



OnStar emergency advisor Bryan Anta

GM OnStar Advisor Earns Dispatcher of Year Award

"Honk once for 'yes' and twice for 'no.'"

Those were Bryan Anta's quick-thinking instructions to a woman who couldn't speak because she was having a serious asthma attack on the side of the road.

Crucial emergency instructions like this are why Anta has been named 2014 Dispatcher of the Year by the International Academy of Emergency Dispatch (IAED).

The Dispatcher of the Year is awarded annually to a dispatcher whose personal actions made the most significant contribution to further the values and mission of the IAED.

"It is a great accomplishment for Bryan to win this award, considering the other 9-1-1 and emergency medical dispatchers nominated have experience and expertise in dealing with a wide

CONTINUED ON PAGE 6

Fiat Chrysler's 5-Year Plan: Dodge to Focus On Sporty Cars, Jeep Ends Patriot, Compass

(AP) AUBURN HILLS, Mich. – The combined Fiat Chrysler Automobiles is counting on expanding sales at Jeep, Alfa-Romeo and Maserati and a revival of the Chrysler brand to place it firmly in the top ranks of global automakers.

Italian automaker Fiat SpA and Chrysler Group, which formed a partnership five years ago and officially combined when Fiat finished buying Chrysler in January, jointly presented their future sales targets and product plans last week in a day-long meeting at Chrysler's Michigan headquarters.

There are many new products, including a full lineup of cars from Alfa-Romeo, as well as some victims. Jeep is ditching the Compass and Patriot small SUVs in favor of a new compact SUV that will come out in 2016. And after 30 years on the market, the Dodge Grand Caravan minivan will be killed off in an effort to focus Dodge on performance cars and boost sales of the Chrysler Town and Country.

While the company won't officially be known as Fiat Chrysler Automobiles until a Fiat shareholders meeting this summer, the 400 analysts, media and other attendees at last week's event



Sergio Marchionne unveils Fiat Chrysler's new business plan.

were welcomed by a sign with the new company name at the entrance to Chrysler's sprawling campus north of Detroit.

Shares of the combined company are expected to begin trading jointly on the New York Stock Exchange and in Milan, Italy, by the end of this year.

Fiat Chrysler wants to grow

sales 60 percent to more than 7 million cars and trucks by 2018. The companies sold 4.4 million cars and trucks last year, compared with 6.3 million for Detroit rival Ford. Toyota was the global leader with sales of 9.98 million vehicles.

CONTINUED ON PAGE 3

Passion is in the Eye of the Beholder, Says Design Panel

by Jim Stickford

The question of passion and how it influences decisions of design and engineering was the topic of discussion at the Automotive Press Association's luncheon held last week at the Detroit Athletic Club.

The guest speakers were Thomas Peters, GM's director of exterior design, Performance Cars; Jason Castriota, creative director of Castriota Designs and formerly executive design director of Saab; Francois Farion, senior manager, Design Strategy for Nissan Design America; and Ben Ebel of Michelin Challenge Design.

Referring to the main topic of passion, Peters said it's something "very human."

Farion described it as personal and each person's passion defines him or her and creates meaning for life.

"It's what we look for in a job and in life," Farion said.

Castriota said, for him, passion means having people feel emotions when they look at his cars – and the best cars have that.

Ebel defined it as the difference between needs and wants. When people go to a restaurant, they are getting food not for sustenance, but for the experience.

"The automakers are doing a great job of allowing people to personalize their cars," Farion said. "Even as recently as 10 years ago, the automakers might have said that luxury was what people wanted. Now, it's all about personalization."

This is important, Farion said, because all the automakers have access to the same data and creating a car nowadays can't be about checking boxes on a list.

Peters agreed, saying that passion is hard to put on a chart.

"Automobiles are complex and big," Peters said. "Making them requires bringing so many different elements together, from design to engineering to finance and marketing."

"They have to communicate to the driver on so many different levels in so many different languages. There are people who are uncomfortable with things they can't quantify."

"It's not easy getting everything to come together, but I have to say that over time it's been getting more natural because more people understand what has to be done."

Castriota agreed, saying that in the past few years there has been a shift in the car business and people understand that there is value to things that are hard to define. He said Apple is the perfect

example of a company that has raised design to an art and that has paid off.

"For some auto guys, it can be hard to accept that having a great design that will catch the eye might mean having a smaller trunk," Castriota said. "But there has been a shift in the business."

Ebel said just as number crunchers have to accept that there is value to design that is hard to quantify, designers must accept the fact that they are not designing a car just for themselves.

"A successful design happens when you don't design for your own passion, but for someone else's passion," Ebel said. "That's the real miracle."

Peters added that people are passionate about how they live their lives.

"Design isn't just about how something looks," Peters said.

"It's also about how that car supports your lifestyle."

On the subject of vehicle quality, all the panelists agreed that the quality of today's cars is so much better than even a few years ago. The difference between the best car and the worst car has diminished, making design a way to stand out from the crowd.

Peters said that the computer technology used to design today's vehicles has really come along, but there is still room for hands-on work.

"We can do a lot with electronics when designing," Peters said, "but a design becomes real when it's sculpted in clay."

"I don't see that ever going away, even with the best design technology."

"There's just something about

CONTINUED ON PAGE 4



From left, Tom Peters, Francois Farion, Jason Castriota and Ben Ebel at the APA lunch

GM, Ford, Toyota, U-M Join to Build Testing Site for Driverless Cars

DETROIT (AP) – General Motors, Ford and Toyota are joining the University of Michigan in establishing a testing site for driverless cars that will simulate a cityscape, the school announced last week.

The Michigan Mobility Transformation Center, a 32-acre testing site near the Ann Arbor school's North Campus, is scheduled to be completed this fall. The university's regents last year approved the \$6.5 million for the project. Groundbreaking is scheduled for this week.

"The potential of this technology is truly transformative, opening up broad opportunities in the emerging marketplace," Peter Sweatman, director of the Mobility Transformation Center and the school's Transportation Research Institute (TRI) said in a statement.

Other companies involved include Bosch, an auto industry supplier; Econolite, which makes traffic control equipment; and Xerox. Industry partners plan to each commit \$1 million over three years to support the MTC and its programs, the school said.

Government representatives also are involved in the work. The school wants Ann Arbor to be home to a shared fleet of networked, driverless vehicles by 2021.

The test site is being designed and built in cooperation with the Michigan Department of Transportation. It will include con-

CONTINUED ON PAGE 4

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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 said.

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.

GM Recalling Saturn Auras

DETROIT (AP) – General Motors is recalling about 56,214 Saturn Aura midsize cars in the U.S. because the automatic transmission shifters can fail.

