the vehicle's primary battery, Peper said.

The SSV pickup also is equipped with a 110-volt outlet for equipment, and comes standard with electrical power supply for four upfitter switches located on the center stack for easy control and accessibility.

The crew cab offers a vinyl

rear seat along with large rear doors for easy entry when transporting passengers, Peper said.

Other available interior options include front center seat delete, which provides an open center console space for police equipment, an auxiliary dome lamp and an electronic fourwheel-drive switch located on the dash.

An available common key option allows municipalities to use one key to operate all of their Silverado SSVs and 2015 Tahoe police vehicles, Peper said.

Chevrolet will offer shipthrough options for the upfit of light bars, sirens, partitions and



The 2015 Silverado 1500 Crew Cab Special Service Vehicle

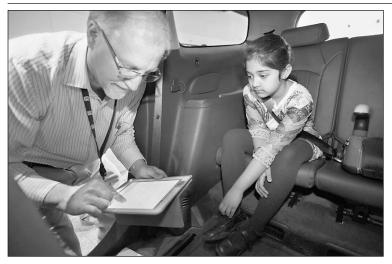
additional aftermarket equipment.

The SSV package at a glance has such standard features as:

• 5.3L EcotTec3 V8 engine;

- Auxiliary transmission oil cooler;
  - High-capacity air cleaner;

**CONTINUED ON PAGE 6** 



GM engineer Matt Gohlke records buckle-up time of Urwah Khan, 6.

### **Enclave's Rear DVD Screen** Set for Kids' Comfort Zone

It's no accident that users of Child to Work Day, the Usability GM's rear DVD systems – like the one in the Buick Enclave - don't get carsick.

Some credit for that, said Buick spokesperson Lauren Indiveri, goes to General Motors' Human Factors group for properly placing the screen outside "the puke zone."

As part of an effort to continually improve the way customers interact with vehicles, the Human Factors group conducts about 100 studies globally each year, including some with younger subjects who come to check out Mom and Dad's workplace, Indiveri said.

"Working with children on Take Your Child to Work Day is an excellent way for us to expand our pool of feedback," said Don Shreves, GM Human Factors engineering group manager.

Take Your Child to Work Day gives Shreves' team an opportunity to evaluate how children of varying ages and sizes intermingle with vehicles, Indiveri said, allowing better tailoring of Buick products for the entire family.

"Our group and research is very data-driven," he said. "Designing every element to a vehicle comes down to millimeters. While a door handle placement or seat switch might feel right to the designing engineer, we come in with data points from real consumer feedback, including kids, to help determine the best location.'

This year during Take Your far away

team within the Human Factors group conducted a study looking at the Enclave's third-row safety belt buckles, Indiveri said.

Testing buckles that have various angles and stiffness, kids were asked to use smiley faces to compare and rate the ease of fastening the safety belt based on a five-point scale.

Previous Take Your Child to Work Day studies included "the puke zone," a measurement to determine ideal placement of the DVD screen to reduce motion sickness and enhance viewing, Indiveri said.

'We know through other scientific research that even if our eyes are focused on a fixed point - if we can see the outside passing by in the window – our brain is telling us that we are moving," Shreves said.

"But if our eyes are at a downward angle and do not see the view outside the vehicle, our bodies become sensitive to motion and increase the chance of sickness.'

The team's goal, Shreves said, was to keep passengers' eyes up and in a given spot.

Determining that precise location required setting up a DVD screen on a track that could slide fore and aft along the roof of an Enclave.

Researchers recorded the responses of more than 75 kids who were asked when the screen distance was too close and too

# **Overall Vehicle Sales Up in April**

### GM April Sales, Led by Cadillac, Up 7 Percent

General Motors dealers delivered 254,076 vehicles in the United States in April 2014, up 7 percent compared with a year ago.

Fleet sales were up 5 percent and retail sales - vehicles sold to individual buyers - were up 8 percent.

"Retail demand was steady in April, and truck sales and transaction prices were especially strong," said Kurt McNeil, U.S. vice president of Sales Opera-

"As we expected, the economy continues to strengthen. In addition, our award-winning new

**CONTINUED ON PAGE 2** 

### **Jeep Brand Paces** Chrysler's April **Sales Increase**

Chrysler has reported U.S. sales of 178,652 units, a 14 percent increase compared with sales in April 2013 (156,698 units), and the group's best April sales since 2007.

The Jeep, Dodge, Ram Truck and Fiat brands each posted year-over-year sales gains in April compared with the same month a year ago.

The Jeep brand's 52 percent increase was the largest sales gain of any Chrysler Group brand during April and its best sales month ever.

"Strong consumer demand for

### Despite Decline, Some Ford Models Remained Strong

Ford Motor Company total U.S. sales of 211,126 vehicles last month declined 1 percent from a year ago. Retail sales of 141,950 vehicles are off 1 percent compared with a year ago. Commercial and government fleet sales were up 16 and 21 percent, respectively, while daily rental sales declined 24 percent.

"F-Series and Explorer showed considerable strength in April, posting their best results in almost a decade," said John Felice, Ford vice president, U.S. Marketing, Sales and Service. "We also saw another breakout month for



2015 Chevrolet City Express LS

## Chevy's Small Cargo Van Set To Go on Sale in 4th Quarter

The 2015 Chevrolet City Express LS – the brand's first entry in the small cargo van segment will have a starting price of \$22,950, including a \$995 destination charge but excluding tax, title, license and dealer fees.

