

GM Agrees to Pay \$35M Fine in Ignition Recall

General Motors last week agreed to pay \$35 million as a civil penalty for violating federal safety laws, according to a statement by the U.S. Department of Transportation.

The fine was levied by the National Highway Transportation Safety Administration (NHTSA) specifically for delaying the recall of cars with faulty ignition switches.

GM CEO Mary Barra said, “We have learned a great deal from this recall. We will now focus on the goal of becoming an industry leader in safety. “We will emerge from this situ-

ation a stronger company.” GM has already begun reviewing processes and policies to avoid future recalls of this nature, a GM press release stated. Jeff Boyer, GM vice president

of Global Vehicle Safety, who is assigned to integrate safety policies across GM, said, “We are working hard to improve our

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Detroit Auto Scene®

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“FIRST IN THE HEART OF DETROIT”

VOL. 82 NO. 19

ESTABLISHED 1933 AS NEW CENTER NEWS AND 1983 AS OAKLAND TECH NEWS

MAY 19, 2014

It’s Quality All the Way for Chrysler 200s As SHAP Implements Car’s Final Testing

If producing quality was easy, everyone would do it. Making good vehicles requires hard work and dedication, said Chrysler spokesperson Kathy Graham. That’s why, she said, all 2015 Chrysler 200s shipped to dealers must first pass through the Sterling Heights Assembly Plant’s (SHAP) newly-added Quality Assurance Center in the final step

of the vehicle’s exhaustive quality process. Randomly selected vehicles are scrutinized each day in the “first-of-its-kind,” she said, Quality Assurance Center. Employees there conduct quality audits and detailed technical measurements on more than 400 vehicle functions (such as heating, cooling, emissions, fit-and-finish), and houses a material

laboratory staffed with an on-site chemist, Graham said. “We’re confident the 2015 Chrysler 200 will make a strong first impression with customers,” said Doug Betts, Chrysler’s senior vice president of Quality. “The all-new sedan benefits from a significantly enhanced quality process at the plant

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SHAP employees inspect Chrysler 200 as it makes its way along the body shop conveyor system.



The 2015 CTS-V Coupe’s limited edition

Cadillac Plans to Build 2015 Limited Edition CTS-V Coupe

Cadillac soon will start production of a limited, special-edition 2015 CTS-V Coupe, marking the last chapter of the current model before the next generation of the V-Series debuts next year. The 2015 CTS-V Coupe will consist of 500 limited-edition cars available during the second half of 2014, according to GM spokesperson Brian Corbett. “The V-Series continues to elevate Cadillac, providing an exclusive family of high-performance luxury models that attract a new audience of elite and passionate buyers,” said Uwe Ellinghaus, chief marketing officer, Global

Cadillac. The special edition CTS-V Coupe shares the high-performance technology of its predecessors built from 2010-14 – including Cadillac’s Magnetic Ride Control, Brembo brakes and 556-horsepower supercharged V8 engine, said Corbett. The CTS-V Coupe is the most “dramatic model in the V-Series range of high-performance luxury models, blending a personal 2+2 layout with a drivetrain vetted on Germany’s Nürburgring track,” Ellinghaus said.

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TARDEC Opens New Lab for Ground Vehicles

To improve the quality of the Army’s ground combat vehicles – as well as help outside firms who produce ground vehicles – a new 4,500-square-foot laboratory opened last week at the U.S. Army Tank Automotive Research, Development and Engineering Center (TARDEC). Five state-of-the-art testing rigs have been consolidated under one roof in the expansion of TARDEC’s Physical Simulation and Test (PS&T) Directorate to form the new Vehicle Characterization Laboratory (VCL). The VCL allows TARDEC and other ground vehicle developers to accurately quantify system-level vehicle characteristics, Huffman said, adding that the measurement of these properties is critical to the understanding and continued adaptation, modernization and development of Department of Defense (DoD) ground vehicle fleets. TARDEC leaders and key stakeholders gathered at an open house to celebrate the opening of the new Vehicle Characterization Laboratory (VCL) last week. “We have had industry partners come in to leverage our previous capability because it was one-of-a-kind in the world,” TARDEC Director Dr. Paul Rogers said. “We are now dealing with larg-

er systems, heavier systems, and this expanded capability now allows us to deal with the characterization of those very, very large systems.” TARDEC researchers, Huffman said, are now taking full advantage of the VCL’s five key testing capabilities: • Vehicle Inertia Parameter Evaluation Rig (VIPER) II, which allows for system-level mass properties for vehicles weighing up to 100,000 pounds and with track widths up to 155 inches. • Suspension Parameter Identification Evaluation Rig (SPIDER)

to facilitate system-level suspension properties for vehicles weighing up to 100,000 lbs and with track widths up to 110 inches. • Quarter-Car/Shock-Test Machine to test for both durability and performance characteristic modeling on all types of dampener systems. • Tire/Roadwheel Test Machine tests for both durability and performance testing of tires, run-flats and roadwheel systems. • Walk-In Environmental

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Dr. Brudnak, left, and Dr. Singh speak to stakeholders at open house.