The recall affects certain cars from the 2007 and 2008 model years with four-speed transmissions.

GM says a shift cable can fracture. If the problem happens while the car is moving, the driver won't be able to shift into "Park" or remove the ignition key. That increases the risk of the car rolling away unexpectedly.

The company will notify owners and replace the cable and mounting bracket at no cost to owners. GM hasn't determined yet when repair parts will be available.

GM says the cars were made between April 24, 2006, and Oct. 31, 2007. GM stopped making Saturn vehicles in 2009 as it headed into bankruptcy protection.

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Barra Stresses 'Passion and Hard Work' to U-M Graduates

Amidst all of the events that has placed GM in the news, company CEO Mary Barra took time to deliver the spring commencement address May 3 at the University of Michigan.

"As I thought about what I wanted to say, I thought back to when I was a student myself," Barra said. "I recall very well the joy of graduation. And I recall the promise and excitement I felt about leaving school and starting my career in earnest."

"The world has changed significantly since then. Fast-forward to today and you, as members of the Class of 2014, are also members of the 'Millennial Generation.'

"I have two teenagers at home, so I'm well aware that no two Millennials are exactly alike."

But, Barra said, not everything changed since her student days at the university. The value of skills in the areas of critical thinking, problem-solving, communication and teamwork still have great value, even in today's landscape, which has been altered by new technology.

"But, as I'm sure you know very well, these skills are just the start of what you need for success in today's challenging world," Barra said.

"They are the price of admission to today's fast-paced, ever-changing, increasingly global economy."

"To stand out, to really make a difference, you will also need the kind of skills and qualities that most of us learn from experience and over time. Allow me to offer you half-a-dozen lessons that I have learned since my graduation – lessons that have been important to me – and hopefully will be to you."

Over the years, at school and at work, Barra said she's met a lot of talented people, but talent isn't enough.

"You need something more," Barra said. "One thing that distinguishes those who really make a difference in life, those who really contribute, is passion and hard work."

"Remember: hard work beats talent – if talent doesn't work hard. So, don't be content to work around the edges of your profession. Don't wait to be invited to important meetings, or asked to work on critical assignments. Instead, do whatever it takes to ensure that you work in the middle of your business. Speak up. Volunteer. Show your enthusiasm. Knock on doors."

She said that as an employee, enthusiasm makes the job more interesting, and also gets you no-



GM's Mary Barra speaks to U-M graduates about their futures.

ticed. And as a manager, passion will inspire others to join your team and work as hard as you to accomplish big things.

"Two," Barra said, "conduct yourself with integrity at all times. In every aspect of your life, be honest. Be fair. Keep your promises. Do what you know to be right – for your customers, your patients, your clients, your co-workers, your employees, your family, your

friends, yourself. Remember that how you get things done is just as important as getting them done."

"And remember that your integrity is priceless when unquestioned – but worthless, or worse, when it isn't. Your integrity is one of the most valuable possessions you have. Protect it. Cultivate it. Wear it with pride. This is a lesson that the University of Michigan has taught for nearly

200 years. It is one we do well to remember every day."

She also advised the graduates to build relationships and address challenges head-on.

"I'm reminded of the plant manager who asked his lead engineer to explain her hiring process," Barra said. "She said, 'We fill a bathtub with water and offer the applicant a teaspoon, a teacup, and a bucket. Then we ask him or her to empty the tub.'"

"I get it," the manager said. 'A go-getter will use the bucket.' 'No,' said the engineer. 'A go-getter will pull the drain plug.'"

And, Barra said, it's important to give something back to the community. She cited the Spider-Man rule – with great power comes great responsibility.

"I noted earlier how the Millennial Generation is the largest, richest, most technological generation in American history," Barra said. "What I didn't say is that you're also the most inclusive and probably the most optimistic."

The final piece of advice she had for the graduates was to keep family and friends close.

"They make your life journey truly rewarding," Barra said. "During the good times, you'll have someone to celebrate with, like today. And during the tough times, you'll have someone to turn to for advice, comfort, and love."

"Remember that this day is almost as important for your parents and loved ones as it is for you. As a mom, I can say it might even be more important."

"Be sure to thank them, and tell them how much their support and sacrifice has meant to you. And remember your faith, whatever it may be."

"Faith doesn't make things easy, but it can make things possible."

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 says.

"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 Sport-wagen, 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-to-drive 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 turbo-diesel-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.

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A new Chrysler means plenty of things for suppliers to learn.

Chrysler Supplier Training Set for May 19-23

Chrysler's announcement of its latest five-year plan last week shows that the company is changing the way it does business.

Actions like this can also change the way companies interact with suppliers, which is why Chrysler regularly holds Supplier Training Week courses.

The next session is during the week of May 19-23. This Supplier Training Week will offer 100 instructor-led training sessions in the areas of Purchasing, Risk Management, Engineering Supplier Quality, Supply Chain Management, Corporate Quality, Manufacturing Mopar, Materials Engineering, and Finance, said Katie

Hepler, manager of Chrysler Corporate Communications.

The curriculum will include courses at the Basic, Intermediate and Advanced Levels to accommodate the individual supplier requirements.

Hepler said Chrysler holds these Supplier Training Week events on a regular basis because the company is always getting new suppliers and it's also always trying to improve its business methods. One of the things they've learned, she said, is that it benefits everyone when they keep suppliers in the loop on how Chrysler does things.

Regular registration is \$100 and will close on May 15.

Fiat Chrysler's 5-Year Plan: Dodge to Focus On Sporty Cars, Jeep Ends Patriot, Compass

CONTINUED FROM PAGE 1

"Today, we stand before you as a global carmaker," Fiat and Chrysler CEO Sergio Marchionne said. "Today is much more than a new chapter. We are beginning to write a completely new book."

Marchionne, 61, said he expects to remain CEO through 2018 to make sure the plan gets delivered.

Fiat Chrysler Chief Financial Officer Richard Palmer said the company expects revenue to rise around 9 percent per year, from \$121 billion in 2013 to \$184 billion in 2018. Net income should reach \$7 billion, or \$5.57 per share, by 2018. The company doesn't plan to pay a dividend before 2018, he said.

Among Fiat Chrysler's plans:

- Chrysler will become the mainstream brand for North America, designed to compete with Toyota and Chevrolet. The Town and Country minivan will get an update and add a plug-in hybrid version in 2016. A new compact car, the 100, arrives in 2016. A year later, a full-size crossover will be launched to compete with the Ford Edge and Nissan Murano. The crossover will also come in a plug-in hybrid version.