The City Express features a standard 2.0L dual-overhead cam inline-four-cylinder engine with continuously variable valve timing rated at 131 horsepower and 139 lb.-ft. of torque.

It has 122.7 cubic feet of customizable cargo space, a turning diameter of 36.7 feet and an estimated payload capacity of 1,500

"The Chevrolet City Express offers business customers the functionality and dependability they need to get the job done and the long-term customer service and support from Chevrolet they've come to expect," said Ed Peper, U.S. vice president, GM Fleet & Commercial.

"This is a product and a market segment that we needed to get into," Wheeler said. "Our customers have been asking for a smaller and more nimble vehicle to suit their purposes."

So they joined up with Nissan

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### Chrysler Recalling Some 2014 Ram 1500 Pickups

Chrysler Group is recalling an estimated 159 trucks to inspect and, if necessary, replace their transmissions.

A supplier advised Chrysler Group that a small shipment of its transmissions contain a defect that may prevent a vehicle from shifting into park, said Chrysler spokesman Eric Mayne.

Chrysler Group is unaware of any associated injuries, accidents or customer complaints, Mayne said.

Chrysler Group will contact owners of certain model-year 2014 Ram 1500 pickups and advise them when to schedule service.

The affected vehicles were built with eight-speed automatic transmissions during a 12-day period earlier this year, Mayne

Service technicians will inspect these vehicles to determine if the defect is present; if so, transmissions will be replaced at no cost to customers.

Vehicles subject to this campaign number approximately 125 in the U.S., 32 in Canada and two outside the NAFTA region.

Customers who have concerns may call 1-800-853-1403.

### Despite Decline, Some Ford Models Remained Strong

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Fusion, with continued strength in the Western region. Overall, industry sales continued the rebound from January and February and are on a path of steady growth."

F-Series sales totaled 63,387 vehicles last month, making for the truck's best April since 2006. EcoBoost continues to play a big role in F-150 sales, comprising 42 percent of the truck's overall retail engine mix. Combined, Ford's V6 engines - EcoBoost and the 3.7-liter – represented 55percent of F-150 sales in April.

Explorer had its best April sales performance since 2005 with 16,629 vehicles sold, an increase of 17 percent, as America's best-selling midsize utility, Merkle said.

Lincoln sales were off 11 percent, with 6,803 vehicles sold in April – against a strong year-ago comparison. Lincoln sales are up 21 percent for the year to date through April, with the new MKC coming this summer.

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### **Concept Corvettes Become a Reality for 2015 Models**

Two new versions of the 2015 Corvette Stingray will go on sale later this year.

The two new design packages are the Atlantic luxury convertible and the Pacific performance coupe.

"One of the design goals for the Corvette Stingray was to provide customers with the flexibilitv to tailor the car to their personality," said Kirk Bennion, Corvette exterior design manager.

"The Atlantic and Pacific design packages were originally designed to showcase how the Stingray could be configured as a luxury sport GT car or as a highperformance motorsport car."

The Corvette Stingray Atlantic convertible and Corvette Stingray Pacific coupe concepts were introduced last fall at the SEMA Show. A strong response from enthusiasts helped influence production.

They are the latest Chevrolet concepts from SEMA that made concept to reality. Several Camaros, such as the Hot Wheels edition, and the Sonic Dusk are now in production.

'We plan to make news with the Corvette Stingray every year, in part by offering special-edition models that offer a unique, personal ownership experience," said Todd Christensen, Corvette marketing manager.

"Our customers have told us they appreciate these limited-edition models, which have become an important part of the Corvette's legacy.

The 2015 Corvette Stingray Atlantic design package is inspired by the luxury and performance of private jets seen at European vacation destinations, Christensen said. Offered exclusively

on Z51-equipped convertibles, it is available in 2LT or 3LT trims, with the following features and content:

- Front Z06-style splitter;
- Shark Gray exterior vents, hood "stinger" graphic and tonneau inserts;
- Chrome Torque wheels with Stingray center caps;
- Stingray underhood liner and floor mats;
- Custom splash guards, rear license plate frame and logo valve stem caps;
  - Custom luggage.

The Atlantic Design Package is available in all colors offered on the Corvette Stingray.

The 2015 Corvette Stingray Pacific design package, Christensen said, is inspired by West Coast drivers who attend weekend track events. It's offered exclusively as a Z51-equipped coupe,

in 2LT and 3LT trims, with the following content:

- Color choices of Torch Red, Black, Arctic White, Blade Silver and Shark Gray - a new color for 2015:
- Satin black full-length racing stripes:
- Satin black Z51 wheels with red stripe and Stingray center caps;
- "CFZ" carbon fiber ground effects package and visible carbon fiber roof panel;
- Carbon Flash rear spoiler, outside mirrors and exterior badges
- Red brake calipers;
- Competition Sport Seats in red or black:
- Carbon fiber interior trim, Stingray sill plates and Stingray floor mats:
- Custom splash guards and rear license plate frame.



2015 Corvette Atlantic



## GM's April Sales, Led by Cadillac, See 7 Percent Increase

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products are performing well, we have more on the way and our dealers are winning accolades for outstanding service."

GM's newest products include the 2015 Cadillac Escalade and Escalade ESV, which began arriving in showrooms in April.

That was just the first of many new product launches scheduled for 2014, said GM spokesman Jim Cain. Upcoming launches include the Cadillac ATS coupe, which arrives this summer; the Chevrolet Colorado and GMC Canyon midsize pickups, which arrive in the fall; and the 2015 Chevrolet City Express LS, the brand's first entry in the small cargo van segment. It arrives in the fourth quarter.

