Detroit Auto Scene

"FIRST IN THE HEART OF DETROIT"

VOL. 82 NO. 21

GM's Continued Innovation Leads to Record Patent Filings

proud."

That's how GM spokesman Dan Flores reacted to this year's revelation that GM is a leader in overall patent filings.

Charles F. "Boss" Kettering, ofcourse, was head of research at GM for 27 years and held 186 patents. An indicator of General Mo-

customer-driven innovation can be found in the results of two leading studies - the Patent Board and Clean Energy Patent Growth Index, said Flores. Together, they show that GM

as the leader in patent filings and those focused on clean energy technology.

GM finished first in overall in-

"Boss Kettering would be tors' commitment to creating dustry patent filings for the 11th consecutive quarter, according to the Patent Board.

Additionally, GM now leads all companies in total U.S. clean energy patents granted since 2002, according to the Clean Energy Patent Growth Index, a third-party monitor of intellectual property involving clean technologies.

"Patents are an indicator of the

potential for the GM enterprise to innovate," said Jon Lauckner, GM chief technology officer, vice president of Global R&D and president of GM Ventures.

"Thriving companies have a track record of creating and commercializing innovation, and we are striving every day to discov-

CONTINUED ON PAGE 3



Corvette Z06 eight-speed transmission has 24 patents.



Chrysler Recruiting Program Targets Two Universities

by Jim Stickford

The demand for skilled and educated talent by American companies is greater than ever, which is why Chrysler has developed a unique program that amounts to fishing where the fish are.

Chrysler's program - Leadership Exchange & Intern Program (LEIP) - is different. It involves two universities, Howard in Washington, D.C., and Arizona University (ASU) in State Phoenix.

Paul Signorello, Chrysler's director of market representation for dealers, said LEIP is new, and the goal is to attract talent from parts of the country where students don't normally think of getting jobs in the auto industry.

The need for talent in fields like supply chain management is only growing Signorello said. And both Howard and ASU are known for the quality of their supply chain management programs.

"The idea," Signorello said, "is to be different. I've worked with Howard University faculty in the past, as well as people from ASU. I thought it would be great if these people got together, and took it as a challenge to make that happen. I like to say LEIP is where East meets West in the Midwest."

It's not difficult for companies

CONTINUED ON PAGE 2

2,000 Museums **Offer Free Entry** To the Military

The nation's active duty military personnel will receive free admission to more than 2,000 museums across America.

The offer, by The Michigan Military Technical & Historical Society (MiMTHS) and Blue Star Museums, is a collaboration among the National Endowment for the Arts. Blue Star Families. and the Department of Defense, and includes National Guard and Reserve and their families from Memorial Day through Labor Day of this year.

CONTINUED ON PAGE 7



Professor Volker Sick, left, with student Philipp Schiffmann at U-M lab

Military Suppliers Display Wares at MCC

by Jim Stickford

the Army's TACOM facility as a there is a defense corridor of

GM to Continue Research Work with U-M Students

versity of Michigan have extended their collaborative automotive research efforts through 2017.

Launched in 1998, U-M's Collaborative Research Laboratories (CRL) have led to significant commercial and academic success for students, the university and the automaker, said GM spokesman Dan Flores.

In 2011, it yielded a unique process to ultrasonically weld battery tabs together that played a role in enabling the Chevrolet Volt team to offer an eight-year,

General Motors and the Uni- 100,000-mile warranty on its lithium-ion battery system.

> The new Automotive CRL creates an organizational umbrella structure and initially will focus on research into engine systems and advanced manufacturing, Flores said.

In addition, GM and the University of Michigan have an existing, separate CRL that concentrates on smart material developments.

"We are excited to continue what is a more than 50-year rela-

CONTINUED ON PAGE 3



Even with the coming cuts in defense spending, there are still opportunities for small businesses in metro Detroit to get military contracts.

That was one of the major topics of discussion at the fifth annual Michigan Defense Exposition held in late May at Macomb Community College.

The event was put on by the Michigan Chapter of the National Defense Industrial Association (NDIA) and sponsored by such organizations as Rave Computer, Pratt Miller Defense, General Kinetics, Lockheed Martin, Meritor Defense and Clark Hill.

Deanne Mazzola, event chair and advisor to the board of directors of the Michigan NDIA chapter, said, "The theme of this year's show really boils down to setting tomorrow's future today.'

Mazzola, who also works with

contract specialist, added, "What this really means is that we want to provide a venue for our exhibitors to show off their products and services and their capabilities in an environment that allows people to see and touch what they can provide the military.'

This is important, Mazzola said, because it gets everyone in one place at one time, making communications easier. Being able to walk around and get in an armored car, she said, gives people a better sense of the vehicle than if they just saw pictures on a company Web page.

"That's so important when you're considering buying something," Mazzola said. "There are other shows around the country, but this is the only one that's held in metro Detroit."

The NDIA started putting on the show, Mazzola said, because

businesses based around the TACOM facility in Warren.

There are also a lot of businesses in Michigan that have defense contracts and it was decided getting everyone together was a good way to show off what Michigan companies can do.

"We got a lot of support from the TACOM community when we put on this year's expo," Mazzola said. "In the past, it's been difficult to get people from the Defense Department to attend because permissions are needed long in advance for them to go to conferences. We worked with TACOM legal to make sure all the regulatory hurdles were overcome."

This year, Mazzola said, a lot of the discussions and speeches were about cuts in military spending. So people attending

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GM Expects New **Replacement Parts** Ready by July

DETROIT (AP) - General Motors CEO Mary Barra has told Washington lawmakers that GM could simultaneously release results of an internal investigation into a deadly ignition switch problem and its plan to compensate victims.

Barra met with lawmakers on Capitol Hill and said the investigation and compensation plan could be done in a few weeks, said a congressional aide, who asked not to be identified because the meetings were private.

She also told lawmakers GM can't keep up with demand for replacement ignition parts for its recall of 2.6 million older small cars

GM expects to catch up in July and start a campaign to persuade people to take cars to dealers for repairs, the CEO told legislators, according to the aide.

The ignition switches in older small cars such as the Chevrolet Cobalt and Saturn Ion can slip unexpectedly out of the "run" position, shutting off the engine and knocking out power steering and brakes. The switches also can disable the air bags.

Many victims have lost control of their cars and crashed. GM links the switch problem to 13 deaths, but trial lawyers suing the company say it's in excess of 53.

Congress and Justice Department are investigating GM's slow response to the safety problem. The company has agreed to pay a \$35 million fine assessed by the National Highway Traffic Safety Administration.

GM confirmed that Barra met with legislators and said in a statement that since becoming CEO in January, she has visited "to discuss issues that are important to them."

The automaker has hired former U.S. Attorney Anton Valukas to investigate why it took so long for the company to recall the small cars even though GM knew about the problem for at least a decade.

GM has promised an "unvarnished" report, and Barra has told Congress she will take decisive action on its findings. Included in the scope of Valukas' probe is the role of GM's legal team in the delays. GM also has hired compensation expert Kenneth Feinberg to negotiate settlements with crash victims. Lawyers say they have at least 400 possible cases against GM, and the settlements could cost the company billions.

Chrysler Recruiting Program Targets Two Universities

CONTINUED FROM PAGE 1

like Chrysler to recruit talent in places like Michigan, Ohio and Indiana, Signorello said. But go to the East or West coasts and when the auto industry is mentioned, most people only know about the bad news and aren't really aware of the current strength of the industry and the opportunities it offers to people.