- Dodge will lose the Grand Caravan and the Avenger sedan and concentrate on being a sporty, performance-oriented

brand designed to appeal to younger buyers. The SRT brand, which includes the Viper sports car, will be consolidated with Dodge and considered the "halo" of the Dodge brand.

- Alfa-Romeo, which returns to the U.S. this year with the 4C sports car, plans to introduce eight vehicles globally by 2018, including small, midsize and full-size cars and two SUVs. Alfa CEO Harald Wester says the company will invest nearly \$7 billion to develop and make the new vehicles, which will be positioned as direct competitors to BMW and Mercedes-Benz. Alfa hopes to increase sales from 74,000 in 2013 to 400,000 in 2018.

- Jeep sales are expected to top 1 million this year, and can grow to 1.9 million by 2018 with an aggressive global expansion, particularly in Latin America and Asia, the company said. A new compact SUV in 2016 will replace the Compass and Patriot, and the seven-passenger Grand Wagoneer will launch in 2017. Jeep currently makes vehicles at three plants in the U.S. By 2018, it expects nearly half of all production to come from plants in Latin America, Europe and China.

- Fiat brand sales are expected to grow from 1.5 million in 2013 to 1.9 million in 2018. New vehicles will include a subcompact car and compact pickup truck for South America in 2015,

the Fiat 500X crossover for North America in 2015 and a new Panda small car for Europe in 2018.

- Maserati, which sells four cars now, will have six by 2018. As a result, Wester expects sales to grow from 15,400 in 2013 to around 75,000 in 2018. Sister luxury brand Ferrari expects sales to stay around 7,000, but could rise to as many as 10,000 if demand increases. "There are increasing numbers of people who can afford a car of this caliber," Marchionne said.

FANUC, OCC Have Youtube Video

FANUC America Corporation released a new YouTube video about Oakland Community College's (OCC) Robotics and Automation Program. OCC is the largest community college in Michigan and has offered a robotics and automation curriculum for 30 years. See the video at youtube.com/watch?v=Nr5br8ffw.

"OCC provides students a thorough understanding of robotic systems," said John Sefcovic, OCC faculty, Robotics and Automation. "Robotics training is part of the STEM process in that it encourages students to embrace science, technology, engineering and math to prepare them for an advanced career."



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Genise Family Appreciates Meaning of Brotherhood

by Jim Stickford

They say blood will tell, and that's certainly the case for the Genise brothers, who a decade apart won Eaton Corporation's "Game Changer" award.

Tom and Dave Genise are both mechanical engineers. They grew up in Dearborn Heights and their father Lawrence was an electrical engineer who worked for Ford for many years.

While the two brothers work for Eaton, it's a large company and they don't see each other often.

Tom, 55, works in the company's Southfield offices "on the truck side of things," while Dave, 51, works in their Marshall facility (100 miles away) as the director of engineering for valvetrains.

"I went to school at was then called the General Motors Institute in Flint," Dave said. "It's now called the Kettering Institute.

"My first job out of school was at Detroit Diesel. I worked there for eight years, then I went to Ford for 11 years before joining Eaton. I've been with that company for about 15 years."

And asked if having an older brother who was a mechanical engineer influenced his career choice, Dave said, "Sure."

"Why did I choose engineering as a career?" Dave said. "That's a good question. I just always remember working on things that were mechanical. I was good at math and science and was just a natural.

"I worked with Tom on engines. They could be lawnmower engines, car engines. He's a few years older and I remember helping him fix up a car just before he got his driver's license.

"I learned a lot from him in gen-

eral when we were working on cars that we would drive. So, yeah, you could say he influenced my becoming an engineer."

Tom went to U-M Dearborn for both his undergraduate and master's degree in mechanical engineering.

"My story is kind of the same," Tom said. "I never ever remember there being a question of me not being a mechanical engineer.

"I was always fascinated by how things worked. I always knew that's what I'd do, and it was quite some time before I found out there was a name for what I wanted to be - mechanical engineer."

Tom and Dave aren't the only Genise brothers who went into science.

Jim, the oldest Genise, is an industrial design manager who got his degree at College of Creative Studies. The youngest Genise, Roger, is also a mechanical engineer who received his degree from U-M Dearborn as well.

In 2003, Tom received Eaton's "Game Changer" award for his work on an automatic starting clutch for commercial vehicles such as semi-trucks. The system eliminates the need for a clutch pedal when starting up a truck. Before then, trucks had to start using a clutch pedal before their automatic transmissions would kick in, Tom said.

Not to be outdone, Dave received his "Game Changer" award in October of 2013. It was for his work in the development of a new kind of switching roller finger follower.

This sytem, in the simplest terms, produces better mileage and less emissions from an internal combustion engine through



From left, brothers Dave and Tom Genise

variable valve actuation.

"The first applications of this system can be seen in the new Chevy Malibu and the Chevy Camaro," Dave said. "We fully expect to see this used in more GM products in the future. There's a lot going on with the internal combustion engine. The need for better mileage and less emissions demands this. We're continuing to pursue improvements."

As for not getting to see each other because of the distance between their two jobs, Tom said, "Maybe if there's some sort of innovation event, we'll see each other. But on a day-to-day basis, no."

The Game Changer is an Eaton internal award, Dave said. It's given out only every couple of years, and the last time they presented the award, seven were given out.

Both brothers appreciate the

recognition that the award brings. But they also like the fact that it comes with a \$10,000 gratuity.

"As the leader of a team, I appreciate that the company recognizes the good work we do," Dave said. "I like Eaton because the company really understands how important engineering is to the business."

Tom added, "One of the reasons I went to Eaton right out of college was because I was able to be a hands-on engineer. This company values and rewards innovation. I kind of think that's why both of us ended up here."

GM, Ford, Toyota, U-M Join to Build Testing Site for Driverless Cars

CONTINUED FROM PAGE 1

crete and asphalt roads with intersections, traffic signs and signals, sidewalks, roundabouts, benches, simulated buildings, streetlights and obstacles such as construction barriers.

Aims of the effort include reducing the number of crashes, relieving urban congestion, cutting pollution and reducing energy use.

Ann Arbor is the location of an ongoing experiment involving so-called talking cars. Thousands of wirelessly vehicles are operating in the city as a part of a study done by the Transportation Research Institute.

"The task before us goes beyond the technical challenges," Sweatman said. "In our research, we will be addressing the interrelated legal, political, regulatory, social, economic and urban planning issues as well."

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Passion in Eye of Beholder, Say Designers

CONTINUED FROM PAGE 1

the artistic process that makes it all real."

Farion agreed, saying that actually bringing the materials that designers want to use in a design together really shows if a design works.