At Chevrolet, sales were up 5 percent. Deliveries of the Impala were up 27 percent, Spark was up 24 percent, Volt was up 19 percent and Camaro was up 14 percent.

Cadillac total sales were up 5 percent and retail sales gave the brand the highest April since 2007.

Sales of the Cadillac CTS line were up 36 percent, with sales of the sedan up 68 percent on the strength of the new 2014 model, *Motor Trend's* Car of the Year. SRX deliveries were up 31 percent, for the vehicle's best April ever.

Buick sales were up 12 percent for the brand's best April since 2006. The results were driven by a 48 percent increase in Encore deliveries, as well as a 21 percent increase in Regal sales and a 10 percent increase in LaCrosse

GMC sales were up 13 percent for the brand's best April since 2007. Sales of large SUVs, which include the Chevrolet Tahoe and Suburban, and the GMC Yukon and Yukon XL, were up 22 percent.

up 9 percent and GMC Sierra sales were up 21 percent. Retail deliveries were up 13 percent and 22 percent, respectively.

Cain said GM expects to gain between two and three points of retail market share in the large pickup segment compared with March 2014.

Per plan, GM increased its share of trucks sold with average transaction prices below \$40,000 compared with the first quarter of 2014 and maintained its share of more premium-contented trucks.

GM's incentive spending was down from March as well. Cain said. As a percentage of average transaction price, spending was 10.2 percent, according to J.D. Power's Power Information Network (PIN) estimates.

Average transaction prices continued to improve from record levels set in the first quar-

Chevrolet Silverado sales were ter of 2014, Cain said. Year to date, they are up more than \$2,000 per unit versus the same period in 2013, according to J.D. Power PIN.

Commercial fleet sales were up 11 percent for the sixth consecutive monthly increase. Small business deliveries, which are included in retail sales, were up 14 percent.



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### **GM Building a New Performance Center**

General Motors began con- powertrain racing development, struction of a state-of-the-art facility for race engine design and development, as well as an electric motor laboratory and gear center last week.

GM's continued investment in motorsports comes from "the time-tested belief that racing is the ultimate proving ground" for much of the technology that applies to the vehicles the company sells, said GM powertrain spokesperson Tom Read.

The GM Performance and Racing Center, or GMPRC, will continue to develop some of the world's winningest race engines for Chevrolet and Cadillac," said Steve Kiefer, vice president of GM Global Powertrain.

"Connecting our race engineers with our global powertrain engineering teams will improve our customers' powertrains in terms of efficiency, reliability and durability.

"The center will also provide exciting career opportunities for our engineering organization."

Engineers and technicians from GM's race engineering center in Wixom will move to the new facility in mid-2015, Read

The relocation will centralize North American powertrain engineering expertise for production engines as well as advanced and racing propulsion programs. Condensing the engineering to one large space is an excellent way to develop race-bred engineers whether they work on production or performance vehicles, said Read.

This centralization of talent, he said, will provide more collaboration opportunities between racing and production engineers already at GM Powertrain Engineering headquarters and development lab, one of the most advanced facilities of its kind in the

The move will include about 100 employees who work on

electric motors and in the gear center, Read said.

The new building is expected to be opened and in use by mid-2015 and completed by early

"The GM Performance and Racing Center will serve as a resource to help our race teams and drivers continue to win races and championships," said Jim Campbell, U.S. vice president, Performance Vehicles and Motorsports. "It will also help advance technical sharing between racing and production engine programs.

The GMPRC is part of a \$200 million investment GM announced last January to build a new 138,000-square-foot test wing. At that time, the company announced that work at four remote locations would consolidate on the Pontiac campus, helping to reduce development timing for GM's next-generation advanced propulsion technolo-

When the moves are complete, about 400 jobs will be added to the Pontiac campus.

Engineers at the GMPRC. Campbell said, will work on powertrain-related projects for GM's involvement in the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, Verizon IndyCar Series, TUDOR United SportsCar Championship, Continental Tire SportsCar Challenge, Pirelli World Challenge, NHRA (COPO Camaro Program) and Global Rally Cross.

In addition to the performance and racing engineering, the new facility will house an electric motor lab and a gear center, Read said. The electric motor lab produces prototype electric motors validates manufacturing processes used in the production of electric and hybrid vehicle motors. Electric motor engineering, design and validation are

core competencies for GM in the development, sourcing and manufacturing of electric vehicles and their major components.

The gear center supports design, manufacturing processes, inspection techniques and testing of gears used primarily in the next generation of GM transmissions. Read said.

The GM Powertrain World Headquarters is a 450,000square-foot facility. Engineers at the facility design and develop engines, transmissions, hybrid and electric powertrains, and fuel cell technologies. Advanced



Artist's rendering of the new GM Performance and Racing Center

tools within the campus provide ements of these propulsion sysengineers the ability to test all el- tems under extreme conditions.

### Chevy's Small Cargo Van to be On Sale Soon

CONTINUED FROM PAGE 1

to build the Express. It is offered in LS and LT trims, is based on the Nissan NV200, which GM procured from Nissan and distributes through Chevrolet's network. Pricing will be announced

Chevrolet also offers Express full-size cargo vans in half-ton, three-quarter-ton and one-ton chassis, in regular and extended lengths, and with gas – including CNG-capable - and diesel en-

Cut-away and passenger models are also available. Wheeler said. The deal with Nissan allows GM to get into the market quickly without having to spend years on

Standard features, Wheeler

dual rear sliding doors, power windows, 40/60 split rear cargo doors that open 90 and 180 degrees, solid rear doors with available tinted-glass windows, center console storage with a standard file folder bin, fold-down mobile workspace passenger seat, 20 interior cargo-mounting points, six floor-mounted D-rings, six exterior roof rack mounting points, vinyl flooring, a 150-amp alternator and a 12-volt power outlet.