Lawrence Tech’s Formula Hybrid racing vehicle in speedway turn

LTU Students Finish Strong In Annual Hybrid Race

Lawrence Technological University’s student team overcame a series of mishaps to finish second for the second year in a row in the Hybrid Drive Class of the annual Formula Hybrid International Competition in late April. At the New Hampshire Motor Speedway in Loudon, N.H., LTU finished first in the Autocross race and second in Endurance race. The LTU team scored 253.63 points, just eight behind the University of Idaho in the 12-team

Hybrid Drive Class for vehicles that can run on both gasoline and electricity. Dartmouth College won the seven-team Electric Drive Class. Lawrence Tech could have overtaken Idaho with two more laps in the Endurance race, but fell short when the spokes on the right rear wheel broke after 16 laps, putting the LTU vehicle out of commission. The team also missed a chance

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Autopalooza Announces Summer Lineup Celebrating Detroit's Automotive Culture

by Jim Stickford

Autopalooza, an annual celebration of Southeast Michigan's automotive heritage, offers something for just about every kind of car lover.

This year's Autopalooza events were announced last week at a press conference held at the Detroit Historical Museum.

The kickoff event is the Chevrolet Detroit Belle Isle Grand Prix May 30-June 1 at the 2.3-mile Raceway at Belle Isle Park's street circuit.

For the second consecutive year, the Grand Prix will host two Verizon IndyCar Series races in one action-packed weekend – the Chevrolet Indy Dual in Detroit presented by Quicken Loans. One race will be held Saturday and one Sunday, said Grand Prix spokesperson Merrill Cain.

The Chevrolet Detroit Belle Isle Grand Prix will also include the TUDOR United SportsCar Championship, the Pirelli World Challenge Series and, new for 2014, the SPEED Energy Super Truck Series.

Autopalooza promotes the region's rich automotive heritage to auto enthusiasts and visitors alike and has a significant economic impact on metro Detroit, said Autopalooza spokesman Brian Yopp.

The Detroit Metro Convention & Visitors Bureau (DMCVB) has calculated that the annual revenue generated from the Grand Prix, Concours d'Elegance and the Woodward Dream Cruise together may exceed \$110 million.

Michael O'Callaghan, executive vice president of the DMCVB, said at the announcement of this summer's Autopalooza schedule that the whole point behind the Autopalooza celebrations is to bring visitors to Southeast Michigan.

"People coming to share in our automotive heritage has an impact on the regional economy," O'Callaghan said. "That's what Autopalooza does."

His figures show that in 2013 about 14.1 million visitors from outside the Detroit region visited here.

"We have studied the Concours d'Elegance, an event that takes place at the Inn at St. Johns in Plymouth," O'Callaghan said. "This is a one-day event that attracts affluent adults. Twenty-five percent of the visitors to this event are from outside southeast Michigan, and, on average, those visitors spend more than \$100 per person per day in our community during one weekend in July."

More importantly, O'Callaghan continued, is that "spending in the region compliments of the automotive culture is equal to \$348 million annually, and I haven't included the North American International Auto Show, which reports an economic impact of \$400 million."

GM Vice President of Performance Vehicles & Motor Sports Jim Campbell said Chevrolet has had a long tradition in racing, making one of the Autopalooza events – a race at the Michigan International Speedway – a great way to promote the region.

Campbell also said that GM really got its start in Flint and that Chevy and the Woodward Dream Cruise go together hand-in-hand. This summer's Autopalooza events celebrate Michigan's auto culture and GM is proud to play a part in supporting it, he said.

"There is no place in the world which celebrates its auto culture quite like we do in this region, where the automobile heritage is legendary," said Shawn Pomaville, managing director, Motor-Cities National Heritage Area. "Whether it is the beauty of automotive design at our car shows, the power and ingenuity of our races or the classics cruising Woodward, Gratiot, Hines, Fort and Saginaw St., we are proud to offer the very best in auto heritage tourism all summer long."

Other major Autopalooza events:



GM vice president Jim Campbell in front of automotive mural

- The Eastpointe Gratiot Cruise, June 14 in Macomb County;
- Quicken Loans 400 NASCAR Weekend, June 13-15 in Brooklyn;
- Motor Muster, June 14-15 in Dearborn;
- EyesOn Design, June 15 in Grosse Pointe Shores;
- Sloan Museum Auto Fair, June 28-29 in Flint;
- Cruisin' Downriver, June 28 in southern Wayne County;
- RM Auction Vintage Motor Cars, July 26 in Plymouth;
- Concours d'Elegance of

- America, July 27 in Plymouth;
- Clinton Township Gratiot Cruise, Aug. 3 in Macomb County;
- Back to the Bricks Weekend, Aug. 12-16 in Flint;
- Woodward Dream Cruise, Aug. 16 in Oakland County;
- Pure Michigan 400 NASCAR Weekend, Aug. 15-17 in Brooklyn;
- Cruisin' Hines, Aug. 24 in Westland;
- Old Car Festival, Sept. 6-7 in Dearborn;
- The Orphan Car Show, Sept. 21 in Ypsilanti.

Cadillac to Build Limited Edition 2015 CTS

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The 2015 special edition version features an exclusive Ebony interior with red contrast stitching, Recaro performance seats, metal pedals, Midnight Sapele wood trim, microfiber suede-wrapped steering wheel and shift knob, dark-finish V grille, satin graphite wheels and red brake calipers.

The 500 special-edition CTS-V Coupes will be produced this summer, Corbett said, adding that pricing begins at \$72,195, including a \$995 destination charge and \$1,300 gas guzzler tax, and are available for immediate order.

Exterior color options include Crystal White, Black Diamond

(\$995) and Phantom Gray. Buyers can opt for either a six-speed manual or automatic transmission. A sunroof also is available (\$700).