"Our product is tactile," Peters said.

When the question of heritage in design came up, the panelists all agreed that heritage should inform design, but too slavish devotion to heritage results in vehicles that age quickly. The key is to capture the timeless essence of a particular brand, they said.

"A design has to be something more than just retro," Ebel said.

But even the best designers have to make practical decisions when designing an interior and exterior, he said.

The panelists agreed that space is precious and changing one design element might mean having to change five other things.

Plus, there are safety regulations that have to be met, which

ultimately inform what designers can do.

"I take it as a challenge," Castriota said. "As new technology comes in, maybe we can run functions through someone's tablet or smart phone, so that leaves room for an interior to be serene."

Farion said all automakers have to deal with the same regulations.

"This is not a contest," Farion said. "There's no choice. We have to deal with the rules. There's only so much you can do, but we all have to face these challenges."

Castriota said having regulations forces automakers to be smarter and, in a way, to be better. "Passion gets us through the tough times," he said. "Good design will solve a problem elegantly when executed perfectly."

Ebel agreed, saying the best solution to a technical problem is when people look at it and say, "of course," how could it be any other way? He said the iPhone is the classic example of such a solution. When it was new, people were able to figure out its use in-

tuitively and it set the pace for all smartphones that came after it.

Ultimately, Farion said, even with modern design technology and regulations, design must show passion.

"You can't lose that human touch," Farion said. "The things we thought were cast in stone can change."

"As car designers right now, our biggest challenge is the 15-year-old who will be driving soon and wondering why he can't use his car as easily as his smartphone."

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Chrysler Earns Another Diversity Magazine Award

The editors of *DiversityInc* magazine again have named Chrysler Group to the magazine's 2014 list of "25 Most Noteworthy Companies for Diversity."

This annual benchmark is composed of companies the magazine's editors believe are diversity-management leaders.

This is the eighth consecutive year Chrysler has earned a place among the top 50 or the top 25 most noteworthy companies, said Chrysler spokesperson Mike Palese.

For 2014, the lists were selected from more than 1,000 participating companies, up from about 893 companies in 2013.

Selections for the lists are based on empirical data submitted to the magazine by companies in an annual survey, with the most recent administered in 2013. In addition to an increase in survey participation from last year, *DiversityInc* also employed a more rigorous methodology in selecting the 2014 lists.

"Chrysler Group's consistency over the past decade in earning a place on either of these honored lists is recognition of the company's ongoing leadership commitment to diversity and inclusion, and the sound practices of our team," said Mike Keegan, Chrysler's senior vice president of Human Resources. He is also co-chair of the automaker's Diversity Council.

DiversityInc's 200-question annual survey is divided into four parts: CEO Commitment, Human Capital, Corporate and Organizational Communications, and Supplier Diversity.

Chrysler has long been considered a leader in minority sourcing and development, Palese said. Since 1983, the company has purchased more than \$50 billion from minority-owned companies and continues to develop innovative new programs to build its minority supply base, such as its annual Matchmaker program designed to foster business relationships between Chrysler's minority and Tier 1 suppliers.

In recognition of this commitment, Chrysler was named Company of the Year for Innovation by the National Minority Supplier Development Council in 2013.

"Chrysler Group remains as committed as ever to creating a diverse and sustainable supply base that directly reflects our customers," said Chrysler's Scott Kunselman, senior vice president - Purchasing & Supplier Quality.

"We will continue to create opportunities for minority-owned, women-owned and veteran-owned businesses because we believe that a diverse supply chain leads to better, more innovative products for our customers."

"Earning a spot on the lists proves that management is paying close attention to the needs of their primary constituents - employees, customers and other key stakeholders," said *DiversityInc* founder and CEO Luke Visconti.

"Companies with great reputations attract the best and most skilled employees who then create and deliver the best products and services. It's a virtuous cycle that enables public companies on the *DiversityInc* Top 50 list to consistently outperform the major domestic stock market indices and privately held companies to surpass their peers."

Chrysler is also willing to work with its suppliers to inform them of the company's latest techniques, Palese said. The company is holding a special Suppliers Training Week event May 19-23, at the Chrysler Group Headquarters in Auburn Hills.

Registration for the next training week is \$100 and will close on May 15. Walk-in registrations will be accepted during the Supplier Training Week event.

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24 Mo 1 PAY LEASE \$2978**

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Ram 1500 'Making Its Mark,' Says Bigland After Award

The Ram 1500 has been named a 2014 *AUTOMOBILE Magazine* All-Star by the publication's editorial staff for the second year in a row and the fourth time in the past five years.

AUTOMOBILE Magazine chooses its All-Stars from the complete array of vehicles on sale in the U.S. for the 2014 model year, including passenger cars, sports cars, sport-utilities, minivans and trucks.

The magazine's collective editorial staff and contributors cast their private ballots after three days of driving a variety of 2014 contenders. This year, for the first time, the magazine's staff took all 10 winners on a great American road trip, from *AUTOMOBILE*'S editorial offices in Ann Arbor to New Orleans.

"The *AUTOMOBILE Magazine* All-Star award doesn't just focus on all-new trucks, but all current model trucks, and the results place our Ram 1500 at the top, four out of the last five years," said Reid Bigland, president, Ram Truck Brand.

"With 28 mpg best-in-class fuel economy and the only diesel available in the half-ton truck segment, the 2014 Ram 1500 is making its mark."

The 1500 won the award by improving its engineering, said Ram spokesman Nick Cappa. For

2014, the Ram 1500 offers buyers best-in-class 28 mpg fuel efficiency, said Cappa, with the exclusive 3.0-liter V6 EcoDiesel, new technology and new features without sacrificing capability.

The Ram 1500, which Cappa calls the most recognizable pickup on the road, marks a milestone for Ram, as the truck delivers "a truckload of pioneering and fuel-saving systems," he said.

The Ram 1500 comes equipped with a choice of engines, including the legendary 5.7-liter HEMI V8 engine or the award-winning Pentastar V6, Cappa said.

It also offers the best power-trains in the industry, known for their reliability, Cappa said.

"Chrysler doesn't get the credit it deserves for what it's done in the truck segment," said Michael Jordan, West Coast Editor of *AUTOMOBILE Magazine*.

"First, it reinvented the way trucks look with its big-rig grille. Then it was the first to offer a cabin that held more people and more stuff. Later, they did a chassis that would both steer and stop, and now they've delivered a great ride with air springs."

The 2014 Ram 1500 features first-in-segment technologies, said Cappa, such as diesel engine and eight-speed automatic transmission, stop-start system.

