

SHAP Employees Featured in Chrysler 200 Ad Campaign

“Blood, sweat and gears” is the theme of the new Chrysler 200 television commercial. Chrysler debuted its “Born Makers” marketing and advertising campaign on June 6, also

known as D-Day, to mark the launch of the new 2015 Chrysler 200. The on-air campaign was launched in the U.S. on June 7, with a one-minute and a 30-sec-

ond commercial running across national broadcast and cable television. The commercials, titled, “Born Makers,” appear in various media, including Hispanic, in-

theater, print, digital and social extensions. The new 2015 Chrysler 200 is available in dealerships now, said Chrysler spokesperson Shawn Morgan.

“Born Makers,” said Chrysler’s Chief Marketing Officer Olivier Francois, “reminds us that it’s not just dreaming big

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CEMA held its annual car show June 7 at Chrysler’s World Headquarters in Auburn Hills.

‘Grass Roots’ Car Show Popular with Buffs

by Jim Stickford

Fans of Mopar vehicles had the chance to see these cars go home, thanks to the Chrysler Employee Motorsport Association (CEMA), which held its annual car show at Chrysler’s world headquarters on June 7. Mike Mahoney, a Chrysler employee in the company’s warranty department, also served on the CEMA judging committee. He said that the June 7 show brought in more than 400 examples of classic cars for display. “I’d say a good three-quarters of the vehicles at the show were also entered to be judged,” Mahoney said. “We have 14 different

categories this year. We judge the entries differently. “As each vehicle is registered, a sticker with a number matching the category the vehicle is in is placed on the car’s front headlight. Judges then go around and look for vehicles with the corresponding sticker number after the vehicle is parked and open to viewing by the public.” The judges then look at the car, but they don’t identify themselves as judges, Mahoney said. That way, entrants don’t know they’re being judged. Someone interested in their car could be a judge or just a car buff. “The funny thing is despite being on the judging committee, I

don’t really know a lot about cars,” Mahoney said. “I just handle the paperwork. It’s not a glamorous job, but someone has to do it.” Jon Johnson, 48, works as a computer aided drafter (CAD) at SAS Global in Warren. He brought his 1971 Plymouth GTX to the show. “My GTX is one of just 32 that were made with a factory sunroof,” Johnson said. “I’ve owned it for about two years, but I’ve been a car buff my entire life. I own multiple cars and try to go to all the major shows like the Mopar National

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Popular Culture Theme of EyesOn Design

by Jim Stickford

This year’s “EyesOn Design” car show featured a new category and an authentic piece of World’s Fair history. Don Renkert, who serves on the show’s vehicle selection committee, said that the 2014 show featured a Mercury that was part of Ford’s display at the 1964 World’s Fair in Queens, N.Y. The theme of this year’s show was “Automotive Design’s Influence on Popular Culture.” The vehicle from the 1964 World’s Fair was the perfect reflection of that theme, said Renkert. Renkert showed off the Mercury and other vehicles at a special June 10 press preview of the show held at the Edsel and Eleanor Ford estate, where the June 15 show was staged. He also talked about why the EyesOn Design show is important because of the money it raises for the Detroit Institute of Ophthalmology. The ’64 Mercury Parkland convertible displayed at the show is owned by Virginia Jedryczka, daughter of the man who bought the vehicle after the World’s Fair closed. “My dad, Adolph Jedryczka, worked at Ford at the time of the fair,” Virginia said. “He always wanted a convertible and he

bought it from Ford’s B-Lot in 1965.” Jedryczka said her father used the vehicle as his “everyday” car for several years, but it developed some problems, so he put it in a barn with the idea of fixing them at a later date. Time stretched on and she eventually inherited the car. “We started a full restoration

of the Mercury in 2010,” Jedryczka said. “It was finished in time to appear at the Autorama show in February of 2013. We don’t drive the vehicle because of the history of the car. It was a driving car back in the 1960s and has more than 90,000 miles on the odometer.”

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Virginia Jedryczka and Joe St. Pierre with the 1964 Mercury Parkland.