The 2015 Chevrolet City Express LT starts at \$24,510, including destination charges but excluding tax, title, license and dealer fees.

Standard features on the LT model, and available on the LS, include cruise control. Bluetooth connectivity and backup sen-

said, on the LS model include sors. Remote keyless entry with an automatic locking feature and heated, power-adjustable outside mirrors also are standard on

> Available on LT models is a technology package with a 5.8inch diagonal touch-screen radio, navigation, Sirius/XM Satellite Radio with a three-month trial, Bluetooth connectivity, a USB input jack and a rearview camera system.

> The Chevrolet City Express will be built at a Nissan plant in Cuernavaca, Mexico, Wheeler said. It was first opened in 1966 and was the first factory that Nissan built outside of Japan.

The City Express will arrive at Chevrolet dealers early in the fourth quarter of this year, Wheeler said.

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## Fields to Replace Ford's Retiring Mulally

Alan Mulally is retiring from Ford Motor Company and Mark Fields will take over as president and chief executive officer on July 1.

Fields also will become a member of Ford's board of direc-

"From the first day we discussed Ford's transformation eight years ago, Alan and I agreed that developing the next generation of leaders and ensuring an orderly CEO succession were among our highest priorities,' Executive Chairman Bill Ford

"Mark has transformed several of our operations around the world into much stronger businesses during his 25 years at Ford. Now, Mark is ready to lead our company into the future as

Mulally, 68, is retiring after nearly eight years of leading Ford and capping a 45-year business career.

Mulally has led Ford's transformation and strengthened its position as one of the world's leading global automakers, company spokesperson Susan Krusel

Under Mulally and the company's One Ford plan for profitable growth, Ford has achieved 19 consecutive quarters of profitability, developed the strongest product lineup in Ford's history and embarked upon the company's most ambitious global expansion in the past half-cen-

"Alan deservedly will be long remembered for engineering one of the most successful business turnarounds in history," said

"Under Alan's leadership, Ford not only survived the global economic crisis, it emerged as one of the world's strongest auto com-

'We always will be grateful to Alan for his leadership, compelling vision and for fostering a culture of working together that will serve our company for decades to come.

The transition in July is approximately six months earlier than previously anticipated, following Mulally's recommendation to accelerate the timetable based on the readiness of Ford's leadership team, Krusel

"Alan and I feel strongly that Mark and the entire leadership team are absolutely ready to lead Ford forward, and now is the time to begin the transition," said Ford, who recruited Mulally from Boeing in 2006.

Fields, 53, was named Ford's chief operating officer in Decem-

He has been leading all of Ford's global business operations and most skill teams, including Product Development, Manufacturing, Purchasing, and Marketing, Sales and Serv-

Fields' role as COO has included leading the company's weekly Business Plan Review meeting,

which Mulally established to track the progress of the One Ford plan and to monitor the global business and competitive environment

The Thursday meetings are credited with driving a reliable and transparent process for running Ford's global operations and enabling Ford's senior leadership to work closely together and act decisively on its plan.

Before serving as COO, Fields was executive vice president and president - The Americas since October 2005.

There, he led the transformation of Ford's North American business - turning it from record losses several years ago to record profits in each of the last four years.

Earlier, Fields guided the product-led transformation of Ford's European operations and formerly held European luxury brands, as well as the relaunch of Ford's independent operations in Argentina and a major restructuring and product renaissance at Mazda.

"It has been an honor to serve and contribute to creating a viable, profitably growing company for the good of everyone associated with the Ford Motor Company," Mulally said.

"By working together with all



From left, Alan Mulally, Bill Ford and Mark Fields

of our stakeholders around the world, we now are accelerating Henry Ford's original vision to open the highways to mankind.

"Ford's future is so bright, and Mark - supported by an experienced and dedicated senior leadership team - is absolutely the right leader to continue to deliver on our compelling vision."

"It is a true honor to lead this great company and this talented team into the future," Fields said.

"Under Alan's leadership, we have seen the power of One Ford and what a culture of positive leadership and working together can accomplish.

"My commitment is to build on that success by accelerating our pace of progress.

"All of us at Ford are committed to delivering even more of the great products and innovations that will deliver growth and define our company going for-

## Jeep Brand Sales Surge

**CONTINUED FROM PAGE 1** 

our Jeep sport-utility vehicles and Ram pickup trucks continued in April as Chrysler Group extended its streak to 49 consecutive months of year-over-year sales gains," said Reid Bigland, head of U.S. Sales.

The spring selling season is heating up as our Jeep brand had its best monthly sales ever. Both of our minivans had a strong April and the Ram pickup truck had its best April sales ever.'

Seven Chrysler Group vehicles set sales records in the month of April. The Jeep Compass recorded its best sales month ever. The Ram pickup truck, Jeep Patriot, Jeep Wrangler, Dodge Challenger, Dodge Journey, and Ram Cargo Van each posted their best sales for the month of April.