The next-generation V-Series models are in development and will premiere next year, Corbett said.

"This is kind of a farewell to the current generation of the V-Series," Corbett said. "Next year, we're going to come back with a new V-Series that is even stronger."

"The special edition is a stepping stone to the next-generation V-Series, which will move to the next level with more dynamic design and technical sophistication," Ellinghaus said.

"Ultimately," Corbett said, "the thinking behind the V-Series is that it's our performance car pinnacle."

"After all, it comes with 500-plus horsepower and it has really reestablished Cadillac's credentials in the performance market. "It's for people who are interested in vehicles like the BMW M-5 series or the AMG line by Mercedes."

Detroit Grand Prix Seeks Helpers for Race Weekend

With the gates of the Chevrolet Detroit Belle Isle Grand Prix set to open soon, Grand Prix officials are still accepting applications for volunteers interested in joining the Detroit Grand Prix Association (DGPA) for the upcoming May 30-June 1 event, said race spokesperson Merrill Cain.

The DGPA needs about 100 volunteers for the event, Cain said, with the biggest demand being circuit marshals. Volunteers in this department will be positioned closest to the race circuit, as they will work in teams to help control and assist with pedestrian and vehicle flow adjacent to the Belle Isle track.

Some volunteer teams will manage the traffic flow within the venue, including race team and various support vehicles. A typical day begins around 6:30 a.m. and will last until 7 p.m., with volunteers divided into two overlapping shifts of approximately seven-and-a-half hours each throughout race weekend.

The Chevrolet Detroit Belle Isle Grand Prix requires a commitment to work one shift per day of the race weekend, attendance at a volunteer training session and a membership fee of \$15 to join the DGPA, Cain said.

"The value of this membership fee is returned many times over in the form of member benefits, including the official volunteer uniform, hat and race weekend credential, lunch each day of the race weekend and a DGPA patch, lapel pin and certificate of appreciation after completion," Cain said.

"The DGPA also hosts a famous appreciation party after the Grand Prix for all members to have some fun and trade stories with friends new and old."

With a target of approximately 1,100 volunteers in place for race weekend, the DGPA is getting close to reaching its goal.

To become a volunteer for the 2014 Chevrolet Detroit Belle Isle Grand Prix, visit www.detroit-gp.com, or contact Hannah Deacon at hdeacon@detroitgp.com or 313-748-1801.

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TARDEC Opens New Lab for Ground Vehicles

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Chamber to conduct climatic testing coupled and/or de-coupled from the Tire or Roadwheel Test Machine.

The VCL will facilitate each capability by providing dedicated space for the increased utilization rate, efficiency and overall operational safety essential to TARDEC's mission to be the DoD leader for ground vehicle technology integration, Rogers said.

"Our mission is to help our partners do their jobs faster, better and more efficiently," said Dr. Mark Brudnak, TARDEC associate director of Physical Simulation and Test. "Our goal is to help our customers understand their systems as early as possible."

Dr. Brudnak and his associate, Dr. Amandeep Singh, of Analytics, described TARDEC's new Systems Optimization and Characterization capabilities at the open house.

TARDEC's open house provided industry stakeholders and other government agencies an opportunity to tour the VCL and see firsthand the unique capabilities the test equipment brings to



VCL test rigs can handle large vehicles weighing up to 100,000 pounds.

automotive/truck durability and performance testing.

"Recognize that this is about the ground vehicle at the system level and that is what makes this a unique facility," Rogers said.

"You can find a lot of component-level testing capacity in industry and academia and other government organizations, but the emphasis here is system optimization and system characterization."

Ultimately, Huffman said,

TARDEC is willing to work with private industry and academics by letting them use the VCO facility.

"Some automakers have used the lab," Huffman said. "It's pretty much the only place they can test their largest trucks."

"We are looking for partnerships that are mutually beneficial, and those interested in using the facility can contact TARDEC to see if working with us is the right fit."

LTU Students Finish Strong in Hybrid Race

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to pick up points in the Acceleration racing competition because the team had not yet resolved an electrical grounding problem that plagued most teams using the grounding system recommended by the event organizers.

"This is a great competition, and we love being part of it. This year, we came very close to taking it all," said LTU associate professor Rob Fletcher, the team's faculty.

The only two teams that competed in the Acceleration and Autocross races were first-place Dartmouth College, the event host, and University of Vermont.

LTU crossed the finish line first

when it went up against those two teams in the Autocross competition, Fletcher said, and also finished ahead of them in the Endurance race, which was won by the University of Michigan.

Completing the Autocross race was the high point of the four-day competition for the LTU team, Fletcher said. But that was quickly followed by the low point when the team was disqualified on a technicality.

The judges had allowed LTU to run in the race with only preliminary approval in the electrical inspection, but another team filed a protest because the judges had failed to post an alteration of the race entry standards, as required by the competition rules.

The loss of 150 points for LTU allowed the University of Idaho to take first place in the Hybrid Drive Class without completing a single lap around the track.

The Formula Hybrid Competition sets a very high standard for racing, Fletcher said. Only five of the 21 teams in the two divisions answered the bell for the Endurance race finale. Yale University, which edged out LTU for first place in the Hybrid Drive Class last year, also failed to make it around the track and finished fourth this year.