And LEIP is also meant to be more than a program that is used to recruit talent. It's meant to share knowledge, establish relationships with schools and give back. Signorello said. The way it works is that LEIP students at Howard and ASU take classes for a year.

They come to Auburn Hills and jointly work on a project at Chrysler as interns, Signorello said. Then it gets interesting. The Howard students then go to ASU and take classes there, while ASU students go to Howard and study at that school. The first batch of LEIP students just started their internships at Chrysler in late May.

John Fowler, professor and chair of ASU's Supply Chain Management program, said he views LEIP as a strategic program with long-term benefits for both schools and Chrysler.

"It took a lot of work to get the program going," Fowler said. "It took a year just to get it approved by all the various bureaucracies." James Haddow, director of

Howard's School of Business Center for Excellence in Supply Chain Management, said he signed on to LEIP because it gives Howard students access to ASU's supply chain management program, which he describes as excellent.

"Right now our ultimate goal is to expand the LEIP program after its pilot run," Signorello said. "We might try it with different disciplines such as engineering. We might even add a Fiat element to the program."

Fowler said he could easily believe that other companies, once they see what Chrysler is doing, will create similar programs of their own along the lines of LEIP.

Programs like LEIP are important, Signorello said, because it exposes students from different parts of the country to the auto industry in general and to Michigan specifically.

"When I talk with students and mention the auto industry, what immediately pops into their heads is the image of dirty, dark factories. When they see our headquarters and what a great place it is to work, they realize the auto industry isn't just factories."

Catherine Chan, a supplier and risk management student at ASU, said that the auto industry is not on a lot of people's radar at ASU.

"Coming here is exciting," Chan said. "I've had the chance to see just how big the car busi-

ness is.'

Fellow ASU student Angela Deng agreed, saying LEIP presents a great opportunity for its participants.

Howard student Maya McWhorter said coming to Chrysler has meant a lot to her because it's given her the chance to ask questions about how things work in the real world. Shavaunna Hodges, also a Howard student, said that she wanted to see something new in the supply chain management side of things and that with the car business, "it's as big as it gets.'

"There is such a demand for supply chain students right now," Fowler said. "One thing this program does is bring the auto industry to the attention of our students. Companies from all kinds of industries are recruiting them and this program gives them a chance to see an industry they might otherwise miss.'

Eric Williams, associate director of Howard's Supply Chain Management program, said another advantage with LEIP is that it focuses Chrysler's attention on a small number of schools.

"What I've seen," Williams said, is that companies that do a good job partnering with a small number of schools and really go deep into their programs and work with their faculty do a better job of attracting talent. It's better to work with, say, 10 schools than try to recruit at 100."



Mitchell

Grayson Mitchell, of Chrysler's RAM Order Management is a Howard graduate and said even though the LEIP program was started after he joined Chrysler, the company's relationship with Howard was a deciding factor in his choosing where to work.

"They work with students and get to know them," Mitchell said. What really sold me was when Paul took me to Lafayette Coney Island and bought me a Coney dog. I never had one before. When I graduated from Howard, I had offers from six companies, including GM. But I chose Chrysler.'

By creating programs like LEIP, Signorello said, and working with groups like the Society of Hispanic Engineers, Chrysler is able to draw from a diverse pool of talent and bring in people with new ideas.

'There's been a real change in Chrysler's culture since Sergio Marchionne took over," Signorello said. "Part of being a leader in any industry is taking the best ideas and always looking for better ways to do things.'

Barra to Return to Congress After GM Recall Investigation

DETROIT (AP) - General Motors is telling Wall Street that a recent spate of recalls may last until mid-summer as the company continues to review unresolved safety issues.

The news comes on May 22, a day after The Associated Press learned that GM CEO Mary Barra told members of Congress that the company cannot make ignition switches fast enough to keep up with demand in its recall of 2.6 million small cars.

The ignition switch problem has been linked to at least 13 deaths in crashes involving Chevrolet Cobalts and Saturn lons. Congress and the Justice Department are investigating why GM knew about the switch problem for at least a decade but only started recalling the cars this February.

GM has undertaken a safety review that has resulted in 29 U.S. recalls so far this year covering a total of 13.8 million vehicles, more than five times the number of cars and trucks the company sold in the U.S. last year.

In a note to investors, Barclays analyst Brian Johnson wrote that he met with GM management last week and was told by Product Development Chief Mark Reuss that GM continues to review safety data for potential recalls and that recalls could persist into mid-summer. Johnson also wrote that it's possible that cars already subject to one recall could be part of future recalls.

Senior management will be more involved in safety, with Reuss leading a team of five people who will decide on future recalls, Johnson wrote. The company is trying to issue recalls as soon as it learns about an issue rather than waiting for more data, according to Johnson.

"This will increase the frequency of recalls, but will reduce the total number of vehicles recalled," the analyst wrote.

Meanwhile, Barra is preparing for a return trip to Capitol Hill as an investigation by an outside attorney into the ignition switch recall delays nears a close.

She told lawmakers last week

that GM's plan to compensate victims of small-car crashes could be released at the same time as the results of the investigation, according to a congressional aide who asked not to be identified because the meetings were private.

Barra, who visited lawmakers on Capitol Hill for private meetings May 21, told them that GM's supply of replacement ignition switches likely won't catch up to demand until July.

She said when that happens, GM plans to start a campaign to persuade people to take cars to dealers for repairs, according to a congressional aide who asked not to be identified because the meetings were private.

Among the lawmakers Barra met with were Sen. Claire Mc-Caskill, D-Missouri, and Dianna DeGette, D-Colorado. Both were highly critical of the chief executive last month when she testified at Senate and House hearings about GM's handling of the ignition switch problem.

With victims' families looking

on, Barra said she was unable to answer many questions until an internal investigation into the matter was complete.

Frustrated, lawmakers finally elicited a promise from Barra to return to testify when the automaker's probe was finished.

"In late May or early June," she'll have answers, she said. The automaker hired former U.S. Attorney Anton Valukas to investigate why it took so long for GM to recall the small cars. GM has promised an "unvarnished" report, and Barra told Congress last month she will take decisive action on its findings.

The company also hired compensation expert Kenneth Feinberg to negotiate settlements with crash victims. Lawyers say they have at least 400 possible cases against GM, and the settlements could cost the company billions.

GM has admitted to concealing the ignition switch problems from the National Highway Traffic Safety Administration and agreed to pay a \$35 million fine.

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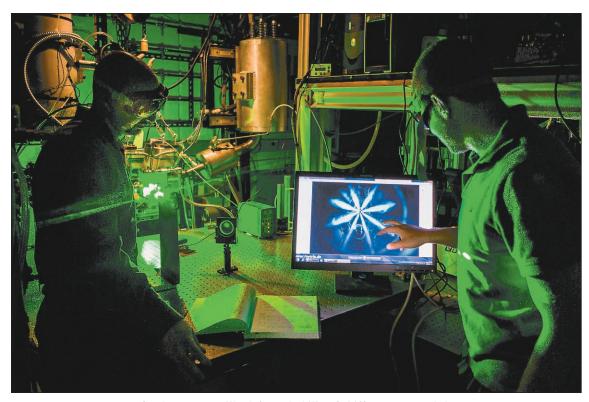
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JUNE 2, 2014



Students Peter Lillo, left, and Philipp Schiffmann at U-M lab.