Both minivans had a good month. Sales of the Dodge Grand Caravan were up 36 percent in April, the largest year-over-year percentage sales increase of any Dodge brand model in April, while sales of the Chrysler Town & Country minivan increased 16

Chrysler Group finished the month of April with a 74-days supply of inventory (505,965 units). U.S. industry sales figures for April are internally projected at an estimated 16.3 million units Seasonally Adjusted Annual Rate

Jeep brand sales were up 52 percent in April, the brand's best monthly sales ever and the largest percentage sales gain of any Chrysler Group brand for the month. Sales of the Patriot compact SUV were up 44 percent.

Sales of the Ram pickup truck were up 17 percent in April, the truck's best ever April sales performance and its 48th consecutive month of year-over-year sales gains. Ram Light Duty sales increased 7 percent in April, while Ram Heavy Duty pickups were up 32 percent.

Fiat brand sales were up 10 percent in April, the brand's best sales performance ever in the month of April and its fifth consecutive month of year-over-year sales gains. With its 60 percent year-over-year increase, the Fiat

500 Cabrio Abarth posted the largest percentage sales gain of any Fiat 500 model in April.

Dodge brand sales were up slightly in April, compared with the same month a year ago. It was the Dodge brand's best April sales since 2008.

The Dodge Challenger and the Dodge Journey mid-size crossover each posted their best April sales ever, while the Dodge Durango full-size SUV recorded its best April sales in nine years.

Durango sales were up 4 percent in April compared with the same month a year ago, extending its run of year-over-year sales gains to 18 consecutive months.

Chrysler brand sales were down 21 percent in April, reflecting the end of production of the 2014 Chrysler 200 mid-size sedan and convertible, said Chrysler spokesman Ralph Kisiel. Shipments of the 2015 Chrysler 200 to dealers is expected to begin this quarter.



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WCM teacher Wendy Santure shows off the mobile training center.

### **Chrysler Expands Its WCM Training Center in Warren**

by Jim Stickford

Over the years, different manufacturing methodologies have come and gone at Chrysler, but World Class Manufacturing (WCM), first introduced in 2009, is here to stay, say Chrysler offi-

The automaker just added 15,000 square feet to its WCM efforts at the UAW-Chrysler Technology Training Center in Warren to help expand its training capabilities.

When Chrysler came out of bankruptcy and Fiat bought the company, we were told that we were going to learn WCM techsaid Marcel Breault. niques," head of WCM for Chrysler. "Sergio (Marchionne) said that was not negotiable and that we'd use the WCM techniques at the facto-

And it worked, Breault said. Chrysler paid back the taxpayers and joined with Fiat to be-

come a company of one.

The use of WCM reflects Marchionne's view on inefficiency. While showing the new WCM facility to the media, Breault played a video of Marchionne talking about waste. In the recording, he said that WCM is designed to deliver an ethical product.

He called WCM ethical because he believes that a wasteful manufacturing system is fundamentally unethical.

"WCM is one of the highest examples of integrity that I can find," Marchionne said. "I support this and I want our house to be known as the one that set up

The WCM system, Breault said, has added a dynamic feeling to the plants.

The WCM Academy has become a critical resource in furthering our employees' understanding of the WCM methodology," Breault said.

celerate the pace of change across our North American facilitions."

Scott Tolmie, lead at the WCM Academy, said they have trained 9,000 students at the academy and its expansion will help increase the number. They now have new training labs and training production lines.

"We also have online classes for Chrysler employees as well," Tolmie said. "They teach plant managers to lead in a new way."

The academy has also created a special training bus that can go to facilities located far from Warren. Wendy Santure, Academy training and development lead, said the mobile training trailer is just another high-tech way to teach WCM techniques.

"With the trailer, we don't see a lot of team members, but we do see a lot of team leaders," Santure said. "We built this one nine months ago and we've trained 1,800 people using it so far."

They've taken the trailer to locations like the Kokomo facility in Indiana, Santure said.

Tolmie said one advantage that Chrysler has is that there are 11 facilities within easy driving range of the Warren training center. So they can send people from the Jefferson plant or SHAP or the Dundee and Trenton facilities. That makes it easier to promote the WCM culture within the company. That's something that even Fiat can't do, Tolmie said.

Tolmie added that they are opening a WCM satellite school in Mexico. The reasons are simple, he said. First, it's difficult to send people all the way to Michigan because of the distances involved. Secondly, there is a language barrier. Having an academy there takes care of both problems and emphasizes that WCM is a company-wide program.

Those who attend courses at the academy take a variety of courses designed to show how work can be done more efficient-

For example, there's a class "The more people we can train that uses motion sensors that and the more classes we can of- can be attached to a body. The fer, the faster we are able to ac- person then performs duties, which are duly recorded by computer. Then, everyone can see, ties and continue to deliver by watching the computer measurable results in our opera- recording, how to improve move-

# Piece of Detroit's War History to be Saved

DETROIT (AP) - The Detroitarea factory where Rosie the Riveter showed that a woman could do a "man's work" by building World War II-era bombers has been saved from the wrecking ball, organizers of a campaign to build a museum on the site announced Thursday.

The site's manager had given the Save the Willow Run Bomber Plant campaign a deadline of Thursday to raise the \$8 million needed to buy a 150,000-square-foot portion of the larger property.

As recently as Tuesday morning, the group was about \$1 million short of its goal, but later in the day "closed on a big one," fundraising consultant Michael Montgomery said.

That allowed Montgomery and his partners to get "within spitting distance of the full eight (million)" and enough to go forward with a purchase agreement, which he expects to be finalized in seven to 10 days.