"This is a very hard competition. Some teams that I talked to don't plan on coming back," Fletcher said. "But this is where I want our team to be. We want it to be tough. That is what makes it such a fantastic competition."

The wheel failure was symptomatic of the financial challenges LTU faces when competing against much larger universities, Fletcher said.

LTU was still using wheels salvaged from the 2010 racing vehicle because there were limited funds in the budget for new equipment. Because of the high stress and loading on equipment in a racing environment, it is suggested that racing teams use new wheels every year.

"Racing is expensive, and we appreciate our corporate sponsors and all those who contributed money and materials to our team," Fletcher said.

The LTU team that competed in New Hampshire, Pope said, included John Agrusa, Jim Cass, Joe Falzon, Matthew Haggard, Donald Henderson, Zach Ketner, Jared King, Matt Moyer, Eric Onan, Nicholas Pakledincz, Joe Polizzi, Adam Tallman, Ryan Tietz, Dan Victorson, and San Wong.

2015 Mustang Hits Drag Strip With Electronic Line-Lock

Not only is the 2015 Ford Mustang GT a beauty, it's got brains, said Ford spokesman Brian Cotter.

Ford engineers are leveraging state-of-the-art controls software technology to give Mustang customers an industry-first feature – electronic line-lock, Cotter said.

Ford Car Marketing Manager Steve Ling said, "Competition has been an integral part of the Ford Mustang lifestyle since its earliest days 50 years ago."

"We know our customers, and we wanted to provide a unique feature for those wishing to take full advantage of the increased capability offered by this new Mustang GT at the drag strip."

Mustang has run everything from rally to stock car racing, Cotter said, but with drag racing a particularly popular venue for grassroots competitors, electronic line-lock on every 2015 Ford Mustang GT should be a real benefit for customers who like to compete one-quarter-mile at a time.

"We're using advanced controls technology for the all-new Mustang to provide some of our most dedicated fans with an industry-first feature they can use when they go to the track," said Dave Pericak, Mustang chief engineer.

"With electronic line-lock, customers who drive their Mustangs to work all week and then compete on the weekends will appreciate not having to modify their brake systems to be able to do effective tire prep at the drag strip."

The flexibility of track apps, launch control and selectable drive modes makes it easy for Mustang drivers to get the right capabilities for any situation, Cotter said.

As one of the most accessible forms of motorsport, drag racing – in particular, bracket racing – has always been a great fit for the rear-wheel-drive Mustang, Cotter said.

Drag strips are often open during warm weather weekends for amateur competitors to bring out their factory stock or modified cars to run against the clock.

Consistency pays off in bracket racing, where competitors try to get as close as possible to their predicted quarter-mile times without going faster, Pericak said.

Electronic line-lock and launch control – also standard on Mustang GT with manual transmission – can help drivers achieve more consistent performance from run to run.

With the electronic line-lock fea-

ture enabled, Pericak said, when a driver releases the brake pedal, the hydraulic control unit for the stability control system will keep the front brakes locked while releasing the rear brakes.

When the Mustang is sitting in the burnout box of a drag strip, the driver can apply the accelerator to spin up the rear wheels to warm the tires for maximum grip. This can all be done without having to balance one foot on the brake and the other on the gas, or install a mechanical line-lock.

With the tires properly warmed up, drivers can pull up to the staging line, engage launch control, and get a perfect catapult as soon as the lights go green, Pericak said.

"Whether a customer wants to take weekend road trips, go road racing or compete in grassroots drag racing, we aim to maximize the driving experience for everyone," said Pericak.

"Mustang offers selectable drive modes for those who prefer to compete on road courses or in autocross events, so when we realized we could provide a really cool feature like electronic line-lock that no one else offers, the decision was easy – 'Let's do it.'"

Electronic line-lock for 2015 Mustang GT is intended for use only on racetracks, Cotter said. "Racing the vehicle will void the warranty," he added.

GM Agrees to Pay \$35M Fine in Ignition Recall

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ability to identify and respond to safety issues.

"Among other efforts, GM has created a new group, the Global Product Integrity unit, to innovate our safety oversight; we are encouraging and empowering our employees to raise their hands to address safety concerns through our Speak Up for Safety initiative, and we have set new requirements for our engineers to attain Black Belt certification through Design for Six Sigma."

The GM statement continued, "Having signed this agreement, GM now has its sights set on effectively serving customers and completing the ignition switch recall."

Barra said, "GM's ultimate goal is to create an exemplary process and produce the safest cars for our customers – they deserve no less."

The 2.6 million vehicles recalled in this case contained switch defects that have been linked to 13 deaths and 32 accidents.

Department of Transportation Secretary Anthony Foxx said GM knew of the defects but didn't report the problem.

Foxx said, "They had the information and told no one. What GM did was break the law."

The \$35 million fine was the single highest civil penalty ever paid as a result of a NHTSA investigation of violations stemming from a recall.

In addition, GM has agreed to take part in unprecedented oversight requirements.

GM was ordered to make significant and wide-ranging internal changes to its review of safety-related issues in the U.S., and to improve its ability to take into account the possible consequences of potential safety-related defects.

The Detroit automaker also will pay additional civil penalties for failing to respond on time to the agency's document demands during NHTSA's investigation.

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Chrysler Donates Computer Tablets To United Way

Chrysler will donate 160 Samsung Galaxy Tab 3 10.1 - 16GB tablets to United Way of Southeastern Michigan (UWSEM) to help Detroit high school students become college- and career-ready.