GM OnStar Advisor Earns Dispatcher of Year Award

CONTINUED FROM PAGE 1

range of emergencies on a daily basis," said Terry Inch, chief operating officer, OnStar.

"This is a testament to the rigorous emergency training our advisors go through and their ability to provide medical instructions before first responders arrive."

Anta received the award last week during the opening ceremony of the 2014 Navigator Conference.

"I still can't believe it, I'm very honored," said Anta. "I've always had a passion for helping people and I've always wanted to do that with my life."

"Working at OnStar gives me the opportunity to do that at the highest level."

OnStar emergency advisors are trained to use the Medical Priority Dispatch System, which is a medically approved standardized protocol that determines the urgency of a medical emergency and guides advisors to provide medical instructions in many incidents before first responders arrive, said GM spokesperson Stefan Cross.

However, when the driver is unable to communicate and there are no other adults on the scene, assessing the situation can be difficult. That's where Bryan's suggestion to use the car horn proved so valuable.

NaToshya Reed experienced chest pains and decided to drive herself to the hospital. She was en route with her 3-year-old daughter when a serious asthma attack rendered her unable to speak, let alone drive.

Once she pulled over, she used her cell phone to call her mother. She also pressed the OnStar button for emergency assistance. Shortly after connecting to OnStar, one advisor contacted first responders to send help to the vehicle, while Anta stayed on the line to provide emergency medical instructions to Reed.

Via cell phone, Reed's mother attempted to communicate the situation to Anta, Shows said, but with a crying child in the vehicle, it was very difficult for

Anta to understand the situation.

"At first, it was very difficult to determine what was happening. I heard a faint voice in the background, a baby crying and someone gasping," said Anta. "I tried to picture the driver in my mind and determine the best way to assess the situation."

That's when Anta began asking Reed questions, instructing her to honk the horn once for "yes" and twice for "no," Shows said.

Once Anta had an understanding of the situation, he was able to instruct her on breathing techniques and keep her calm until first responders arrived.

"I am so thankful, grateful, and blessed for Bryan Anta and his ability to think under pressure," said Reed. "If it were not for him, I would not have been able to receive the much-needed medical help that I did."

In addition to Reed's call, Anta has assisted with a number of other notable emergency calls during the past year, Shows said. In one call, Anta relayed pre-arrival care and CPR instructions to a woman whose husband suffered a severe heart attack in the vehicle. The husband has since recovered.

"Bryan is one of those rare EMDs who goes beyond knowing the protocol in and out, and is able to understand the big picture and the reasons for what we do," said Dr. Paul Stiegler, OnStar medical director.

"He is incredibly focused on the scene and is able to comprehend what's going on in a caring way. He represents the best of what EMD is about."

Anta was also instrumental in last year's VITA Award-winning call, where OnStar subscriber Carole Cooper used her vehicle as a communications post during violent thunderstorms at the Great Smoky Mountains National Park. Cooper was named a 2013 Wireless Samaritan at the annual VITA Achievement Awards Dinner sponsored by The Wireless Foundation, Shows said.

Anta was one of the emergency advisors she worked with to treat injuries and send help to the scene.



From left, Dykes, Keyes, Pickard and Hall

Buick Achievers, UNCF Go HD

Buick Achievers Scholarship recipient and Spelman College senior Nartezya Dykes was honored at the United Negro College Fund's 35th annual "An Evening of Stars" telecast in April.

The ceremony celebrated student excellence and rising graduation rates among minorities, said GM Foundation spokesperson Maria Mainville.

The annual "Evening of Stars" telecast aims to inspire other students to graduate from college, Mainville said.

As longstanding supporters of UNCF, General Motors and the General Motors Foundation have donated more than \$15 million to the organization over the last two decades to make college more accessible, affordable and attainable for minorities and other outstanding students.

Part of the support for the UNCF comes through the Buick Achievers Scholarship Program, funded by the GM Foundation.

As one of the largest scholarship programs in the country, Buick Achievers focuses on awarding scholarships to female, minority and other students who excel in the classroom and give back to their communities.

The Foundation works with UNCF to help administer the program for students that attend historically black colleges and universities.

In addition to Dykes, two other Buick Achievers – Oneisha Hall from Tuskegee University and Ty'Quish Keyes from Morehouse College – attended the taping of the "An Evening of Stars" broadcast, as well as the UNCF Empower Me Tour recently held at Morehouse, Mainville said.

"For 70 years, UNCF has been changing the face of education to help African-American high school students go to college," said GM Foundation president Vivian Pickard.

"More than ever, students need a college degree to compete and succeed, and by providing access to significant scholarships, we're investing in tomorrow's leaders."

Since its inception in 2011, the Buick Achievers Scholarship Program has awarded nearly \$16.5 million to about 3,300 students.

Among these students, nearly one-third are African American, or Hispanic.

2015 GMC Canyon Focuses on Kids' Safety

Safety matters and driving a pickup truck shouldn't mean sacrificing safety for hauling capacity or towing power.

So when the all-new 2015 GMC Canyon launches this fall, it will not only bring a full payload of midsize truck segment-leading capabilities, but segment safety firsts, including a patent-pending child safety feature, said GM spokesperson Chris Srock.

Smaller jump seats found in extended cab midsize trucks may have too little lower seat cushion length to meet many child restraint manufacturers' recommendation to have at least 80 percent of the child restraint base fit on the seat cushion, Srock said.

General Motors' engineers have designed a patent-pending solution for the 2015 Canyon extended cab to help keep kids in child restraints safer in a collision.

Using the rear jump seat headrest on the passenger side of the extended-cab Canyon, the jump seat cushion can be extended by removing the headrest and inserting it horizontally into the seat base, Srock said. This helps the extended-cab Canyon satisfy the seat base recommendation of most child restraint manufacturers.

"It's an elegant solution that makes efficient use of the limited space in the rear seat in this type of vehicle, by allowing us to adapt the seat cushion length for child restraint installation," said Eduardo Bugelli, safety performance team lead.

"The additional seat cushion length provides more support to the child restraint, which helps to reduce the rotation and the risk of injury in a crash."

In addition to this patent-pending design, Bugelli said, the new Canyon will be the first midsize

truck to offer Forward Collision Alert and Lane Departure Warning technology as part of the available Driver Alert Package.

Forward collision alert technology helps prevent frontal crashes by alerting the driver when the truck is closing in on a vehicle ahead too quickly, Bugelli said, giving the driver additional time to react and avoid a crash.

Lane Departure Warning technology can alert the driver when the truck drifts over a lane line when traveling at least 35 mph.

In a collision, Bugelli said, the Canyon's all-new cab structure is made from more than 70 percent high-strength steel to better protect its occupants.