Barra Tells Press to Expect ‘No More Major Changes’

BY TOM KRISHER
AP Auto Writer

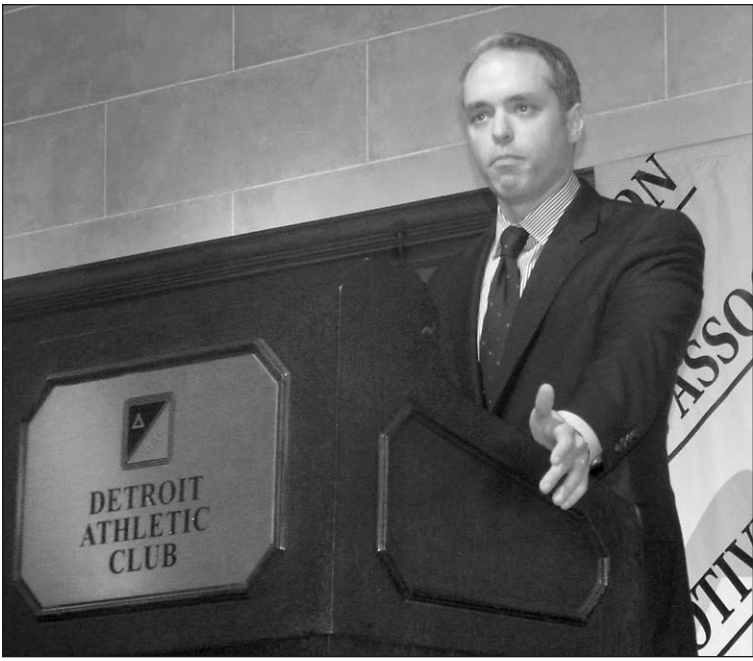
DETROIT (AP) – A thorough review of General Motors’ safety issues is nearing completion and hasn’t turned up any more serious problems, the company’s CEO said June 10. Speaking to reporters before the company’s annual meeting, Mary Barra also said that personnel changes related to a deadly ignition switch problem are finished. The company forced out 15 workers last week after an outside attorney blamed them for failing to act on the problem. Five others were disciplined. The meeting comes just days after former U.S. Attorney Anton Valukas issued a report that blamed an inefficient corporate structure and misconduct or



Mary Barra

poor decisions by some employees for allowing a deadly defect in an ignition switch to go undisclosed for more than a decade.

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John Murphy at Press Association luncheon

Product Launches Are Key To Increasing Sales – Analyst

by Jim Stickford

Things look pretty good for the auto industry in general and Ford in particular. At least, that’s what Bank of America research analyst John Murphy told reporters at an Automotive Press Association luncheon held at the Detroit Athletic Club last week. Murphy said he’s been helping Bank of America put out its “Car Wars” annual analysis for the past 15 years. The report dates back to 1991. “It’s actually the fun part of my job talking about the future of the industry,” Murphy said. “I usually have to look at and answer questions about things like

automotive pensions and labor issues.” The key factor to predicting things like future market share, Murphy said, is looking at vehicle replacement rates. Simply put, the more new and refreshed product a company puts out, the better its market share will tend to be. They also look at the average showroom age of new vehicles for sale. Age is defined, he said, as years in the market. “Over the next four years, we will be seeing some great new products being launched in showrooms,” Murphy said. “That should be exciting for the public,” he added, “and bring

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Toyota Recalling 2.27M Vehicles For Air Bag Issues

TOKYO (AP) – Toyota Motor Corp. is recalling nearly 650,000 vehicles in Japan and repeating a recall for problems with front passenger air bag inflators announced last year, seeking to fix some 2.27 million vehicles.

The company, the world's biggest automaker, said June 11 that it was "renotifying" owners of some vehicles involved in a 2013 safety recall of 2.14 million vehicles. It said the initial recall was based on incomplete serial numbers from the part supplier, Japan's Takata Corp.

The inflators contained improperly made propellant that could cause them to work abnormally, and possibly cause fires, in case of a crash. Toyota said it had received one report of a burn on a seat cover from faulty air bag deployment.

The recall involves about 20 Toyota models, including some Corolla compacts and Tundra pickups made in 2003-2004 and some 2002-2004 Lexus SC 430 coupes made in the U.S. The models being recalled in Japan were made in 2000-2003.

Toyota has been striving to restore its reputation for quality after a slew of big recalls and safety problems.