Initially used May 6 by Fiat Chrysler Automobiles (FCA) to present the automaker's five-year plan, UWSEM will reload the tablets with financial planning and educational tools, said company spokesperson Kevin Frazier.

Subsequently, he said, the tablets will be given to college-bound juniors and seniors at high schools that are part of United Way's High School Turn-around Initiative. The tablets have a total retail value of more than \$52,000.

"Chrysler Group understands that help has no timeline - that there are people who are struggling and could use a 'hand up,'" said Mauro Pino, vice president and head of Chrysler's NAFTA Manufacturing/World Class Manufacturing, and co-chair of Chrysler Group's United Way Campaign.

"With all of us working together and supporting United Way in 'Advancing the Common Good,' we know that there are lives that we can help improve not only today but also in the future."

Guided by the belief that no child should go to a high school with less than a 60 percent chance of graduation, UWSEM set a goal in 2008 of turning around or shutting down 30 high schools in the region (among 2,000 nationwide) labeled "dropout factories" by 2018, Frazier said. UWSEM officials say these efforts will not succeed without community participation and ownership.

As a result, UWSEM is using its investment process to foster robust nonprofit, business and community partnerships that will advance evidenced-based solutions and practices in Detroit schools, Frazier said.

"We are so grateful to Chrysler for its donation of Samsung tablets for use by those students in our turnaround high schools who are preparing for college," said Michael J. Brennan, UWSEM president and CEO.

"These tablets will be a crucial tool in assuring that our students are technologically savvy and primed for college-ready work."

Chrysler employees have a proud history of giving back to their community, Frazier said.

In the 2012-13 campaign, employees in the United States and Canada donated nearly \$6 million. And with additional funds raised through company-sponsored events, such as "Battle of the Brands II" hockey games with National Hockey League alumni and a corporate donation, a combined total of nearly \$7.2 million was contributed to UWSEM.

Chrysler CEO Sergio Marchionne kicked off that community-giving campaign with a symbolic torch-lighting ceremony at Detroit's Hart Plaza.

The United Way for Southeastern Michigan 2012-13 Community Giving Campaign raised \$35,121,006, surpassing its \$35 million goal, representing an increase of 11 percent from the previous campaign's total.

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region, Frazier said.

The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community and provides opportunities to invest in the metropolitan Detroit community through its annual campaign.

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Chrysler's Trenton Engine Earns WCM Bronze Award

Chrysler's Trenton Engine Complex has been awarded Bronze status for its results in implementing World Class Manufacturing (WCM).

Trenton becomes the fifth North American facility to achieve the first WCM award milestone, said Chrysler spokesperson Jodi Tinson.

The plant received the Bronze designation four years after adopting the operating system.

Chrysler awards the Bronze status after a facility earns at least 50 points in 10 technical and 10 managerial pillars. Points are awarded by demonstrating clear WCM know-how and competence through employee-conducted pillar presentations and a review of projects that have been expanded across the shop floor.

Trenton earned a score of 52.

"We are very proud of the dedication our Trenton employees have shown in accelerating the rate of improvement in their plant in order to achieve Bronze," said Mauro Pino, vice president and head of Chrysler's Manufacturing/WCM.

"Together with our UAW partners, Chrysler Group is demonstrating its commitment to making our manufacturing facilities among the best in the world."

Tinson said Chrysler does WCM audits at least once a year at its facilities around the world.

"These audits are to determine how these facilities are adhering to the WCM standards," Tinson said. "All the facilities know what the WCM standards are and some of them have different rates of implementation."

World Class Manufacturing is a methodology that focuses on reducing waste, increasing productivity, and improving quality and

safety in a systematic and organized way, Tinson said.

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

WCM was first implemented by Fiat in 2006 and introduced to Chrysler Group as part of the alliance between the two companies in June 2009. Since that time, the automaker has saved more than \$1 billion in controllable manufacturing costs as a result of the implementation of WCM, Tinson said.

During an audit, zero to five points are awarded for each of the 10 technical pillars, which include safety, workplace organization, logistics and the environment, Tinson said, and for each of the 10 managerial pillars such as management commitment, clarity of objectives, allocation of people, motivation of operators and commitment of the organization. A score of 100 would indicate World Class.

Getting this hypothetical perfect score isn't easy, Tinson said.

"WCM requires that you follow, for every pillar, seven extremely well-detailed steps," Tinson said.

"Throughout the process of these steps, we recognize an evolution in how we approach problems. Initially, it's reactive. After an event has taken place, countermeasures are taken."

Then, Tinson said, the next step is preventive. That's learning from the past, and implementing countermeasures to avoid a repeat. Finally, the last step is active. Countermeasures are taken on theoretical risk analysis. That's basically doing something to avoid a potential future problem that might not have yet come up.

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2014 Chrysler Town & Country

Texas Auto Writers Praise Chrysler, Dodge, SRT Brands

Chrysler, Dodge and SRT brands won several accolades this year at the Texas Auto Roundup hosted by the Texas Auto Writers Association (TAWA).

After a day of extensive driving at the Texas Motor Speedway in Fort Worth, Texas, journalists voted for their favorite vehicles and the Chrysler Group secured six of the possible 19 awards, the most of any manufacturer at the event, said Chrysler spokesperson Kimberly Shults.