It also comes standard with six air bags, including head curtain side air bags that can also reduce the risk of occupant ejection.

Safety and convenience technology continues with a standard rear vision camera and available next-generation IntelliLink information system, Srock said. IntelliLink can integrate the capability of a smartphone into the vehicle so that hand-held phones may be safely stowed while driving.

Features such as smartphone voice recognition pass through, including text message support and Siri Eyes Free, enable the driver to be alerted to new text messages and have them read aloud and respond, Srock said, depending on the functionality of the smartphone.

Siri Eyes Free enables iPhone 4S and iPhone 5 users to access Siri via the steering wheel controls and check calendar entries, have text messages read and respond to them, place calls or call up music.

Android phone users can also use the steering wheel controls to access their phone's voice



Child restraint in 2015 Canyon

recognition features, Srock said.

The Canyon will be assembled at GM's Wentzville, Mo., assembly plant.

Warren's Library To Honor Soldiers Of D-Day Landing

The Warren Public Library is holding a special event to commemorate the 70th anniversary of the Allied D-Day landing in France, which took place on June 6, 1944.

Members of the Michigan Military Technical & Historical Society will be at the Warren Civic Center branch of the library to give a talk about the D-Day landing.

The presentation begins at 6 p.m. on Thursday, June 5. Attendees, in addition to hearing about the landing, will have a chance to inspect gear that soldiers would have carried into battle. To reserve a seat, call the library at 586-574-4564.

DRIVE A LITTLE...SAVE A LOT!

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MPG 30

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GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$227*

\$255*

\$26,437*

36 Mo/10K • 1999 Down w/Loyalty

36 Mo/10K • 10 Down w/Loyalty

36 Mo/10K • 10 Down w/Loyalty

ALL NEW 2014 BUICK LACROSSE

V6 3.6 • Auto Keyless Entry Remote Start

MPG 30

NO SECURITY DEPOSIT REQUIRED! • 4 YR/50k Mile Bumper to Bumper Warranty!

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$239*

\$267*

\$28,917*

36 Mo/10K • 1999 Down w/Loyalty

36 Mo/10K • 10 Down w/Loyalty

36 Mo/10K • 10 Down w/Loyalty

NEW 2014 BUICK ENCORE

Convenience Pkg. Rear Back Up Camera!

MPG 33

NO SECURITY DEPOSIT REQUIRED! • 4 YR/50k Mile Bumper to Bumper Warranty!

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$241*

\$267*

\$24,111*

39 Mo/10K • 1999 Down w/Loyalty

39 Mo/10K • 10 Down w/Loyalty

39 Mo/10K • 10 Down w/Loyalty

NEW 2014 BUICK ENCLAVE

3.6L • V6 • Auto Rear Back Up Camera!

MPG 24

NO SECURITY DEPOSIT REQUIRED! • 4 YR/50k Mile Bumper to Bumper Warranty!

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$275

\$299*

\$33,561*

36 Mo/10K • 1999 Down w/Loyalty

36 Mo/10K • 10 Down w/Loyalty

36 Mo/10K • 10 Down w/Loyalty

DRIVE A LITTLE...SAVE A LOT!

2 Year/24 Miles No Charge Maintenance on Buicks & GMC!

NEW 2014 TERRAIN SLE

Rear Vision Camera!

MPG 32

NO SECURITY DEPOSIT REQUIRED! • 4 YR/50k Mile Bumper to Bumper Warranty!

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$189*

\$23,477*

24 Mo/10K • 1999 Down

24 Mo/10K • 10 Down w/Loyalty

NEW 2014 ACADIA SLE

8-Passenger Modular Seating Rear Vision Camera!

MPG 24

0% APR FOR 60 MOS AVAILABLE

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$239*

\$30,155*

36 Mo/10K • 1,499 Down

36 Mo/10K • 10 Down w/Loyalty

ALL NEW 2014 SIERRA DOUBLE CAB 4X4 SLE

Rear Vision Camera! 5.3 355HP V8

MPG 22

NO SECURITY DEPOSIT REQUIRED! • 4 YR/50k Mile Bumper to Bumper Warranty!

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY PRICE

\$199*

\$32,575*

24 Mo/10K • 1,899 Down

24 Mo/10K • 10 Down w/Loyalty

ALL NEW 2015 YUKON SLT 4X4

Navigation w/8" Color Touch Screen 20" High Polish Wheels

MPG 24

NO SECURITY DEPOSIT REQUIRED! • 4 YR/50k Mile Bumper to Bumper Warranty!

GM EMPLOYEE & FAMILY LEASE

GM EMPLOYEE & FAMILY BUY

\$529*

\$54,655*

39 Mo/10K • 1,995 Down

39 Mo/10K • 10 Down w/Loyalty

DRIVE A LITTLE...SAVE A LOT!

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Concept Corvettes Come to Reality in 2015

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 flexibility 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 high-performance 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:



2015 Corvette Atlantic



2015 Corvette Pacific

- 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 and color choices of Torch Red, Black, Arctic White, Blade Silver and Shark Gray – a new color for 2015.

ELR Hooks Up with Charging Stations

Cadillac has entered into a partnership with ChargePoint, the largest and most open electric vehicle-charging network in the world.

The collaboration brings Cadillac ELR drivers immediate access to more than 16,500 charging locations on the ChargePoint network, said Cadillac spokesman Donny Nordlicht.

"The ELR electrified luxury coupe went on sale at the end of 2013," Nordlicht said. "It embodies Cadillac's Art & Science design philosophy, combining provocative design with progressive technology. All 2014 and 2015 ELRs include a ChargePoint Driver Kit in the owner's manual, providing access to its 16,500 EV charging stations. Many are located where EV drivers work, eat, shop and play."

"ChargePoint is thrilled that Cadillac, a marquee brand in the luxury car industry, has developed an electric vehicle for its customers," said Pasquale Romano, ChargePoint CEO.

"With the ELR, Cadillac is helping drive the rapid growth of EVs by offering an innovative and premium vehicle. We are confident that, as more EV options come out, more people will make the switch to electric."

The charging kit is a simple packet of information to provide new car owners info about the EV lifestyle – how and where to charge, said ChargePoint spokesperson Erin Mellon.

"They get a ChargePoint RFID card which they can use to initiate and pay for sessions," she said. "The other ways to initiate and pay for a charging station is with a credit card, by calling a 1-800 number or through a phone app."

"The price to plug in on the ChargePoint network varies. We

give station owners flexible pricing options. This is important because it makes EV charging good for business.

"Each location I list has a different reason to offer charging. A workplace might want to give free electricity to attract and retain employees."