GM to Continue Research Work with U-M Students

CONTINUED FROM PAGE 1

tionship with General Motors," said David Munson, the Robert J. Vlasic Dean of Engineering at the University of Michigan.

"We believe our graduate students and faculty can operate as an extension of General Motors' global research and development activities, which we are confident will enhance GM while providing exceptional experiences for our students."

The programs will fund four fellowships for graduate students and provide support for postdoctoral scholars, research scientists and faculty, Munson said.

The chosen recipients will carry out research on real-world problems that affect GM while enhancing their academic experience at the University of Michigan, said Munson.

In the Automotive CRL's engine systems research lab, students will use state-of-the-art laser imaging diagnostics and conduct engine simulation studies to make the most of future, highly efficient engines with ultra-low emissions, Munson said.

The Automotive CRL's advanced manufacturing lab will focus on materials joining technologies, assembly systems and simulations to enhance plant floor quality, efficiency and responsiveness, Munson said.

In the smart materials lab, researchers apply technologies to reduce vehicle mass, add functionality, increase design flexibility and decrease component size and cost.

'42 Military Jeep Honored at Toledo Plant

When you think Jeep, its military service beginnings often come to mind. we would not be here today." TAC, just before memorial unveiled a tribute meant for

After the Jeep hit the dusty trail in World War II, it hit the popularity trail here in the U.S.

And the men and women at Chrysler's Toledo Assembly Complex (TAC) keep those beginnings close to their heart during the Memorial Day weekend, said Chrysler spokesperson Mike Driehorst.

That's because TAC is the home of the Jeep Wrangler, which is the current evolution of the original Willys GP.

"Like all Americans, we owe our freedom to the sacrifices made by the men and women who serve in the military, but at Jeep, we owe our very existence to our WWII veterans," said TAC plant manager Chuck Padden.

"When they returned home vehicle to put on disp from the war, they purchased civilian versions of the Jeep vehicles they learned to depend the plant for \$950 a teered to transport it in exchange for a tour.

TAC, just before memorial Day, unveiled a tribute meant for veterans around the U.S. – a tribute that TAC employees created

themselves, Driehorst said. The idea for the tribute came from plant management and the local UAW leadership. They agreed that the best way to honor veterans and the plant's Jeep history was to find a military Jeep to restore and put on permanent display.

With the help of former Toledo plant manager Jerry Huber and a Craig's List ad, a 1942 Willys was found in Wimberley, Texas, about 28 miles southwest of Austin. The vehicle was in fairly good shape, but didn't run.

When the owner heard that the Jeep plant in Toledo wanted the vehicle to put on display, he immediately pulled the ad, sold it to the plant for \$950 and volunteered to transport it to Toledo in exchange for a tour.

The Willys returned home on May 9 and restoration work began on May 12, Driehorst said.

A team of about 15 Toledo employees worked for a week-and-ahalf to return the vehicle to its original condition, replacing parts, refurbishing body panels and painting the vehicle. Because all of the vehicle identification plates and hood graphics were removed, the exact history of the vehicle can't be determined, but the plant estimates that the vehicle was originally built in 1942.

About 10 percent of the TAC's nearly 4,200 employees have military experience, Driehorst said.

"The Jeep legacy is not just about the vehicles; it is also about the people," Padden said. "Some of the people who currently work in this plant and some who helped refurbish this 1942 Jeep are decendants of those who possibly built this very vehicle."

The TAC team that worked on the project included Chuck Pad-



The Willys Jeep in its place of honor at Chrysler's Toledo Assembly

den, Mike Dazell, John Bodziony, Dan Tyburski, Bruce Schabeck, Alex Hess, Steve Biesiada, Wes Thomas, Chuck Tippery, Dan Mc-

Cormick, Dennis Turner, Gene Hawkins, Bob Kiss, Scott Hinkle, Terry Hayward, Doug Bialecki and Ed Landrum.

GM Continues in Record Patent Filings

CONTINUED FROM PAGE 1

er technological breakthroughs that create tangible benefits for our customers around the globe."

During the past year, GM accumulated 1,643 patents, according to the Patent Board study, Lauckner said, adding that patent volume is necessary, but commerclean energy patents than any other company, GM is committed to developing and implementing technologies that lessen the environmental impact of vehicle emissions, said Flores.

GM also led all companies in fuel cell patents granted in 2013 as it has since 2002, Wilhelm said. Fuel cell technology could enable vehicles to be fueled with renewable hydrogen, a sustainable alternative to the gasoline-powered internal combustion engine. The GM-designed 8L90 eightspeed is expected to contribute up to 5 percent greater efficiency, when compared with the previous six-speed automatic, Flores said.

Patents go beyond improved powertrain designs, Flores said. For example, GM designs give the driver "additional control, in the palm of your hand," he said. In OnStar's 18-year history, it has received more than 500 patents for vehicle navigation, safety and telematics, Flores said. A handful of these patents are incorporated into the OnStar RemoteLink mobile app. This app allows users to start, stop, lock, unlock and activate the horn and lights on their vehicle from remote distances. These remote features are now free for five years on properly equipped 2014 and newer GM vehicles. Users of the app also can access vehicle diagnostic information, such as tire pressure, fuel level and oil life. Drivers also can use RemoteLink to send a destination directly to their vehicle's navigation system through their smartphone. Once the driver starts the vehicle, directions to the planned destination will begin, Flores said. GM's 2014 model year lineup includes 36 vehicles compatible with the RemoteLink mobile app.



cialization for customer benefit is most important.

"GM is the only company to have achieved the No. 1 position 11 consecutive times in the Patent Board's Automotive and Transportation industry ranking," said Karl R. Wilhelm, chief executive officer of the Patent Board.

"GM's contribution to innovation in its industry has clearly put it ahead of its competitors."

The Patent Board is the leading independent provider of best practices research tools and metrics for patent analysis and intellectual property investment, Wilhelm said.

The Patent Board tracks and analyzes innovation and patents across 17 industries on a global basis.

The Patent Board technology strength ranking is based on each company's patent portfolio scale, quality and impact.

Clean energy patents are growing faster than ever in the United States, Wilhelm said. With more The Index tracks U.S. patents for solar, wind, hybrid/electric vehicles, fuel cells, hydroelectric, tidal/wave, geothermal, biomass/biofuels and clean, renewable energy, Flores said.

These patents and the technology they represent can be seen in vehicles like the Chevrolet Corvette Stingray's all-new 8 speed automatic transmission, Flores said.

GM has been granted more than two dozen patents related to the all-new eight-speed automatic transmission that will be offered in the Chevrolet Corvette Stingray for 2015, Flores said, enhancing the performance and efficiency of the 2014 North American Car of the Year.

Designed and built by GM, the new transmission delivers worldclass shift times that rival the best dual-clutch designs, said Flores.

DETROIT AUTO SCENE

New Paint Process Energizes Ford Transits at Kansas City

The new Ford Transit makes and durability our customers its North American debut with more durable paint, thanks to an industry-first paint technology now in use at Kansas City Assembly Plant.

Ford celebrated the start of North American Transit production at Kansas City Assembly Plant on April 30.

Vans with the new paint process will be available on U.S. and Canadian dealer lots this summer, said Ford spokesperson Jessica Enoch.

The Transit vehicles built in Kansas City are the first to use the new two-wet monocoat paint process developed by Ford and its paint suppliers, Enoch said.