Chrysler Group vehicles receiving awards at the Texas Auto Roundup were:

- Dodge Brand – Compact Car of Texas: 2014 Dodge Dart;
- SRT Brand – Performance Utility Vehicle of Texas: 2014 Jeep Grand Cherokee SRT;
- Chrysler Brand – Mid-size Sedan of Texas: 2015 Chrysler 200;
- Minivan of Texas: 2014 Town & Country;
- Full-size Sedan of Texas: 2014 Chrysler 300;
- Family Car of Texas: 2014 Town & Country.

"These awards from TAWA are

a testament to our hard work this year," said Reid Bigland, Head of Chrysler's U.S. Sales. "We continue to improve our vehicle lineup and we're pleased that TAWA gave our brands their vote of confidence once again."

"Our members were clearly impressed with several Chrysler Group products at the Texas Auto Roundup this year," said Michael Marrs, TAWA president.

"This event allows us to experience manufacturers' products in a firsthand comparison. The design, capability and versatility of Chrysler Group products really stood out among the competition."

TAWA members gather every spring to evaluate all that's new in passenger cars, minivans and performance SUVs, Shults said.

The event gives Texas journalists the opportunity to drive nearly every new car on the market, ranging from subcompact vehicles to supercars (more than 450 horsepower).

The 47 journalists attending drove 50 vehicles from various manufacturers at the event.

GM Invests \$50M in Lordstown Assembly As UAW Locals Buy 1 Millionth Cruze

General Motors is investing \$50 million for a new flexible Trim Shop and upgrades to the Press Room at the Lordstown (Ohio) Complex for the next-generation Chevrolet Cruze compact sedan.

"This investment will enhance our customer responsiveness while providing our team with the tools and processes needed to be the best at building the next-generation Cruze," said Lordstown Plant Manager Bob Parcell.

Some construction work has begun at the complex, said plant spokesperson Thomas Mock. Chevrolet will announce timing of the next-generation Cruze later this year.

Separately, UAW Locals 1112 and 1714 announced they are purchasing the 1 millionth Cruze, which was built at Lordstown on April 10, Mock said.

The milestone Cruze, a red LT model with the RS package, was raffled to a Lordstown employee with all ticket proceeds donated to local charities.

"We want to thank our team members at Lordstown for their dedication and commitment to Cruze and we want to thank our million-plus customers across North America and our Chevrolet dealers for their support and enthusiasm for this great car," said UAW Local 1112 President Glenn Johnson and UAW Local 1714 President Robert Morales in a joint statement.

The Chevrolet Cruze for North America was launched at Lordstown Sept. 8, 2010, Mock said.

Since then, Cruze has become GM's best-selling car and, according to sales figures, was the seventh-best-selling car in the



Lordstown employee Jan Dowell at the plant with one millionth Cruze.

U.S. through March of this year.

In 2013, Lordstown launched the all-new Cruze Clean Turbo Diesel, Mock said, which, he added, "offers the best highway mileage of any gas only or diesel engine in America and was recently named by diesel enthusi-

asts as the Diesel Car of the Year for 2013."

Since 2009, GM has invested approximately \$250 million at Lordstown, Mock said.

The complex has built more than 15 million vehicles since opening in April 1966.

Sinkhole Attracts Visitors

LOUISVILLE, Ky. (AP) – The National Corvette Museum is considering keeping a sinkhole that swallowed eight Corvettes as an attraction because of the additional attendance the sinkhole has generated.

Museum spokeswoman Katie Frassinelli recently told *The Courier-Journal* in an email that attendance at the museum located in Bowling Green, Ky., has risen considerably – by 56 percent in March and 48 percent last month after the 40-foot-wide-by-

60-foot-deep hole formed Feb. 12.

"The sinkhole is a part of not only the museum's history but also Corvette history," she said. "We are in the business to preserve the history of the car – which now includes a sinkhole."

Current visitors can see the sinkhole and museum officials are considering doing things such as installing a glass floor or bridge above the hole. Frassinelli said stairs that would take visitors into the hole are also being considered.

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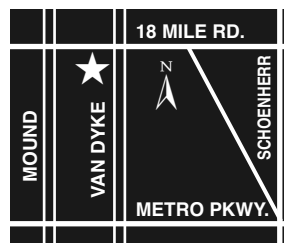
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Lincoln Enters China Market, Cadillac Builds Factory There

BEIJING (AP) – Like their mass-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 that."

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

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

hospitality-oriented experience that customers will get, plus the personalized product," said 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 market.

"When you're selling premiumness, 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 Farley.

"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 high-end 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 on corruption charges. Their relatives and business associates also have been targeted, making flamboyant displays of wealth politically dangerous.

Energy Reduction Nets Chrysler Plant \$1.3 Million Rebate from Gas Provider

Chrysler's Belvidere (Ill.) Assembly Plant had 1.3 million reasons to celebrate on Earth Day.

That was the amount of the rebate check it received recently from Nicor Gas, the plant's natural gas provider.

The check was presented during a ceremony at the plant with local leaders, employees and executives of both companies.

The amount represented the savings achieved as a result of the implementation of three natural gas-saving projects, said Chrysler spokesperson Mike Palese. It is the largest cumulative incentive ever awarded by the Nicor Gas Energy Efficiency Program.

Chrysler Group's Head of Assembly Operations Zachary Leroux and Belvidere Plant Manager Eric Schimmel accepted the check on behalf of Chrysler.