"A retailer, on the other hand, may give free charging for an hour or two to attract new customers who stay longer and therefore spend more money."

Often times, they set a fee after the first hour or two to encourage drivers to move their car once they are done shopping to free up the station. Parking garages may want to wrap charging into the cost to park.

"Many stations on the ChargePoint network are completely free to the drivers. I should also mention that we don't own the stations so, not only do station owners set pricing, they also keep the money from drivers."

Drivers, Mellon said, can use the ChargePoint mobile app and website to find charging stations. They both have real-time data, including availability updates so drivers don't navigate to a station in use.

By choosing ChargePoint as a partner for the ELR, Cadillac ensures that car buyers know there is a robust charging network to support the growth of electric vehicles, Nordlicht said.

The ELR has a total range of 340 miles and an all-electric range of 37 miles – which more than covers the average daily commute, he said.

By providing a ChargePoint card with every ELR, Nordlicht said, drivers can immediately sign up for free and get access to ChargePoint's network.

"We strive to provide Cadillac buyers with the highest level of



ChargePoint station pass

customer care and ease of use for their vehicles, which is why we chose to partner with ChargePoint for the ELR," said Uwe Ellinghaus, Global Cadillac chief marketing officer.

"ChargePoint's large network with advanced technology ensures the smoothest charging and greatest driving experience for ELR drivers."

ChargePoint users have helped combat global warming by saving over 3.8 million gallons of gas and over 25 million pounds of CO2 emissions, Nordlicht said.

Local Firm Helps Clean Up Detroit School Playground

On Saturday, May 17, UHY LLP and UHY Cares Michigan will be partnering with Playworks, a local nonprofit that refurbishes schoolyards. About 50 volunteers, including UHY employees and their friends, will be spending the day at Academy of the Americas School to help modernize and clean the playground.

"There's nothing more satisfying than helping others," said Tony Frabotta, CEO of UHY Advisors MI, Inc. "We're always brainstorming new ways to give back to the communities in which we work and selecting Detroit . . . was a no-brainer."

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Bridgewater and mother Rose Murphy hug in front of Escalade.

Quarterback Bridgewater Gives Mom Pink Escalade

A luxury vehicle like a Cadillac Escalade can often be a reward for achievement.

For former University of Louisville star quarterback Teddy Bridgewater, now a Minnesota Viking, a new Escalade is even more than that, said GM spokesperson Jordana Strosberg.

It's a Mother's Day dream come true for his mom Rose Murphy, a breast cancer survivor.

The story of Rose and Teddy is told in a new short film by renowned director Spike Lee, which can be viewed on Cadillac's YouTube page.

"When I was in third grade, I promised my mom I would get her a pink Cadillac Escalade," Bridgewater said.

"Pink is the color that represents breast cancer awareness, so I just wanted to get her that big pink Escalade and see that big smile on her face."

Murphy has raised four chil-

dren, been an inspiration to Bridgewater and his teammates, and has conquered breast cancer.

As Bridgewater was selected by the Vikings in the NFL draft last week, he fulfilled his promise by presenting his mother with a 2015 Cadillac Escalade, which Cadillac painted a custom shade of pink he selected.

In telling the story about this special mother and son, Lee went with Bridgewater to his hometown of Miami and helped present the pink Escalade to Murphy at the iconic Le Cirque restaurant in New York City, Strosberg said.

"First class all the way," said Lee. "First-class Mom, son, athlete, production and sponsor. I couldn't be prouder to have helped Teddy live out his dream of giving his mother Rose her pink Escalade."

"I wish him all the success, on and off the field, as he goes into this next phase of his life."

GM Restructures its Global Engineering

General Motors is restructuring its Global Vehicle Engineering organization.

The move, said Mark Reuss, executive vice president of Global Product Development, Purchasing and Supply Chain, is to improve cross-system integration, deliver more consistent performance across vehicle programs and address functional safety and compliance in its vehicles.

"A vehicle is a collection of 30,000 individual parts," said Reuss. "Fully integrating those parts into cohesive systems with industry-leading quality and safety is key in this customer-driven business."

Global Vehicle Engineering is being restructured to form two new organizations: Global Product Integrity and Global Vehicle Components and Subsystems, said GM spokesperson Jim Cain.

The Global Product Integrity organization, which is effective immediately, will build on specific actions GM has taken in recent years to lead the industry in vehicle dynamics, including ride and handling, steering and braking, Cain said.

GM is applying the same approach to overall quality and safety performance to ensure the highest levels of execution across all its vehicles, said Cain.

Ken Morris, currently executive director, Global Chassis Engineering, has been named vice president, Global Product Integrity.

The newly created role and organization will include vehicle, powertrain and electrical systems engineering, as well as vehicle performance, industrial engineering and validation.

It also includes the recently formed Global Vehicle Safety organization led by Jeff Boyer, who is overseeing the addition of 35 product investigators.

Supplier Quality will now be-

come part of the new Global Product Integrity organization.

Ken Kelzer, currently vice president, GM Europe Powertrain Engineering, has been named vice president, Global Vehicle Components and Subsystems.

His new role and organization includes engineering operations, components development, advanced vehicle development and other engineering business initiatives.

The Global Product Integrity organization will use advanced analysis tools and processes to flag and prevent issues during vehicle development, while also mining field data to react quickly to safety and product quality issues customers may experience, Cain said.

Morris joined GM in 1989 as a brake systems engineer from BorgWarner Automotive Transmission Systems where he was a test engineer.

He has held several key engineering roles at GM, most recently executive director for Global Chassis Engineering, where he was responsible for design and execution for the fuel systems, suspensions, steering, brakes, tires and wheels, as well as powertrain interface systems for all GM vehicles.

Morris previously was executive director for Global Vehicle Performance, Proving Grounds and Test Labs.

Morris holds a bachelor's degree in Science from Purdue University in Mechanical Engineering.

Kelzer joined GM as an intern in 1982. Some of Kelzer's prior roles include executive chief engineer of full and midsize vehicles, global vehicle chief engineer for rear-wheel-drive and performance vehicles, and global functional leader of chassis and accessories.

Kelzer holds a bachelor's degree in Mechanical Engineering from the University of Minnesota and a master's in Business from the University of Michigan.

With the restructuring, John Calabrese, vice president of Global Vehicle Engineering, has elected to retire after more than 33 years with GM.

Calabrese began his GM career in 1981 as an experimental engineer, and has served in a variety of leadership roles in Engineering and Purchasing. He will remain with the company through August to assist with the transition.

"Under John's leadership, GM has developed industry-leading vehicles in practically every segment in which we compete," Reuss said.