In April 2013, Toyota, Honda Motor Corp. and Nissan Motor Co. recalled nearly 3.4 million older-model vehicles worldwide due to the potential problem with the air bags.

Among the vehicles affected by the recall are 380,000 Toyota vehicles that were inspected after that recall but did not receive new air bag inflators. Toyota now plans to replace them.

Ford Lowers Fuel Economy Ratings On New Hybrids

Ford is lowering the fuel economy ratings for its 2013- and 2014-model year hybrid and plug-in hybrid vehicles, as well as most 2014-model year Fiestas.

Ford identified an error with fuel economy ratings on certain vehicles through its internal testing and notified EPA, said Ford spokesman Said Deep. The automaker worked with EPA as the agency retested the vehicles to determine the correct fuel economy ratings.

Affected vehicle owners will be contacted by their local Ford representatives.

GM Schedules a Recall of All 2010-2014 Chevy Camaros

General Motors will recall all current generation Chevrolet Camaros because a driver's knee can bump the key fob and cause the key to inadvertently move out of the "run" position, with a corresponding reduction or loss of power.

The issue, which may primarily affect drivers sitting close to the steering column, was discovered by GM during internal testing following the ignition switch recall earlier this year, said GM spokesman David Roman.

The Camaro ignition system meets all GM engineering specifications and is unrelated to the ignition system used in Chevrolet Cobalts and other small cars included in the ignition switch recall, Roman said. GM is aware of three crashes that resulted in four minor injuries that may be attributed to this condition.

The company will change the Camaro key so the ignition key and fob are independent of each other. Then, inadvertent contact with the fob won't move the key from the "run" position.

There are 464,712 Camaros from the 2010-2014 model years in the U.S. included in the recall. When adding in Canada, Mexico and exports, the total

recall population is 511,528.

Separately, GM also announced two safety recalls and one non-compliance recall – involving a total of 65,121 cars in the U.S. – all three of which were reported to the NHTSA on Wednesday, June 11. Including Canada, Mexico and exports, the total recall population is 69,839.

In all cases, customers will receive letters from GM letting them know when they can bring their vehicles into a dealership, where the recall repairs will be performed free of charge and courtesy transportation would be provided as needed.

GM is also recalling:

- 28,789 Saab 9-3 convertibles from the 2004-2011 model years for an automatic tensioning system cable in the driver's side front seat belt retractor that could break. If the cable were to break, seat belt webbing spooled out by the driver would not retract.

- 21,567 Chevrolet Sonic 2012 model year compacts equipped with a six-speed automatic transmission and a 1.8-liter four-cylinder engine for a condition in which the transmission turbine shaft may fracture as a result of a supplier quality issue. If this

were to occur in first or second gear, the vehicle could not upshift into third through sixth gears.

If the turbine shift fractured while in one of the higher gears, the vehicle would coast until it moved slow enough to down-

shift into first or second gear.

- 14,765 model year 2014 Buick LaCrosse sedans because a wiring splice in the driver's door may corrode and break, which may cause incorrect information to be communicated to circuits that control the door chime.

Barra Tells Press to Expect 'No More Major Changes'

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"We've been digging pretty deep."

Barra said there likely will be a few more recalls, but those related to the review should be announced by the end of June.

Board Chairman Tim Solso gave Barra a vote of confidence, saying the board is pleased with her work and that she and her team "will lead General Motors to make the necessary changes."

GM has hired attorney Kenneth Feinberg to come up with a way to compensate families of those killed and people injured in crashes caused by the faulty switches. Barra wouldn't say how much the compensation would cost, saying it was up to Feinberg. She said compensating people is the right thing to do.

Shareholders voted for the company-nominated slate of 12 directors, including for the first time a representative from the United Auto Workers union. Former UAW Vice President Joe Ashton was among those elected.

Two shareholder-sponsored issues failed, one allowing stockholders to vote all of their shares for one director, and another

permanently separating the board chairman from the CEO position.

About eight protesters stood outside GM's headquarters ahead of the meeting. Ken Rimer, who lost his stepdaughter in a 2006 Chevrolet Cobalt accident in Wisconsin, and Laura Christian, who lost her birth daughter in a 2005 Cobalt crash in Maryland, said they didn't intend to meet with shareholders, but wanted their message to be seen and heard.