Meanwhile, those behind the effort will go back to raising the additional dollars needed to make the new Yankee Air Museum a reality.

'We're going to go on raising money past May 1, because we've got to build the plant out and create the exhibits of the new museum that we've promised."

Those exhibits will focus on the history of the plant and vintage aircraft, but Rosie will be a star as well, just as she was seven decades ago.

Although women performed what had been male-dominated roles in plants all over the country during the war, it was a Willow Run worker \_ one of an untold number of women in its 40.000-person workforce \_ who caught the eye of Hollywood producers casting a "riveter" for a government film about the war effort at home.

Rose Will Monroe, a Kentucky native who moved to Michigan during the war, starred as herself in the film and became one of the best-known figures of that era. She represented the thousands of Rosies who took factory jobs making munitions, weaponry and other items while the nation's men were off fighting in Europe and the Pacific.

The Willow Run factory, which was built by Ford Motor Co. and featured a mile-long assembly line, churned out one B-24 Liberator bomber every hour and nearly 9.000 in all. It transitioned to producing cars after the war ended and continued making them and parts for more than a half-century under the General Motors name before closing for good in 2010.

Now, the plant in Ypsilanti Township is being razed in part

to make way for a connected vehicle research center.

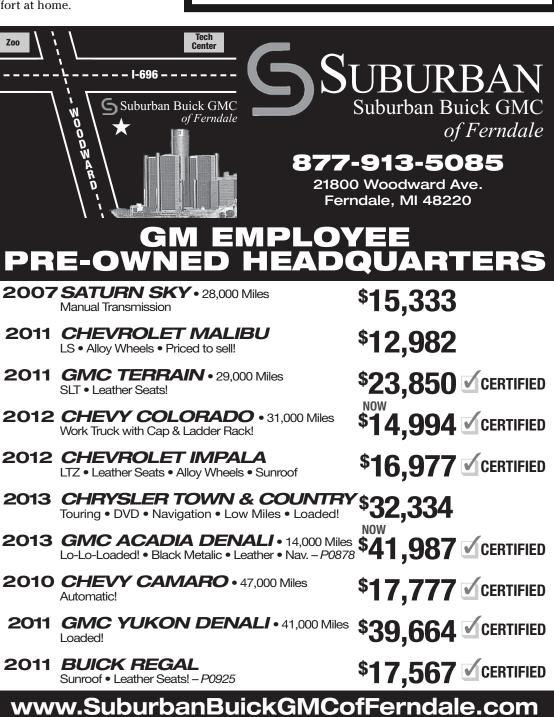
The hulking facility currently is in the hands of the Revitalizing Auto Communities Environmental Response Trust, which took over sites around the country left behind in GM's bankruptcy.

RACER Trust gave the Save the Bomber campaign a number of fundraising extensions, but no more were forthcoming because demolition already is underway on other parts of the plant.

Bruce Rasher, redevelopment manager for the trust, said he was "pleased that the Yankee Air Museum has reached this point in the process.'

"Our mutual goal remains to see the former hangar redeveloped as the future home of the museum, an outcome the community clearly supports," he







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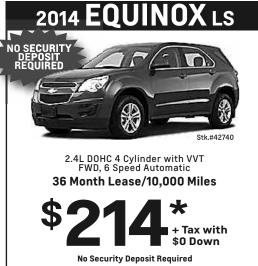
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Chevy's Diesel Car of Year awards

### **Chevy Cruze Named Top** Diesel Car of the Year

Diesel enthusiasts around the world have determined the 2014 Chevrolet Cruze Diesel is the top diesel car of the year and Chevrolet is the top diesel manufacturer of 2014. At least, that's what The Diesel Driver Magazine

"The Chevrolet Cruze Diesel, with a market-leading 46 mpg highway is clearly setting the pace for diesel-powered cars in the United States," said Jonathan Spira, editorial director of *The* Diesel Driver. "The message from our readers is clear. Diesels are back and Chevrolet is in the forefront.'

The Cruze, Spira said, finished with 59.3 percent of the 11,030 votes cast. Competitors included the Audi A6, A7, A8, Q5 and Q7; BMW 328, 535 and X5; Jeep Grand Cherokee; Mercedes-Benz E250, GLK250, ML350 and GL350; Porsche Cayenne; and Volkswagen Beetle and Beetle Convertible, Golf, Jetta, Jetta Sportwagen, Passat and Touareg.

"The Cruze Diesel is really showing the world what diesel can do," said Cristi Landy, Chevrolet senior marketing manager. "It combines fuel efficiency and performance into a fun-todrive vehicle that really offers compact car drivers an option that speaks to their lifestyle and personality."

Chevrolet received 45 percent of the 11,161 votes cast for top diesel manufacturer. The ballot included Audi, BMW, Jeep, Mercedes-Benz, Porsche and Volkswagen, Landy said.

For the 2014 model year, Chevrolet built on Cruze's value with a new, 2.0L clean turbodiesel-powered model that achieves an EPA-estimated 46 mpg highway – better than any non-hybrid or gasoline passenger car in America, Landy said. The Cruze Diesel can travel 717 miles on a single tank - or about 10 hours of highway driving.

Chevrolet recently revealed at News@TechCenterNews.com.

the 2015 Cruze at the New York Auto Show.

The new model, said Landy, comes with revised exterior styling, enhanced interior convenience and greater connectivity - including new Text Message Alerts, Apple Siri integration and OnStar 4G LTE with available Wi-Fi hotspot. These features, including a diesel powertrain option, will be available.