"As one of the largest energy consumers in the region, Chrysler Group is an active participant in the Nicor Gas Energy Efficiency Program," said Leroux, "which provides meaningful incentives for business to reduce gas consumption through investments in new technologies and systems.

"This program, coupled with our World Class Manufacturing operating system, has resulted in creative, energy-saving solutions that will pay dividends for years to come."

Beth Reese, Nicor Gas president, said, "We are pleased to recognize Chrysler Group for its commitment to saving energy and money through the Nicor Gas Energy Efficiency Program.

"We applaud their efforts, which have earned a \$1.3 million return and also are helping to bring our program closer to reaching its energy goals."

The Nicor Gas Energy Efficiency

Program offers financial rebates to customers who install qualifying natural gas-saving products, including furnaces, boilers, water heaters and steam traps. The program also offers financial rebates to pre-approved customers who develop a customized natural gas reduction project for their businesses.

Implemented in 2013, Belvidere's three energy conservation projects will save nearly 2.5 million therms annually or the equivalent of the energy used in 1,000 homes for one year, Palese said.

They include cascade air, which involves reusing heated air in more than one location in the plant, Palese said.

"In simple terms, rather than using natural gas to continually heat cold outside air to a comfortable working temperature, we supplement cold outside air with warm plant air, using less natural gas for heating," Palese said. "The rebate for this project was \$400,000."

The installation of 34 variable frequency drive motors on direct gas-fired air handling units also helped get the rebate, Palese said. In order to maintain a working temperature inside the plant, all air supply motors would either be completely off or operating at 100 percent capacity. This project, generating a \$323,000 rebate, enables proportional speeds to reduce the volume of heated air supplied to the plant.

Chrysler used the \$500,000 incentive from Nicor to defray costs on a \$1.3 million project to upgrade hardware and install new software to connect and control 25 air supply units and numerous general and process exhaust fans as part of an improved energy management system, Palese said.

Rearview Cameras Will be Standard on 2015 Buicks

GM has just made it a little safer for Buick owners to drive, said Buick spokesperson Nick Richards.

Safety and technology top the lists of important considerations for Buick customers, said Richards.

He added that that's why every 2015 Buick model will come standard with a rearview camera.

In the fall of 2013, the University of Michigan's Transportation Research Institute conducted a study that found vehicles with rear backup cameras have a significantly reduced rate of backing crashes based on its analysis of crash data, Richards said.

Ninety-seven percent of the backing crashes in the university's study involved the backing-up vehicle striking another vehicle, which corresponds with U.S. crash data analyses.

"Rear backup cameras have become like power windows and air conditioning," said Karl Brauer, senior analyst for Kelley Blue Book.

"While they're not standard on every car, yet, it's rare to operate a new vehicle without them. The increased confidence these cameras provide make them a must-have feature."

Richards said that Buick's efforts to promote safety go beyond the one step of adding rearview cameras.

The 2015 Buick lineup – including the Verano, LaCrosse, Enclave, Encore with all-wheel drive, and Regal (without optional rear seat-mounted side-impact air bags) – has received a 5-star Overall Vehicle Score for safety in the New Car Assessment Program that's administered by



Camera provides rearview eyes.

the National Highway Traffic Safety Administration (NHTSA).

To help prevent a collision, each of Buick's 2015 models are also available with active safety technologies such as Forward Collision Alert, Side Blind Zone Alert, Lane Departure Warning and Rear Cross Traffic Alert, Richards said.

Additionally, he said, every Buick comes with OnStar Automatic Crash Response, standard for six months.

In a collision, a specially trained Emergency Advisor is connected to the vehicle the moment a crash is detected.

If the driver requests help, or can't answer, emergency responders are sent to the precise GPS location.

"We know our customers are very safety-conscious," said Duncan Aldred, U.S. vice president of Buick and GMC.

"The current Buick lineup holds many safety accolades, but we are always pushing to be at the forefront with our vehicles being among the safest available."

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.



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- Aluminum Wheels!
- 36 MPG on the Highway!

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- Remote Keyless Entry! • 8 Passenger Seating!
- Bluetooth for Phone!
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Starting At **\$26,899**

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Picture may not represent actual sale vehicle. All applicable rebates including Lease Conquest or Lease Loyalty have been deducted from Sale Price/Payment and are subject to change by the manufacturer without notice and are plus title, tax and plate fees. All incentives valid at time of printing. Leases are 10,000 miles per year, except where noted and are plus title, tax and plate fees. GM Employee Pricing to everyone excludes Corvette, SS, 2015 Tahoe and Suburban. \$1000 Over Kelley Blue Book is valid on 2004 - 2011 vehicles. No branded titles. Certain restrictions may apply, see dealer for complete details. Sale ends 5/31/2014 at 6:00PM.

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\$227*	\$255*
36 Mo/10K • 1999 Down w/Loyalty	36 Mo/10K • 10 Down w/Loyalty
	\$26,437*

Jim Causley

BUICK-GMC

ALL NEW 2014 BUICK LACROSSE

V6 3.6 • Auto Keyless Entry Remote Start

Stk. #B1537

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

GM EMPLOYEE & FAMILY LEASE	GM EMPLOYEE & FAMILY PRICE
\$239*	\$267*
36 Mo/10K • 1999 Down w/Loyalty	36 Mo/10K • 10 Down w/Loyalty
	\$28,917*

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NEW 2014 BUICK ENCORE

Convenience Pkg. Rear Back Up Camera!