The technology results in more durable paint, uses less energy and water, and reduces carbon dioxide and particulate emissions compared with conventional paint processes.

The new paint had to meet or exceed "Built Ford Tough" standards, and was subjected to a battery of tests that simulates typical conditions the vehicle will see during 10 years, Enoch said.

The paint was tested for its resistance to chipping and scratching, pollutants and sun exposure. Advanced weathering testing indicates that paint applied with the new two-wet technology will retain 90 percent of its gloss at four years in service compared with 1 percent gloss retention for paint applied using a conventional monocoat process, Enoch said

"Durability was a critical consideration when we initiated this project," said Dennis Havlin, Ford global paint engineering development and launch supervisor.

"The advancements in paint chemistry enable us to deliver the appearance, performance cent of Ford Transit production

demand.'

In addition to making paint tougher, the process reduces painting time and energy use by cutting the number of paint applications from three to two and the number of drying procedures from two to one, Havlin said.

"It is another example of the innovative technologies Ford is implementing to support its global manufacturing strategies with regard to carbon dioxide emissions and water use," Havlin said. "Ford plans call for a 30 percent reduction in carbon dioxide emissions per vehicle produced from 2010 to 2025, and a 30 percent reduction in water use per vehicle produced from 2009 to 2015."

The reduction in paint and energy consumed is expected to result in 9,500 tons fewer carbon dioxide emissions and a 35-ton savings in particulate emissions on an annual basis.

An innovative dry scrubber system will help save more than 10.5 million gallons of water. Overall, the system should save 48,000 megawatt hours of electrical power, enough electricity to power 3,400 homes, said Havlin.

The two-wet monocoat process uses a primer coat that requires only a few minutes of open-air drying time before the color coat is applied, Havlin said.

The color coat is formulated with the same appearance and protection properties of the clear coat, which, Havlin said, eliminates the need for a separate clear coat. The painted body is fully cured in an enamel oven after the color coat is applied.

The new paint procedure is being used for white-colored vehicles, which account for 80 per-



Paint applied through the new process will retain 90 percent of its gloss at four years in service.

at Kansas City Assembly Plant, Enoch said.

As each color must be developed uniquely for the two-wet monocoat process, other colors will be considered based on demand.

conventional three-wet А process - primer, base coat, clear coat - remains in use for metalliccolored vehicles.

The two-wet monocoat system helps increase production efficiency, Havlin said.

The more streamlined process takes the vehicle body through an electrostatically bonded corrosion-resistance (E-coat) bath. The Transit body remains on a carrier that is lowered into the Ecoat by four pendulums, rather than being manually removed from the carrier and attached to chains to be taken down, only to have to repeat the same steps before moving on to the paint booth.

The pendulums take the vehicle body into and out of the bath at steep angles, reducing the length of the bath by as much as 320 feet, Enoch said.

Transit's paint operation requires less space than that used in production of the smaller Ford Fiesta.

"The two-wet monocoat process allows us to design a system considerably smaller than a conventional paint shop, especially with regard to a vehicle of this size and complexity," said Havlin.

"Because painting time is cut

down, the technology enables greater productivity using less equipment."

A conventional paint process uses water filtration - known as a wet scrubber system - to remove the overspray from the air in the paint booth that produces sludge, Havlin said.

The new dry scrubber system pumps the air through a filter containing limestone that can be recycled.

The dry scrubber system alone reduces energy use and carbon dioxide emissions by 44 percent, cuts particulate emissions by 99 percent and uses 75 percent less water annually.

All the data on the pain system is based on preliminary testing, Enoch said.

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Research Helps Economy

Michigan's University Research Corridor (URC) is playing a major role in protecting the water resources of Michigan and the Great Lakes region and using those resources to promote economic development in the state and globally, a new report shows.

The three universities that make up the URC – Michigan State University, the University of Michigan and Wayne State University - received nearly \$300 million in awards for water-related research and outreach from 2009 to 2013.

The 2,100 awards led to innovations in a wide variety of areas, from dealing with invasive species to monitoring water quality and finding ways to optimize water use in agriculture, ac-Blue Economy," a report released at the Detroit Regional Chamber's Mackinac Policy Conference last week.

In addition to R&D, the three URC universities each year produce more than 3,400 graduates prepared to analyze and find solutions to water-related issues in academia, government and the private sector, bringing new talent and energy to the field. Nearly 40 percent of those graduates earned advanced degrees, according to the report.

The three universities offer 68 undergraduate and graduate degree programs in water-related areas such as engineering, agriculture, public health, natural resources and business.

The report was prepared by East Lansing-based Anderson Economic Group (AEG).

"Michigan's entire history and quality of life is tied to water, and the URC works hard to protect cording to "Innovating for the that important resource and find ways to advance the state's economy through water-related technology and innovation," said URC director Jeff Mason.

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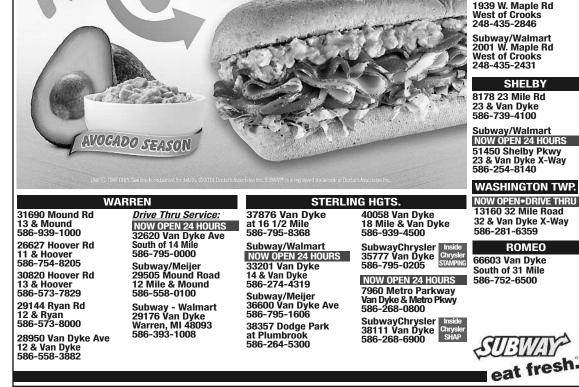
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Chrsyler Honors Hemi Heritage at NHRA Nationals

The Mopar brand will highlight once again its commitment to Sportsman racing competition within the National Hot Rod Association (NHRA) by holding the ever-popular HEMI Challenge for a 14th consecutive season at the U.S. Nationals in Indianapolis this August. This year's edition will include a tribute to the 50th anniversary of the GEN II 426 Race Hemi as part of Mopar's year-long commemoration of the iconic engine.

The HEMI Challenge first made its debut on the quarter-mile track at the 2001 edition of the prestigious U.S. Nationals held at Lucas Oil Raceway and featured 1968 Hemi Dodge Darts and Plymouth Barracudas, the classic muscle cars that contributed to the brand's legendary reputation and success at the drag strip.

This year's edition celebrates the 50th anniversary of the iconic second generation Hemi engine that powers these vehicles with a winner's award of \$15,000, a unique 50th anniversary HEMI Challenge trophy and a custom Mopar Hemi50th anniversary winner's jacket. Every participant in the Mopar-powered Super Stock/Automatic-Hemi (SS/AH) class participating in the HEMI Challenge will receive:

• HEMI Challenge hat;

• HEMI Challenge commemorative poster;

• Special Hemi 50th anniversary key chain;

• Hemi 50th anniversary logo decals;

• Limited edition print of the 50th anniversary Hemiheritage wall display.

The top 16 cars advancing to the elimination rounds on Friday, August 29, also will receive a cash prize payout.

"The legendary 426 Hemi engine was introduced 50 years ago through motorsports and went on to power the classic Mopar muscle cars that still are such a big part of our heritage thanks in part to the passion of our sportsman competitors and fans," said Pietro Gorlier, Presiand CEO of Mopar, dent Chrysler's service, parts and customer-care brand. "That passion and heritage comes alive every year with the HEMI Challenge and the NHRA Sportsman drag racers who compete in this annual showcase. This year, we're excited to celebrate this half century of the Hemi with the group of racers that are truly the backbone of the sport with their dedication to the brand and drag racing.