"I believe the shareholders need to know that they may be the key to helping hold GM to a safety standard rather than a profit culture. If they can see the human side of this, I think it will help all of us," Christian said.

Breaking into tears, Christian said she was trying not to look at GM's imposing skyscraper. "I can't stand this place. To me, it's a physical representation of putting profits before our kids," she said.

It's uncertain that shareholders got the protesters' message. Of the more than two dozen shareholders in attendance, none asked a question related to the recall.

Opel Issues Recall For 2007-10 Cars Sold in Europe

by Jim Stickford

GM's ignition recall stretches all the way to Europe.

Between 2007 and 2010, GM sold 7,450 Opel GTs, which was based on GM's Kappa platform – the same platform as the Pontiac Solstice and the Saturn Sky, which was also recalled because of ignition troubles.

All the affected vehicles were made at GM's Wilmington Assembly plant in Delaware.

According to a statement issued by Opel in late March, Opel declared that the company would replace all the switches in GTs sold in Europe by Opel between 2007 and 2010.



2010 Opel GT

Originally, Opel was just going to recall GTs sold in 2007.

In the recall statement, Opel declared that the company was "unaware of any incidents or injuries related to the ignition switch condition concerning the GT."

Opel stated that the company would contact owners as soon as possible, but "until the condition is rectified, customers should only use the ignition key with nothing else on the key ring."

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'Grass Roots' Car Show Popular with Buffs

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Show in Columbus, Ohio.

"The funny thing is, despite growing up in a GM family, I've always been a Mopar guy. I guess that makes me the black sheep of the family."

Johnson said he became a Mopar fan when he was 18.

"I saw a bright metallic blue Charger drive by one day," Johnson said. "I just about broke my neck watching it drive by. It was love at first sight and I've been a Mopar man ever since."

For Alan and Rhonda Clemens of Rose City, going to the CEMA show has gotten to be a regular thing. This show was the eighth they've been to. They brought their 1969 Dodge Coronet.

"What I like about this show is that even though it's a CEMA show, and there are, of course, a lot of Mopar cars, it's open to all makes of cars. You don't have to have a Mopar vehicle to enter a car in the show," said Rhonda.

"It's a real grass-roots car show. At some shows, they really put an emphasis on the judging. Here, it's average people judging the cars of their peers."

Al Whitted also works for Chrysler as global head of Press Shops & Dies. He brought his 1969 Dodge Charger R/T to the show.

"I've owned my Charger for two years," Whitted said. "I bought the car already fixed up. I don't have the time to do all the work myself. I got this car because my dad had one just like it when I was a kid. The exact same make and model."

"I used to stand on the front seat and hold on by having my hand on the dash. Which was really stupid when you think about it. You couldn't get away with something like that today, and I



Mike Mahoney inspects Alan and Rhonda Clemens' 1969 Dodge Coronet.



Jon Johnson's 1971 Plymouth GTX

don't see that as a bad thing.

"I got the car from a man named Marc Rozman. It's amazing to me to think about wanting to have this make and model and

finding one exactly like the type my father drove. Then to be able to enter it at the CEMA show. It just proves that every car has its own story."

Chrysler Recalls 32,000 Vehicles for Software Issues

Chrysler last week sent out recall notices for an estimated 32,000 vehicles because of electrical and software problems.

The company is recalling an estimated 10,700 SUVs – most of which were in dealer hands or in transit to dealers – to upgrade software that governs their cruise-control systems, said Chrysler spokesman Eric Mayne.

A routine internal quality audit discovered that, when cruise-control is engaged, an acceleration initiated by the driver may be extended by about one second after the accelerator pedal is

released. Vehicle speed then returns to the desired setting.

In high-performance vehicles subject to the recall, the event may last up to two seconds before deceleration begins. But in all cases, brake application will cancel cruise-control.

Affected are certain 2014 Dodge Durangos and Jeep Cherokees, Grand Cherokees and high-performance Grand Cherokee SRTs assembled between January 16 and April 17 of this year. An estimated 6,100 were in the U.S., 950 in Canada, 425 in Mexico and 3,200 outside NAFTA.