Stk. #B1655

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

GM EMPLOYEE & FAMILY LEASE	GM EMPLOYEE & FAMILY PRICE
\$217*	\$239*
24 Mo/10K • 1999 Down w/Verano Lease Loyalty	39 Mo/10K • 10 Down w/Verano Lease Loyalty
	\$22,611*

Jim Causley

BUICK-GMC

NEW 2014 BUICK ENCLAVE

3.6L • V6 • Auto Rear Back Up Camera!

Stk. #B1670

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

GM EMPLOYEE & FAMILY LEASE	GM EMPLOYEE & FAMILY PRICE
\$275	\$299*
36 Mo/10K • 1999 Down w/Loyalty	36 Mo/10K • 10 Down w/Loyalty
	\$33,561*

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BUICK-GMC

NEW 2014 TERRAIN SLE

Rear Vision Camera!

Stk. #T2053

GM EMPLOYEE & FAMILY LEASE	GM EMPLOYEE & FAMILY PRICE
\$189*	\$23,477*
24 Mo/10K • 1999 Down	

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BUICK-GMC

NEW 2014 ACADIA SLE

8-Passenger Modular Seating Rear Vision Camera!

Stk. #T1842

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GM EMPLOYEE & FAMILY LEASE	GM EMPLOYEE & FAMILY PRICE
\$239*	\$30,155*
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ALL NEW 2014 SIERRA DOUBLE CAB 4X4 SLE

Rear Vision Camera! 5.3 355HP V8

Stk. #T2371

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[illegible]

GM Committed to Further Reducing Energy In Its Plants, Helping Other Manufacturers

General Motors is joining the U.S. Department of Energy's Better Buildings, Better Plants Challenge, pledging to reduce the energy intensity of its manufacturing plants and facilities by 25 percent in 10 years.

The Better Plants Challenge is a component of the Better Buildings Challenge, a broader-based initiative that provides technical solutions to help companies improve energy efficiency, said GM spokesperson Sharon Basel.

More than 120 companies have made long-term commitments to energy efficiency as part of the challenge and to report their progress once a year.

The Better Plants Challenge is a more select group of manufacturers that make additional commitments to openly share their energy performance data and market-leading energy-efficiency strategies, Basel said.

"We have 31 U.S. plants participating in the Better Plants Challenge program that have already achieved 12 percent energy intensity reduction over a 2008 baseline, putting us more than halfway to our goal," said Gary Londo, GM senior energy optimization engineer.

"We're committed to reducing energy use in our facilities, but sharing best practices is equally important to creating a lasting impact."

The Better Buildings Challenge is a national leadership initiative launched by President Obama in 2011 with the goal of making American commercial and industrial buildings more energy-efficient in 10 years, Basel said.

"By committing to cut energy use, Better Buildings, Better Plants Challenge partners are demonstrating how businesses and manufacturers are reducing our nation's energy bill, creating American jobs, and protecting the environment," said David Danielson, assistant secretary for Energy Efficiency and

Renewable Energy at the DOE.

"With commitments representing more than 600 plants and facilities, these partners are leading the way to a cleaner energy economy."

In addition to working with the DOE on the Better Plants Challenge, GM has been recognized by the U.S. Environmental Protection Agency with an ENERGY STAR Partner of the Year - Sustained Excellence Award for superior energy management, Basel said.

It also has 63 facilities meeting a voluntary ENERGY STAR Challenge for Industry - reducing energy intensity by 10 percent within five years.

GM also has committed to using 125 megawatts of renewable

energy globally and has been recognized as a Solar Champion by the U.S. Solar Energy Industry Association for promoting a strong U.S. solar industry, Basel said.

According to Basel, the automaker is also a leader in the industrial sector for its use of landfill gas to offset energy use in several assembly plants.

Since 2011, Better Buildings, Better Plants partners have committed more than 3 billion square feet and 600 manufacturing plants and facilities to energy-efficiency upgrades and have shared energy performance results for more than 9,000 facilities. Partners have saved 36 trillion Btu and \$300 million since the Better Buildings Challenge began, Basel said.

Young Car Buyers Like Gas-Sipping Automobiles

Younger car shoppers are placing more importance on fuel efficiency than their older counterparts, according to new research from AutoTrader.com.

When asked what factors most influence which car to purchase, fuel efficiency ranks second only to price for millennials (ages 18-34). Millennials are also three times more likely to consider purchasing an electric vehicle than older generations.

In response to this, AutoTrader.com's expert editorial team has named the ten "Must Shop" vehicles for consumers who are looking to reduce or eliminate their visits to the gas station. The list includes vehicles at a range of price points and powertrains, and is designed to give car shoppers choices depending on their budget and personal preferences.

"There are more options out there for shoppers interested in fuel efficiency than ever before, and the technology just keeps getting better," said Brian Moody, AutoTrader.com site editor. "It used to be that people who wanted a fuel-efficient vehicle might have to compromise on style and performance, and that's definitely not the case today. The cars we've recognized fall into that sweet spot of 'having it all' - and many are at a price that's within reach for car shoppers who are just starting out."

New vehicles praised by AutoTrader editors include the Volt and the Fusion Hybrid.

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NEW REGAL 2014

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PURCHASE FOR **\$26,435***

NEW LACROSSE 2014

LEASE FOR **\$182***
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NEW ENCLAVE 2014

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\$1,999 DOWN

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