'Continuing to support the HE-MI Challenge and our sportsman racers is important to Mopar. A strong contingency program, Sportsman barbecues, the establishment of the Tom Hoover Sportsman Challenge in 2013, and now a 14th edition of the Mopar HEMI Challenge, are just a few examples of how much we value their contributions.' "For years, this has been one of the most competitive 'racewithin-a-race' events in the NHRA," said Tom Compton, president of NHRA. "That's one reason why our fans love it so much; there's never a clear-cut favorite." Among the all Mopar Sportsman competitors taking part in the U.S. Nationals, one will be chosen as Mopar's "Top Eliminator" in the long-running customized and performance vehicle program that highlights passionate and dedicated Mopar enthusiasts who display unmatched skill in modifying or preserving a classic or modernday Mopar vehicle. Last year's winner was the 2010 "Knox County Driller" Mopar Challenger Drag Pak owned by Brent Jones, of Wheatland, Ind.



PAGE 6





Mopar Offers New Pothole Damage Protection Plans

This winter was tough on cars Mobile Digital Television. and trucks, and Mopar has plans that allow drivers to do something about that.

During April's National Car Care Month, vehicle owners were encouraged by Mopar, among others, to follow basic maintenance procedures to make sure their rides were running at peak performance, said Chrysler spokesperson Beth Ann Bayus.

Mopar offers an interactive maintenance guide available at www.mopar.com/service/interactive-maintenance-guide/ with tips on preventive care.

Consumers also can find coupons for Mopar factory-engineered parts and maintenance service performed by factory-trained technicians at http://www.mopar.com/coupons with offers from participating dealers.

Bayus said that for drivers frustrated with the damage inflicted by potholes, there are two Mopar Vehicle Protection (MVP) Road Hazard Tire and Wheel Protection Plans, ranging from one to seven years of protection with unlimited mileage.

More than 10,000 plans were purchased in the first quarter of 2014.

"To make the crater obstacle course less daunting, drivers can rest assured with a MVP Road Hazard Protection plan available at local Chrysler Group dealer-ships for both new and current vehicles," Bayus said.

"Should repairs be needed to tires and rims, plans provide consumers with an expedient, hassle-free experience with no out-of-pocket expense coverage on all four tires and as much as \$1,500 of coverage per year."

But, as the saying goes, an ounce of prevention is worth a pound of cure. So, Bayus said, Mopar also has parts, accessories and technologies to help customers get ready for summer driving.

This includes Mopar's heated windshield washer solvent, which isn't just for winter.

"This system is perfect for aiding in the removal of grime and bugs from windshields during summer road trips," Bayus said.

And summer trips with the family can get long, Bayus said, which is why Mopar offers a 10inch Overhead Media Player with

The kits come complete with installation hardware, wiring harnesses, installation instruction sheets, two sets of IR headphones and a remote. They are available for Jeep Grand Cherokee, Chrysler Town & Country, Dodge Grand Caravan, Dodge Journey and the family of Ram Trucks.

Along that line, Mopar's wireless charging technology is another great road trip addition, Bayus said. It works with iPhone, Blackberry, MP3 Players and Droid-based devices to keep them charged and ready to go, Bayus said.

The system currently is available for the Dodge Dart, Viper, Chrysler Town & Country and Dodge Grand Caravan.

As the two most-accessorized Chrysler Group vehicles in the North American market, the Ram 1500 and Jeep Wrangler have plenty of Mopar summer updates specific to these two vehicles.

Sport performance hoods, cold air intake kits and chrome or black tubular side steps are popular additions for both vehicles, Bayus said.

An easy-to-install roll-up Tonneau cover for the Ram 1500 helps shield cargo from view and protect the truck bed from sun and rain. Similarly, Jeep Wrangler owners might consider an easyon weather-resistant parking vehicle cover for their cabs to keep the rain or dew out when the hard or soft top is off.

Mopar also offers a useful Jeep Cargo Management System (JCMS), which provides multiple configurations for storage, Bayus said. The universal module rack is available for the Jeep Cherokee and has accessory options that include a Trailhawk Off-Road Accessory Kit, Roadside Safety Kit, storage tote, collapsible cooler and more.

After investing the time to update their rides, consumers also can help protect their vehicles from loss with the Mopar Electronic Vehicle Tracking System (EVTS), Bayus said.

In the event of theft, the 24/7 Rapid Response Center Team can track a stolen vehicle across the United States, Canada and Mexico in minutes before possible damage can be done.

Chrysler Plant Awarded For Energy Management

Chrysler's Brampton Assem- agement system and scheduler bly Plant (BAP) has been recognized by the Canadian Industry Program for Energy Conservation (CIPEC) with a Leadership Award.

meant an estimated savings of almost \$2 million in annual electricity and natural gas costs, while also reducing excess negative exhaust by 1,200,000 cubic



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The acknowledgement comes from being a company that has made significant and innovative contributions to energy efficiency, said Chrysler spokesperson Bradley Horn.

The award was presented during the Natural Resources Canada (NRCan) Energy Summit 2014, which took place in Niagara Falls, Ontario, in mid-May.

BAP was the first automotive assembly plant in Canada to achieve ISO 50001: 2011 Energy Management standards certification, Horn said.

The facility's achievements in energy management is substantial and includes initiatives such as lighting control, which sees lights extinguished autonomously in unoccupied areas.

Horn said it was developed and implemented by plant electricians, translating into savings of \$110,000 in annual electricity costs.

Implementation of an automated heating and ventilation manfeet per minute.

"This CIPEC Leadership award means a lot to the Brampton Assembly Plant team, who rallied together in their efforts to identify and implement sustainable solutions that helped the plant achieve energy efficiency improvements, while contributing to a cleaner environment," said BAP Plant Manager Dan Omahen.

"I would like to congratulate the Chrysler Group's Assembly Plant on receiving a CIPEC Leadership Award," said Greg Rickford, Canada's Minister of Natural Resources and Minister for the Federal Economic Development Initiative for Northern Ontario.

"Our government is committed to protecting the environment supporting economic while growth.

"This award demonstrates the company's commitment to improving productivity and environmental performance in the industrial sector.'



Military Suppliers Display Their Wares at MCC Show

CONTINUED FROM PAGE 1

the expo were able to hear about just what small businesses and OEMs could do to get contracts in the future.

"This is our fifth show," Mazzola said. "Every year, we try to improve our offerings and bring back the best speakers. When we started, military budgets were much bigger and it was easy to get people to speak and to get exhibitors. Now, because of funding issues, it isn't.

"So, what we've done is help attendees understand the benefits of going to the expo. We show people how collaboration between government and industry can pay off for everyone."

Nancy Loerch, president of the Michigan NDIA chapter, said the expo was successful.

This event continues to evolve," Loerch said. "There's a level of interest in where the opportunities will be in the future for people seeking contracts.

"We have so much capability right here in our own backvard that we can have a show like this and have a dialogue between defense providers and govern-ment."

One company that brought some products to show off was the New Hudson-based Pratt Miller. Kris Houghton, the company's director of engineering services, showed off the MAV-L, a vehicle, which, in partnership with Northrup, was designed by Pratt Miller for special operations military duties.