> "Diesels are back and Chevrolet is in the forefront."

- Jonathan Spira, The Diesel Driver

The Cruze Diesel features a globally designed powertrain. Engineers at GM's diesel center of excellence in Torino, Italy, worked daily with their counterparts in Pontiac, Landy said, to develop a world-class engine that delivers outstanding fuel efficiency and torque while providing a smooth, quiet ride.

In addition, GM engineers in Russelsheim, Germany, are supporting the program by developing the accessory drive, acoustic cover and other specialized components.

The engine is built in Kaiserslautern, Germany, and the vehicle is assembled in Lordstown, Ohio. Earlier this year, the Cruze 2.0L diesel engine was recognized by Wards Auto as one of the 2014 Ward's 10 Best Engines, Landy said.

#### Got News?

If you have solid business news for this paper, please contact us

### Silverado Added to Lineup

**CONTINUED FROM PAGE 1** 

- 170-amp high-output alterna-
- 730-CCA auxiliary battery 110-volt outlet: • Four upfitter switches with
- electrical power supply. Available features that buyers might also be interested in:
- Spotlamp driver or driver and passenger;
- Wiring for grille, lamp and · Flasher system for head-
- lamps and taillamps; • Common key package;
- Vinyl rear seats;
- Front center seat delete;
- Auxiliary dome lamp; • Electronic four-wheel-drive
- switch: Daytime running lamps delete;

• Rear-vision camera.

The 5.3L EcoTec3 V8 engine is certified at 355 horsepower and 383 lb.-ft. of torque.

It combines direct fuel injection, Active Fuel Management (cylinder deactivation) and continuously variable valve timing to achieve EPA-estimated fuel economy of 23 mpg highway (2WD models), Peper said.

Silverado 1500 is equipped with Duralife brake rotors that offer up to double the service life, which can result in maintenance cost savings for municipalities, Peper said.

"Nearly two-thirds of the Silverado SSV's cab is made of highstrength steel, and inlaid triplesealed doors create a strong, quiet mobile workspace to conduct daily business," said Peper.



New Camaro concept car will be in the upcoming film, "Transformers: Age of Extinction."

### Camaro 'Bumblebee' in New 'Transformers'

Hurray for Hollywood.

Thanks to a long-term relationship with Michael Bay, Paramount Studios and Hasbro Chevrolet, a Camaro that converts into the iconic Bumblebee will once again turn heads.

The Transformers movie franchise returns to screens around the globe June 27 in the upcoming "Transformers: Age of Extinction" from director Michael Bay.

spokesperson Cristi Vazquez said GM was able to come together with the makers of the movie and provide vehicles and facilities for the making of the film.

"It's a fun way to get GM products out before the eyes of the public," Vazquez said.

The latest film also features Chevrolets sold around the world, including a Corvette Stingray that converts to Autobot Crosshairs, a Trax and a Sonic outfitted as a Rally Car.

The fifth-generation Camaro was converted into Bumblebee in the 2007 film, "Transformers," the 2009 film, "Transformers: Revenge of the Fallen," and the 2011 film, "Transformers: Dark of the Moon.'

The latest edition features two Camaros specifically built for the film, one a heavily modified vintage 1967 Camaro SS and the other futuristic concept Camaro.

"The Transformers movies have been a great partnership for Chevrolet by allowing us to introduce our vehicles to new fans, young and old, around the world," said Tim Mahoney, chief marketing officer, Global Chevro-

'Now for the fourth time, you'll see a Camaro as a heroic Autobot, a fitting role for one of the

#### GKN Driveline Will Invest \$100 Million In Carolina Plant

GKN Driveline, which has its North American headquarters in Auburn Hills, will expand its Newton, N.C., facility.

The company plans to create more than 200 new jobs in the plant by the end of 2018 and invest more than \$100 million in location, said spokesman Alex Sherbow.

"The expansion will help GKN Driveline better serve customers in the region and beyond, with improvements not only in what we do, but how we do it," said Robert Willig, president, GKN Driveline Americas.

'We remain committed to producing the highest quality products and providing innovations that help advance the automotive industry."

Using the grant funds, GKN Driveline will increase the manufacturing floor space by more than 25 percent to accommodate additional business volume in geared components.

GKN Driveline Newton employs more than 700 people, supporting machining and assembly of high-precision products for demanding AWD applications.

stars of Chevrolet's lineup."

Said LeeAnne Stables, executive vice president of Worldwide Marketing Partnerships for Paramount Pictures: "The Chevrolet partnership with this iconic Michael Bay movie franchise has become one of the longestrunning and most innovative movie-brand relationships in film history.

"This new Chevy campaign will definitely bring new and exciting elements to a global audience of Transformers movie fans around the world."

In addition to providing vehicles for the production, General Motors gave permission to film at GM locations, including GM Design at the Warren Technical Center, the Milford Proving Ground and the Lansing Grand River Assembly plant, among other places.

Sadly, Vazquez said, while the movie company filmed at GM sites, the sets themselves were closed, so employees who work around the Tech Center were unable to watch the film being

"You might be able to see the

faces of a couple of GM employees in the background, but that would be it," Vazquez said. "They were very considerate and did most of their filming during offhours.'

The Transformers movie isn't the only recent Hollywood blockbuster to feature General Motors products, Vazquez said.

The company also placed some of its vehicles in the Marvel Studio hit, "Captain America: The Winter Soldier."