More than half were in dealer hands or in transit to dealers as Chrysler Group was investigating, Mayne said. Customers will be contacted when they may schedule service, expected to be available soon. All related costs will be borne by Chrysler Group.

Chrysler is also recalling an estimated 21,000 full-size vans – most of which were in dealer hands or in transit to dealers – to inspect and replace, if necessary, various electrical components that support propulsion, airbag deployment and/or external lighting.

SHAP Employees Featured in Chrysler 200 Ad Campaign

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ideas but also having the ingenuity and commitment to make them happen.

"It's an homage to American innovation, serving as a reminder that you don't have to cross an ocean for a car you're proud to have in your driveway. The all-new 2015 Chrysler 200 embodies this ideal. It's a perfectly timed coming together of people, resources and spirit of the Chrysler brand."

The "Born Makers" commercials are narrated by Kevin Yon, the voice behind the Chrysler brand's "Born of Fire" commercial that debuted during Super Bowl XLV, and features Detroit-born artist and singer MoZella performing the vocals behind Bob Dylan's "Things Have Changed" track.

The commercial's visuals include footage of Chrysler Group's Sterling Heights Assembly Plant (SHAP), and some of its employees, including business unit leader Geralyn Orbacki.

"The all-new 2015 Chrysler 200 is designed, engineered and built with pride in Michigan," Francois said. "With a major investment of more than \$1 billion, Chrysler's SHAP site, once slated for closure, sports an all-new paint shop using leading-edge technology, a new, fully robotic body



Geralyn Orbacki

shop and an upgraded assembly area, setting the stage for the world-class craftsmanship found in the all-new 200."

The commercial ends with the "America's Import" tagline.

In addition to Hispanic, in-theater, print, digital, and social tactics, the marketing campaign also includes the Chrysler brand as the exclusive auto partner of "24: Live Another Day" on FOX television.

The "24" collaboration, Morgan said, included an in-show integration on June 9, media exclusivity in key episodes, and season-long placement of the 2015 Chrysler 200. It also includes customized digital content and experiences, social media activations, and co-branded marketing.

The Chrysler brand's "Born Makers" was created in partnership with Dallas-based The Richards Group.

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Members of the media examine some of the vehicles during the press preview of the “EyesOn Design” car show.

Popular Culture Theme of EyesOn Design

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Jedryczka said they didn’t realize just how special the vehicle was until they started the restoration.

“My dad kept the car because he loved it and it was his first convertible,” Jedryczka said. “He wanted to fix it, but never got around to it.”

When the restoration began, Jedryczka said, they realized it was a special edition vehicle built for the World’s Fair, with an ID number of 001.

She credits the excellence of the restoration job to her friend and restoration expert Joe St. Pierre.

Another special vehicle that was on display at the press pre-

view was a 1940 Buick Roadmaster sport coupe pickup truck owned by Marvin Stephenson, a retired industrial roofer who had contracts with Buick in Flint.

Stephenson said that the vehicle is unusual because it was built for internal use at the Buick facilities in Flint during WW II. He had a friend, Gary Hopcraft, act as an historian to track the history of the vehicle.

Hopcraft said it wasn’t easy because the Roadmaster was never meant to go to the public, so things like VINs and other records weren’t kept on it.

Hopcraft was eventually able to trace the history of the vehicle to the man who sold it to Stephenson, who said he really isn’t much of a car guy, and only

bought the vehicle because the man who sold it to him was a friend who needed some money right away.

Stephenson said he took possession of the Roadmaster in 1999 and didn’t start restoration until 2004.

“This is my first classic car,” Stephenson said. “I’m 84 years old and it’s also my last classic car. I don’t think I’ll own another one. I don’t go to a lot of shows, so having it at the ‘EyesOn Design’ show is a big deal.”

Renkert said while it’s fun to have great cars like the ’64 Mercury and the 1940 Roadmaster, the EyesOn Design show is really meant to help the DIO and raise awareness for aid and research for the visually impaired.

Product Launches Are Key To Increasing Sales – Analyst

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more people to the showrooms.”

Traditionally, the Detroit OEMs have refreshed vehicles at a slower rate than foreign automakers, Murphy said. The result has been loss of market share. But in the past few years, that’s changed and, as a result, Detroit automakers have seen some market share gains.