Houghton said the MAV-L was

2,000 Museums **Offer Free Entry** To the Military

CONTINUED FROM PAGE 1

Leadership support has been provided by MetLife Foundation through Blue Star Families, said MiMTHS president Chris Causley. The program provides families an opportunity to enjoy the nation's cultural heritage and learn more about their new communities after a military move.

The complete list of participating museums is available at arts.gov/national/blue-star-museums.

"The Michigan Military Technical & Historical Society is proud to announce its second year of participation in the Blue Star Museums initiative and invites personnel from Selfridge ANGB and U.S. Army TACOM to visit our museum free of charge over the summer," said museum President Chris Causley.

"As we kick off our fifth year of Blue Star Museums, more muse-

created in response to a request by the military's Special Operations Command (SOCOM), which handles missions by outfits like Army Rangers or Navy SEALS.

"They wanted a mobile vehicle that had great off-road capabilities and was light but could carry a lot of equipment as well as troops," Houghton said. "It is a sort of 'super' jeep."

Pratt Miller designed and built the prototype and got it ready for testing. Northrup funded the effort and made all the proposals and did the electronics integration as well as the analysis of performance.

SOCOM ended going with another vehicle, Houghton said. But the expo has given Pratt Miller the opportunity to show off the MAV-L to other groups within the U.S. military as well as to officials from friendly nations.

"We are continuing to diversify and develop what we do by introducing products that we have developed," Houghton said.

"It's good to have a show like this where we can talk to people in the military for our country, as well as representatives from our allies. This is a very good place to be.'

Michigan Teams Score in Robot Championships

Michigan teams finished first in three of the six major categories at the 15th annual Robofest World Championships held May 17 at Lawrence Technological University.

More than 70 teams competed in the final round of competition, including teams from nine other states besides Michigan - Ohio, Florida, Minnesota, Texas. Hawaii, California, Missouri, Indiana and Washington - and eight other countries - Canada, Mexico, South Korea, China, India, South Africa, Brazil and France, said Lawrence Tech spokesperson Eric Pope.

The winning teams at the Robofest World Championships included:

• Junior Exhibition: Metal Robots, Canton, Michigan.

• Junior Game: Hoben iTerrifics, Canton, Michigan.

• Senior Game: NCA Lights, Northville, Michigan.

The People's Choice Award in the Michigan Exhibition category went to RoboClimbers and RoboCruisers, both of Canton, Pope said.

The Doge team from Farmington Hills was second in the Senior Vision Centric Challenge. RoboCruisers of Canton finished second in the Senior Game, Pope said.



GM Appoints Cervone to VP **Of Global Communications**

General Motors last week named Tony Cervone senior vice president of GM Global Communications, effective immediately.

Cervone reports to CEO Marv Barra and rejoins GM from Volkswagen, where he served as executive vice president of group communications for Volkswagen Group of America.

"Tony brings an ideal mix of outside perspective and experience that complements a deep background in GM and today's global auto industry," said Barra.

"I've worked with Tony in the past and he has my trust and respect. I know he'll be another catalyst for change on our leadership team.'

Cervone, 51, will have overall responsibility for GM's global communications, including global products and brands, corporate, social media, executive support, and internal communications.

"It's a great time to rejoin GM," Cervone said. "A re-energized leadership team, the best products in its history, a renewed commitment to individual customer experiences, and a compelling drive for cultural change all combine to make this a key moment in this great company's history.

"I'm proud to be a part of both the leadership and communications teams."

Cervone has held top communications positions in the automotive and aviation industries.

'Cars 'R' Stars' to Feature

Tony Cervone

Prior to Volkswagen, he was senior vice president for communications for United Airlines and was a key part of the team that oversaw the carrier's merger with Continental Airlines.

He joined United from GM where he served as vice president of global communications strategy and operations.

His 10-year career at GM also included leading GM's international communications operations in Europe.

Cervone originally joined GM from Chrysler where he was vice president for communications and held various communications positions during a 14-year career at the Auburn Hills-based automaker.

Cervone succeeds Selim Bingol who left GM in April.



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Commercial Vehicles June 8 "Cars 'R' Stars @ PPG" (at the the most famous and nostalgic

Packard Proving Grounds), returns to the site of the Packard Proving Grounds on Van Dyke and 23 Mile Road in Shelby Township, on Sunday, June 8.

It features hundreds of vintage vehicles from all eras, said event spokesperson Linda Ashley.

"This year, it's not just cars but trucks that are the stars of the show," Ashley said.

"The special feature of this year's event are Historic Commercial Vehicles, including some of America's most iconic trucks like the 1937 Ford Texaco Tanker, the 1947 Chevy Vernor's Truck, the 1920 Model T Depot Hack with elaborate wood paneling, a 1963 Plymouth Scout Police Car, the 1934 Ford Delivery featuring Kodak advertising, as well as the Australian 1934 Chevy 'Ute,' Australia's national vehicle with the tag line - 'Real Aussie's drive Utes.'

This special gathering of vintage commercial vehicles and trucks is a great drive through history, featuring the signposts of car culture, Ashley said. This includes a Vernor's truck along with vintage milk trucks that made home deliveries.

trucks and commercial vehicles of America has been a real lesson in our industrial history," said Don Sommer, 'Cars 'R' Stars @PPG' board member and founder of the Meadow Brook Concours d'Elegance.

"This will be a great opportunity for whole families to share memories and history together with the actual vehicles there to inspire stories.

Vehicles will be judged in static (in-place) Concours fashion and participants will get awards uniquely crafted from the wood of the historic Packard Plant in Detroit.

Preferred car club and class parking will be available for all pre-registered cars. The pre-registration fee is just \$15 for nonjudged cars and \$20 for judged cars.

"This is a wonderful venue for car clubs," said Sommer. "By registering early, they get savings and are assured of a great location to show off their cars as a group, with their club friends."

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Registration the day of the show is \$20 for non-judged and \$25 for judged cars. For further information, call Tom Mitchell at "Our hunt to bring together 586-247-5921.

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'We've Increased Ease of Customers' Entry And Exit' – GM Safety Director Gay Kent

Older drivers have different overload or confusion." needs, and GM strives to meet those needs with active safety technologies, simple access to OnStar services and more spacious cabins, said GM spokesperson Jennifer Ecclestone.

As a sponsor of the North American Conference on Elderly Mobility, GM last week shared its numerous active safety features that can be helpful to older drivers who can have longer reaction times, limited perceptual abilities and reduced dexterity, said Ecclestone.

The Insurance Institute for Highway Safety points to several studies that have shown that higher levels of physical, cognitive or visual impairment among older drivers are associated with increased risk of being involved in a crash, Ecclestone said.

Also, many older drivers take medications, which can impair driving ability at any age but can be especially problematic for an older person.

Technologies like Rearview Back-up Camera, Front Park Assist, Rear Park assist, Side Blind Zone Indicators, Lane Departure Warning, Forward Collision Alert, Front Automatic Braking and Rear Cross Traffic Alert are among the active safety and driver assistance technologies that are particularly helpful to the aging population, Ecclestone said.

The safety of all our customers is our utmost concern," said Gay Kent, director of GM Global Vehicle Safety and a presenter at the conference.

The great thing about many of our active safety technologies is that some, like the vibrating haptic seat, provide intuitive, non-visual cues to avoid startling the driver and prevent information

Zoo

GM engineers and designers also are addressing passenger spaciousness and comfort, Kent said. Focus areas include foot room and making it easier for passengers to get in and out of the vehicle.