Ken Morris



Ken Kelzer

Two Key Executives Earn LTU Achievement Awards

Two executives with degrees in electrical engineering, both from Northville, received Lawrence Technological University's Alumni Achievement Award at commencement exercises Saturday, May 10.

Judith Curran, the vehicle line director of Global CD Vehicles at Ford Motor Company, earned her electrical engineering bachelor's degree in 1983, and Elizabeth Howell, vice president, operations, of ITC Holdings Corp., the nation's largest independent electric transmission company, earned her degree in 1993.

Curran oversees the worldwide development and launch of vehicles, including the Fusion, Edge, SMax, Galaxy, and Mondeo, which are manufactured at assembly plants in Michigan, Mexico, Spain, Russia, Canada and China.

Howell's first job after graduation was with the Hamilton Standard division of United Technologies where she worked on the design of fully electronic turbine engine controls used in cruise missiles, helicopters and jets.

When Howell first started at Ford in 1986, she worked on the first electronic controls for fuel injection in engines, and on the first electronic control to manage the shift strategy of automatic transmissions.

She worked in software and control systems for 12 years, was awarded eight U.S. patents, and received her Master of Electrical Engineering from the University of Michigan in 1988.

Howell is responsible for the operation of the high-voltage electric transmission system of ITC's operating subsidiaries, including more than 15,000 miles of interstate transmission lines

in seven states, including Michigan, Pope said.

She previously was the director of Operations and manager of the Michigan Electric Coordinated Systems Control Area. She joined ITC during its initial start-up in 2003 and led the successful operational integration of two major acquisitions.

She has more than 20 years' experience in the utility industry, beginning her career as an engineer at DTE Energy and serving in various capacities in the generation, distribution, transmission, and operational policy and implementation areas.

Howell also holds a Master of Science in Electrical Engineering from Michigan State University and is a NERC-certified system operator. She is a board member of ReliabilityFirst Corporation.

Both women have been active supporters of their alma mater, Lawrence Tech, said Lawrence Tech spokesperson Frederick Pope.

Howell serves on both the College of Engineering Advisory Board and LTU's Capital Campaign Steering Committee. She championed a recent gift of \$250,000 for the ITC Endowed Scholarship fund for electrical and power engineering at Lawrence Tech and has created the Elizabeth A. Howell Endowed Scholarship Fund in Electrical Engineering.

Also receiving an LTU Alumni Achievement Award this year, Pope said, was Gordon Riske, an electrical engineering student at Lawrence Tech from 1976-81.

Riske is now chief executive officer of KION Group AG in Germany, which is the world's second-largest manufacturer of forklift trucks and warehouse technology.

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GM Scrap Materials to be a Detroit Home

by Jim Stickford

When is a shipping container like a home? When its been recycled by the staff at GM's Detroit-Hamtramck facility.

A new kind of home is being created, thanks to a collaboration between the GM Foundation and the Detroit nonprofit Michigan Urban Farming Initiative (MUFI).

The two organizations are converting an old shipping container into a code-certified living facility, which will be placed at the site of a MUFI project at Brush, just north of Grand Boulevard, said Darin McLeskey, co-founder and vice president of MUFI.

The home will be constructed of 85 percent scrap materials donated by GM and built in part by employee volunteers. The project is in collaboration with TAKD Design and Integrity Building Group of Detroit.

"This innovative project allows our facility to give back even more and be an integrated community partner while reusing materials that would otherwise be discarded," said Doneen McDowell, Detroit-Hamtramck plant manager.

"MUFI's plan to reinvent urban agriculture is a creative approach that helps Detroit's renaissance in a sustainable, efficient manner."

The container home is about 40 feet long, eight feet wide and 10 feet tall. When completed this spring, the home will feature 320 square feet of living space with two bedrooms, a bathroom and kitchen.

TAKD Design led the aesthetics and Integrity Building Group developed the build plans and will oversee construction.

MUFI will use the reclaimed container to demonstrate the effectiveness of repurposed materials on dwellings oriented toward urban agriculture. A university student caretaker will live year-round in the home and manage

the farm while using the land for agricultural research activities.

MUFI was founded in 2012 to empower urban communities by taking vacant land and using agriculture as a platform to promote education, community and sustainability.

The structure is being built to Detroit building codes, McLeskey said. The group has land that it owns and land from the Detroit Land Bank that it is working on.

"The hope is that we will be able to use the lumber from the deconstruction projects on this land for other projects," McLeskey said.

"We are leaving foundations and other infrastructure on the homes that we deconstruct so that it's easier to use the land for other projects."

The GM Foundation also gave away \$50,000 total to nine differ-

ent organizations that are operating in Detroit. The goal, said Foundation spokesperson Lori Wingerter, is to help organizations that are helping rebuild the city.

The recipients were:

- Hamtramck Community Initiative;

- Southwest Solutions;
- Winning Futures;
- Greening of Detroit;
- Girls Who Code;
- Covenant House;
- InsideOut Literary Arts;
- Beyond Basics;
- Blessings in a Backpack.

Skilled labor from Detroit-Hamtramck's UAW Local 22, as well as other GM volunteers, will help transform the container into a home. The work will be done on the grounds of the plant, then volunteers will move it to the MUFI site.

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Impala More Than Doubles Share Since 2014 Intro

GM as a company and Chevrolet as a brand bet a lot when the redesigned Impala was introduced to the marketplace. And it appears that bet has paid off big.

Chevrolet's redesigned 2014 Impala sedan has gained nearly 8 percentage points of retail market share since launch – measuring 14.7 percent at the end of the first quarter compared with 6.9 percent a year earlier when the cars first arrived in dealerships.

In addition to the 113 percent year-over-year growth, the Impala was the only vehicle in its class to post a positive gain in average transaction prices, or ATPs, compared with the same period last year, said Chevy spokesperson Chad Lyons.

Though the Impala is available with one of the lowest starting retail prices in its class, Lyons said, the first quarter year-over-year average transaction price rose more than \$5,500.

The Dodge Charger, an Impala competitor in the large-car segment, sold at an average of \$891 less in the same period, according to J.D. Power PIN data.

"The Impala is an example of everything that customers can continue to expect from Chevrolet products," said Steve Majoros, Marketing director of Chevrolet cars and crossovers. "We're building the best vehicles in our history. If you've never visited a Chevrolet dealership before, now is the time."

The 2014 Impala, which is built at assembly plants in Oshawa, Ontario and Detroit-Hamtramck, has received several independent recognitions, including Cars.com Best Car of 2014 and was listed among KBB.com's 12 Best Family Cars.

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