“Overall, product activity is picking up across the board,” Murphy said. “This is consistent with a cyclical recovery and supports U.S. auto demand and industry-wide profits.”

Murphy also said that the industry’s replacement rate should remain above its traditional average at least until 2018.

“Competitive pressure, new entrants and product line expansion will continue to drive down the industry’s average showroom age,” Murphy said. “The average age for model year 2015 through 2018 is about 2.5 years, down from three years, on average, for the last decade.”

Murphy also sees an emphasis on light trucks and crossover utility vehicles (CUVs), which should account for “53 percent of new volume in model years 2015-2018.”

“CUVs remain a growing segment, which light truck launches will accelerate through model years 2015-2018,” Murphy said.

Those two categories should see their market shares grow a combined 7 percent between now and model year 2018. As automakers’ replacement rate numbers get closer to each other, Bank of America believes this will result in smaller market share shifts in the future. This differs greatly from the last few decades where large shifts in market share was the norm.

In the short term, Chrysler, GM and Toyota will be launching relatively few models in the next two years, Murphy said. That could result in some market share changes for them. But over a four-year period (2014-2018) things should even out.

Murphy said GM’s product launches “remain solid in model years 2015-2017, but fade in model year 2018, which should result in a relatively flat market share for the four-year time horizon.”

He said Ford looks to be in solid shape for the next four years based on announced product launches, which increasingly take advantage of the company’s global platforms.

“However, as management remains focused on maximizing profits, market share may be traded for higher prices and profits,” Murphy said.

Chrysler should be able to maintain market share between now and 2018, Murphy said, but its product rollout doesn’t pick up for about two years. That makes the goal of gaining four points of market share during that period difficult.

What could upset all of this, Murphy said, is if the Ford F-150

pickup truck proves to be the gamechanger Ford says it is.

If the truck truly gets 30 mph highway, then it would be the first heavy truck to not need offset sales of smaller vehicles so that a company’s fleet average meets EPA requirements.

“Let’s face it,” Murphy said, “Americans like driving bigger vehicles. If Ford can sell a lot of F-150s without having to sell a lot of Ford Fiestas, that means great profits.”

Murphy said he believes Americans would pay more for a vehicle that was larger, but still got great gas mileage.

“Let’s face it, what would you rather drive?” Murphy said. “A Yukon that got 50 mpg or a Yaris that got 50 mpg? I think we all know the answer to that.”

Murphy also said that GM appears to be doing everything right when it comes to handling the ignition switch recall crisis.

“We’ve observed past recall crises,” Murphy said. “There was the Ford/Firestone situation about a decade ago and there is the more recent Toyota acceleration problem. It appears that these things go through about a six-month cycle and GM has been able to do in about four months what normally takes six months.” These actions have placated Wall Street, Murphy said, so GM won’t suffer on that side.

“We’ve spoken with a lot of GM dealers,” he said. “And they’ve been doing a good job working with their customers fixing the problem. This has helped.”

“In fact, it might lead to more sales because dealers have been able to show people new vehicles in their showrooms while the customers are waiting for their cars to be fixed.”

Murphy said he’s never seen a CEO of an automaker use the language that GM CEO Mary Barra did in describing how the ignition switch crisis evolved and grew. It was, he said, simply amazing that a CEO was so open in criticizing her company.

The public seems to be accepting of what GM has been doing. He said that total cost of the recall problem shouldn’t exceed \$5 billion. In fact, that number would be on the high end of what GM would expect to pay to solve the problem.

Right now, Murphy said, things look bright for the auto industry. It’s not impossible to believe that demand for new cars could reach the 17-18-million range by 2018, he said, adding that Americans are driving more than ever, their vehicles are older than ever and the economy is picking up.

Because automakers, especially the Detroit Three, have shed excess capacity and rationalized production capacity, they will be competing on product and not price. That should stabilize things for everyone.

But the wild card to watch, Murphy said, is the Ford F-150. That vehicle could be a gamechanger if it does everything Ford says it does, he said.

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Johnson Speeds to Kansas Nationals Win in Dodge Dart

"Magneti Marelli Offered by Mopar" Dodge Dart driver Allen Johnson raced to his second victory in three years and third straight final-round appearance at the May National Hot Rod Association (NHRA) Kansas Nationals, defeating teammate Jeg Coughlin, Jr. in a repeat of last year's all-Mopar final at Heartland Park Topeka.