Sitting in the back rows of a vehicle and swinging a foot through the open door can be a challenge for elderly people whose range of motion can be limited.

To make it easier to enter and exit its crossovers and SUVs, GM designers optimized the spacing between the front seat and second and third rows.

"We have hosted many customer clinics to assess customer preference and requirements," Kent said. "The information we gain through this research drives our teams' design decisions as we work to incorporate their feedback.

"We have been able to increase the ease with which our customers enter and exit our seats over the last decade.'

Along with active safety and design modifications that provide benefit to all passengers including the aging population, Kent said, GM's OnStar technology provides elderly drivers the peace of mind they need while traveling.

Services such as Turn-by-Turn Navigation, Roadside Assistance, Automatic Crash Response, Emergency Medical Dispatch and Remote Door Unlock, coupled with access to a live advisor at the touch of a button, can make all drivers feel more confident while on the road

"Advanced safety technologies, such as those found in GM vehicles, make our roads safer for everyone by sensing poten-

Tech Center

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tial hazards and warning the driver to take appropriate actions to help prevent a crash from occurring," said Jim Santilli, executive director, Traffic Improvement Association of Michigan.

"With elderly drivers generally experiencing decreased visual performance and reaction time, these advanced safety technologies are especially beneficial to this age group. Vehicles with these technologies will help us with our goal to move closer toward zero deaths.'

Michigan Race Track Produces Big Revenues

Michigan International Speedway's economic footprint is more than \$414 million a year according to a University of Michigan study released last week.

Speedway President Roger Curtis released the economic impact figures alongside U.S. Sen. Debbie Stabenow and Michigan Lt. Gov. Brian Calley during the Detroit Regional Chamber's annual Mackinac Policy Conference at The Grand Hotel on Mackinac Island.

"Hosting a NASCAR Sprint Cup Series weekend is about so much more than simply hosting a stock car race," Curtis said at the conference.

"It's about jobs, tourism, national visibility, economic impact and a quality of life for Michigan businesses and residents. This racetrack has been a financial shot in the arm for Southeast Michigan, including Detroit, since 1968 - and it all takes place on an annual basis."

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Supplier Diversity is Answer for Ford's Continued Growth

For the fourth consecutive vear, Ford Motor Company exceeded a self-established goal by purchasing \$6.5 billion in goods and services from minorityowned suppliers, \$1.8 billion in goods and services from womenowned businesses and \$600 million in goods and services from veteran-owned companies in 2013

Ford's Supplier Diversity Development (SDD) program aims to source at least 10 percent of its \$50 billion U.S. purchasing budget with diverse production and nonproduction suppliers annually, said Ford spokesperson Kimberly Harry.

"Ford has been a longstanding supporter of diversity in many forms, and this includes our supplier base," said Hau Thai-Tang, group vice president, Global Purchasing.

"These suppliers are an integral part of our overall growth and sustainability. They bring a fresh perspective that continues to lead to cutting-edge innovations and accelerate the development of new vehicles – vehicles that our customers want and deserve.'

Ford's SDD program currently works with 400-plus diverse suppliers; more than 25 of these companies have been doing business with Ford for more than 20 years. The program also partners with various community organizations. trade associations and business leaders to ensure that it continues to represent the interests of diverse businesses, Harry said

Ford encourages its Tier I suppliers to also support diverse businesses, Harry said. In 2013, Ford's Tier I suppliers purchased more than \$2.57 billion in goods

and services from minority, women and veteran-owned companies, an increase of 19 percent from 2012.

"For over 35 years, Ford has been committed to growing and strengthening its relationships with diverse suppliers," said Carla Preston, Supplier Diversity Development director.

"Through our Supplier Diversity Development program, we are contributing to the greater good, leading to new opportunities for economic expansion and job growth across Michigan, our nation and globally.

Considering today's economic landscape, globalization is a reality for suppliers, and an essential component for growth and competitiveness, Preston said. These businesses have the opportunity to supply Ford outside the U.S. based on commodity requirements, capacity and footprint.

The global expansion of Ford's supply base is key as the company prepares to launch the most vehicles globally in a single year in more than a century - 23 globally and 16 in North America, Thai-Tang said.

"Our suppliers are encouraged to expand their operations globally to the extent that there is a viable and sustainable business model that supports it," said Thai-Tang.

"2014 is a key year for growth as we enter into one of our most aggressive product launch year's ever. As we grow, our suppliers have the opportunity to grow with us.'

Through mentorship from Ford, a cadre of its diverse suppliers has entered the global landscape, including:

• EWIE Co. Inc., an Asian Indi-

an-owned company based in Ann Arbor, Mich., which provides tool management to Ford's manufacturing plants in the United States, Canada, Mexico, India, Romania, Germany, the United Kingdom and Australia.

Automotive, Piston an African American company based in Redford, Mich, which supplies the high-voltage battery pack for the Focus Electric. Piston ships the battery pack to Ford's Michigan Assembly Plant and the Saarlouis Assembly Plant in Germany.

• Flex-N-Gate Corporation (FNG), an Asian Indian-owned company based in Urbana, Ill., which provides bumper and fascia systems, stampings and exterior trim components to support the Ford F-150 and Fusion. FNG's global footprint includes the United States, Canada, Mexico, Europe and South America.

Ford established its Supplier Diversity Development (SDD) program in 1978 to empower diverse communities, including women, minorities and veterans, Harry said.

The goal of the program is to help create wealth by fostering diversity across Ford's supply chain – prompting consideration of Ford products among those who do business with the company. The program has invested more than \$70 billion with women, minority and veteran suppliers since its inception.

The SDD program, Harry said, has been recognized by numerous national organizations for its supplier diversity efforts including:

• 1988, 1998, 2001, 2012 National Minority Supplier Development Council Corporation of the Year:

• 2010 *DiversityInc* magazine Top 10 Best Companies for Supplier Diversity:

• 2010, 2011, 2012 and 2013 Michigan Minority Supplier Development Council Corporation of the Year;

• 2010 and 2013 Asian Pacific Chamber of Commerce Corporation of the Year;

2013 United • 2011, 2012, States Hispanic Chamber of Commerce Million Dollar Club;

• 2011, 2012, 2013 Women's **Business Enterprise National** Council America's Top Corporation.

IHS Automotive See Greater Auto Smart Phone Use

The global auto industry will see more than 370 million Smartphone apps integration software units in-use by 2020, according to a recent report and forecast from IHS Automotive.

Auto manufacturers are expected to continue today's trend of integrating smartphone apps that are controlled via a vehicle's Human Machine Interaction (HMI) or as part of an infotainment system controlled by the vehicle's HMI through the remainder of the decade.

The recent introductions of Google Projected Mode and Apple CarPlay have changed the industry landscape dramatically and both companies are expected to become clear leaders in Smartphone apps integration.

Cars with Google Projected Mode software are expected to top 100 million units by 2020, up from just 86,000 units in 2014.

Cars with Apple CarPlay, with 105,000 units in 2014, will exceed 94 million units in 2020, a compound annual growth rate of 210 percent.

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Ford's Dearborn Truck Plant, Now 10 Years Old, Ready For New F-150

It's been 10 years since the World Records, and now the groundbreaking for Ford Motor Company's Dearborn Truck Plant groundbreaking.