"It was only natural that Black Widow, the character played by Scarlett Johansson, drives a Stingray," Vazquez said. "Our Brand and Entertainment group works hard to put GM products in the right kinds of entertainments.'

The Transformers debut isn't for a few weeks, Vazquez said. Nothing has been planned at this moment to celebrate the film here in Detroit, but she said she wouldn't be surprised if that changed.

"I expect there might be a media event where people could see the vehicles that were in the movie," Vazquez said.

## Lincoln Enters China Market, Cadillac Builds Factory There

market counterparts, luxury automakers are looking to China to drive future growth and are investing heavily to gain or expand a foothold in its market.

This year, while overall market growth is expected to cool to 8 to 10 percent from last year's 15.7 percent, analyst Zhu Bin of LMC Automotive said luxury sales growth might accelerate from 21 percent to 24 percent.

New brands, including Ford Motor Co.'s Lincoln, are entering the market, adding to intense competition. Manufacturers are shifting production to China, allowing them to cut costs and compete on price as well as style.

GM is building a Cadillac factory in Shanghai and hopes to double the brand's annual sales to 100.000 by the end of 2015.

Cadillacs sold in China are designed for local tastes with more attention to rear-seat comfort. said Joseph Y.H. Liu, a GM China executive.

"Stereo control and curtains for the rear seat are a must," he said. "So is the 2.0 turbo engine. The Chinese consumers expect

Lincoln wants to reinvent itself in China, shedding its staid image at home and targeting vounger buyers.

The company promises personalized service in dealerships equipped with waterfalls - a symbol of prosperity in China - and a custom-designed scent. Buyers will be able to customize details of any Lincoln models, including the compact MKC sport utility vehicle aimed at younger driv-

"As far as what makes us different, it will come down to the

BEIJING (AP) – Like their mass- hospitality-oriented experience that customers will get, plus the personalized product," James D. Farley, Jr., a Ford executive in charge of Lincoln's global marketing.

Lincoln is a latecomer to China, but Farley said that could help make it feel more exclusive in the German-dominated mar-

"When you are selling premium-ness, and you see the product everywhere, and that happens because you only have three brands, there are opportunities for challenger brands," said Farley.

What Lincoln learns in China about customer service, as well as its bigger manufacturing volume, could help its North American operations, according to Far-

ey.
"That competency around personalized service is something we absolutely will learn here," he said. Sales in China will give Lincoln "the ability to build scale and to invest engineering for more product that then we can sell in more markets, including North America."

So far, the market appears to be immune to an official anti-corruption and austerity campaign launched by President Xi Jinping that has cut into sales of highend liquor and other luxury goods.

Xi, who took office in early 2013, has demanded Communist Party and government officials cut waste.

Senior officials have been investigated corruption on charges. Their relatives and business associates also have been targeted, making flamboyant displays of wealth politically dangerous.



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### **UAW's Ashton Nominated for GM Board**

UAW Vice President Joe Ashton has been nominated for placement on the General Motors Board of Directors.

Ashton, designated for nomination to the GM board by the UAW Retiree Medical Benefits Trust, or VEBA, plans to retire from his current position in June following the UAW constitutional convention. said GM spokesperson Tom Henderson.

If elected, he will begin his board term in August.

General Motors on April 29 filed the proxy statement, including the Ashton nomination, for its 2014 annual meeting of stockholders with the U.S. Securities and Exchange Commission.

Steve Girsky, formerly GM vice chairman, was previously designated for nomination to the GM board by the VEBA Trust and has served as a director since the new company began operations in July 2009. GM's board nominated him to remain a director.

'Joe (Ashton) brings a wealth of knowledge from his work across many industries, especially his deep understanding how labor strategy can contribute to a company's success," said GM board chairman Tim Solso.

Steve has 25 years of experience in the automotive sector and has served the GM board well. Because of his extensive experience with the company, his expertise will continue to be invaluable to GM."

Ashton and Girsky will stand for election at GM's Annual Meeting of Stockholders, which will be held on Tuesday, June 10, at GM's Global Headquarters in Detroit's Renaissance Center.

Ashton, who joined the UAW in 1969, has been a member of the UAW International staff since 1986, serving in a variety of leadership roles.

Active in labor and civic affairs, he is executive vice president of the Pennsylvania AFL-CIO Executive Council, executive vice president of the New Jersey AFL-CIO and a former director of the Western New York Federal Reserve Bank.

From March 2010 to January 2014, Girsky served as GM vice chairman and was responsible for global corporate strategy, new business development, global product planning and program management, global connected consumer/OnStar and GM Ventures LLC and global research and development. He also served as chairman of the Adam Opel AG Supervisory Board. Girsky also oversaw Global Purchasing and Supply Chain from 2011 to

Girsky is currently serving as chairman of the Focus: HOPE Capital Campaign and is a member of the Downtown Detroit Partnership Board.

The election of the board's slate of nominees would bring GM's Board of Directors to 12 members, 10 of whom are nonemployee directors.

During the annual meeting, stockholders will be asked to reelect GM's incumbent directors, ratify Deloitte & Touche LLP as the company's independent registered public accounting firm for 2014, vote on an advisory resolution on executive compensation and on the frequency of future advisory votes on executive compensation, approve short-







Joe Ashton

and long-term executive incentive plans and vote on two stockholder proposals.

Stockholders of record of GM Common Stock at the close of business on Friday, April 11,



Steve Girsky

2014, who wish to attend the meeting must request an admission ticket by Tuesday, June 3, by following the instructions given in the proxy statement, Hender-

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