As the centerpiece of Ford Rouge Center, Dearborn Truck Plant was conceived as Ford's vision of sustainable manufacturing and has served as flagship for the company's next generation of lean and flexible plants, said Ford spokesperson Kristina Adamski.

Dearborn Truck Plant has produced more than 2.6 million F-150 trucks since it opened in May 2004. Once home to the Ford Mustang, the plant now has more than 3,600 employees on a threecrew operating pattern producing 1,200 F-150 trucks daily. Later this year, production of the new 2015 Ford F-150 gets under way at Dearborn Truck Plant.

F-150 is part of the Ford F-Series lineup, which, said Adamski, has been America's best-selling truck for 37 consecutive years and America's best-selling vehicle for 32 years. "Dearborn Truck Plant has set world-class standards for efficiency and environmentally friendly manufacturing processes," said Bruce Hettle, vice president, Ford North America Manufacturing. "There is no better way to celebrate 10 years of top-notch manufacturing than gearing up to build the all-new F-150. The hardworking men and women of Dearborn Truck are excited to bring this Built Ford Tough truck to our customers." The plant is capable of building up to nine models on three vehicle platforms. It has close to 350 robots between its body and paint shops and final assembly area, Hettle said. This summer, the body shop will undergo a complete renovation in preparation to build the new F-150.

largest in North America, Dearborn Truck Plant's roof has flourished as an environmental touchstone since its installation in 2004, Adamski said.

At 10.4 acres, the living roof sustains a diverse ecosystem, removes carbon dioxide from the atmosphere and reduces energy use, said Adamski. It is part of an innovative storm water management system that reduces runoff and costs two-thirds less than a conventional water treatment process.

The facility maximizes the use of natural light and ventilation to reduce the financial and environmental costs of heating, cooling and powering the plant, Adamski said.

The paint shop uses waterbased primer and base coat systems that minimize volatile emissions while also maintaining paint quality, she added.

Efforts are made to use as

Once noted as the world's largest living roof by Guinness

much recyclable packaging as possible to reduce the volume of waste, said Adamski. A total waste management system incorporating transportation, disposal, recycling, reclamation and reuse of plant waste is in operation at Dearborn Truck Plant. To date, the facility has recycled more than 20 million pounds of cardboard, paper, plastic and wood.

More than 1 million visitors from all over the world have taken the Ford Rouge factory tour, including racing legend Sir Jackie Stewart, U.S. Senate Majority Leader Harry Reid, former U.S. Secretary of Transportation Ray LaHood, former Speaker of the U.S. House of Representatives Dennis Hastert and former President of Mexico Vicente Fox.

A self-guided, six-part experience, the tour is designed to educate visitors on the history of Ford Rouge Center and provide a 360-degree look at how vehicles are made, Adamski said.

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updated weekends for Monday Morning

Stop/Start Tech Increases Fuel Efficiency

Stop/start technology will be standard on the 2015 Impala base 2.5-liter ECOTEC engine.

The stop/start is an addition that improves the vehicle's city fuel economy by nearly 5 percent, or one mile per gallon, said GM spokesman Chad Lyons.

The Impala comes standard with a four-cylinder engine, which currently accounts for more than 30 percent of Impala retail sales, said Lyons. He said the car offers customers higher mpg city ratings and a more affordable entry price into the segment than six-cylinder competitors.

Stop/start shuts down the engine in certain driving conditions to reduce fuel consumption, Lyons said. The technology is becoming more prevalent worldwide.

A recent report from Navigant Research predicted worldwide sales of vehicles with stop/start technology will grow from 8.8 million in 2013 to 55.4 million in 2022.

The 2.5L Impala with stop/start yields an EPA-estimated fuel economy of 22 mpg city, 31 for the highway and 25 combined, Lyons said. The Impala with the 3.6L V6 engine will not include stop/start technology.

The Impala becomes the second

vehicle in Chevrolet's U.S. lineup to feature stop/start technology, following the segment-first standard inclusion in the 2014 Malibu introduced late last year.

The technology helps improve the Malibu's city fuel economy by 14 percent.

Chevrolet engineers developed the stop/start in the Impala from extensive experience with GM's eAssist system and the accompanying algorithms "that allow engines to engage and disengage subtly," said Mark Meyers, Chevrolet Global Vehicle Performance manager.

"Stop/start system customer research indicates they want the engine to start up as quickly and smoothly as possible after a stop," said Meyers.

During the development of this technology, a team of software engineers was created, Meyers said. The Center for Excellence focuses on advancing stop/start technology and making its operation seamless to the customer.

A big challenge for the team was overcoming "change-of-mind events," instances in which the driver begins to stop, but then quickly accelerates, Meyers said. The algorithms adapt the system so the starter can fire even if the engine did not fully shut off.

The smart software also prevents the system from engaging if the car does not reach 6 mph since its last start, a welcome feature in stop-and-go-driving conditions, Meyers said. The system also considers cabin temperature, humidity, battery charge and other factors when deciding if the engine should come to a stop.

Hardware revisions also have been made. The noise and vibra-



2015 Impala

tion team worked closely with drivetrain engineers to revise motor mounts to provide the greatest isolation possible from the cabin, Meyers said. Additionally, the team included a larger heavy-duty starter motor to assist with the additional ignition cycles.

The 2015 Impala goes on sale this summer with a suggested

starting price of \$27,735 for the 4cylinder LS model, and \$30,960 for the 6-cylinder LT model. These include an \$825 destination charge, but exclude tax, title, license and dealer fees.

For the 2015 model year, the Impala will be available with two powertrains, a standard 2.5L engine with stop/start, and a premium 3.6L six-cylinder engine.



Ford Fund Sends WW II Veterans To D.C. Memorial

For the second year in a row, Ford Motor Company Fund sponsored an Honor Flight May 21 transporting Cleveland-area veterans to the National World War II Memorial in Washington, D.C.

The World War II Honor Flight veterans – all in their eighties and nineties – will be greeted at the national memorial by members of Congress and Ford employees.

Ford Fund is covering the cost of the trip to Washington, D.C., for 50 World War II veterans from Cleveland and other parts of Ohio to experience national memorials dedicated in their honor, said Ford spokesperson Todd Nissen.

The trip was organized by Honor Flight Cleveland (www.honorflightcleveland.com), the northeast Ohio hub of the Honor Flight Network.

All veterans were accompanied by a volunteer guardian who will be paying for their own trip. Frankie Lannaggi, former U.S. Marine and process coach at Ford's Cleveland Engine Plant, volunteered to be a guardian for last week's trip.

"As a U.S. Marine, I am honored to participate in this great program and give back to the men and women who have given so much to our country and

paved the way for the freedoms we have today," said Lannaggi.

"I am proud to be part of the Ford family who are recognizing these local veterans for their sacrifice and dedication."

In addition to the WWII Memorial, Nissen said, the veterans and their guardians also visited memorials dedicated to veterans of the Korean War, Vietnam War, Iwo Jima and the Tomb of the Unknown Soldier in Arlington National Cemetery.

Ford's support for veterans started more than 90 years ago when Henry Ford led a crosscountry caravan of 50 Ford Model T's to transport disabled veterans to their convention, Nissen said.

Since 1974, Ford Motor Company and Ford Motor Company Fund have provided more than \$8 million to veteran organizations, including support for the National World War II Memorial. Ford Fund is sponsoring three Honor Flights this year.



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