Flipping the results from his runner-up finish against Coughlin at the venue in 2013, Johnson drove to his class-leading third victory of the season, third overall at Topeka and 23rd of his career.

Following on the heels of Coughlin's win in the rain-delayed NHRA Atlanta event in May, Johnson's triumph is the second in less than a week for Mopar Dodge Dart drivers and third overall since Johnson inaugurated the new Mopar Dodge Dart Pro Stock body with a win in its race debut at the NHRA Gatornationals in March.

Counting Johnson's victory at Phoenix in his since-retired Dodge Avenger, Mopar Pro Stockers have accounted for four wins in the eight 2014 NHRA events held to date.

"It is fantastic to see Allen Johnson take the new Magneti Marelli Dodge Dart to the Kansas Nationals winner's circle for his third win this season," said Pietro Gorlier, president of Mopar, Chrysler's service, parts and customer-care brand.

"There really is no better way to validate all the hard work that he and his team have put in, combined with the work of our Mopar engineers.

"It's a great way to get the season rolling and we look forward to seeing what more Allen and this new Dodge Dart can continue to do in such a competitive Pro Stock field."

Johnson, who moved up to second in the Pro Stock standings with his win, used a 6.676 elapsed time at 206.95 mph to defeat Larry Morgan to begin eliminations and a 6.637/207.21 to best Shane Gray in the quarterfinals.

Johnson's quick reflexes proved the difference against points leader Erica Enders-Stevens in the semis. The pair posted near identical runs, Johnson with a 6.657/206.32 and Enders-Stevens with a matching 6.657 ET but faster speed of 206.51 mph.

Johnson took the holeshot win with a quicker .022 reaction time to his opponent's .046 to set up an all-Mopar showdown with Coughlin, who also competes with Mopar HEMI engines supplied by Johnson & Johnson Racing.

Coughlin was hot off his Atlanta victory, dispatched Rodger Brogdon, Dave Connolly and Vincent Nobile to reach the money round. Johnson, the overall 2012 Pro Stock series champ, was once again first out of the gate with a .028 to the .048 posted by Coughlin, the defending series champ, in his Mopar/JEGS.com Dodge Dart. Johnson never trailed, recording a 6.663/207.18 mark to Coughlin's 6.664/207.05 to earn his third Topeka Wally trophy, following victories in 2009 and 2012.

"What a great relief when you get to the final with your teammate," said Johnson, who combined with his 2010 runner-up at Topeka, now has five final appearances in the last six years at the venue.

"You feel like you've won either way. Any time I'm in a final with Jeg it raises my IQ about 50 points, because he's that good. It makes me want to be better to race him and gets me up for the challenge."

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Alfa Romeo Names Dealers

An initial group of 86 dealers have been awarded Alfa Romeo franchises in the United States and Canada.

In the U.S., 82 Alfa Romeo dealers are located in 33 states, with California, Texas, and Florida having the largest concentration of dealerships, said Chrysler spokesman Ralph Kiesel. There are four Alfa Romeo dealers in Canada in this first group.

The 86 dealers will be the first to sell the new 2015 Alfa Romeo 4C coupe and limited-edition 4C Launch Edition when the Italian sports car brand returns to the North American market this year.

"This group of dealers represents the first phase in the Alfa Romeo dealer network selection process," said Peter Grady, vice president of Chrysler's Network Development.

"Each Alfa Romeo dealer will have a unique staff dedicated to the brand's premium market clientele.

"We require each Alfa Romeo dealer to have their sales and technical staff go through an intensive curriculum to ensure the highest levels of customer care and proficiency of the Alfa Romeo 4C.

"We anticipate that the Alfa Romeo dealer network ultimately will exceed 300 franchises in North America."

Additional Alfa Romeo franchises will be awarded this year. Initially, each franchise will receive the Alfa Romeo 4C Launch Edition.

AM General Starts Preliminary Work On ANG Humvees

SOUTH BEND, Ind. (AP) – AM General has been awarded a \$90.5 million contract to restore and upgrade hundreds of Army National Guard Humvees at a northern Indiana factory.

The South Bend-based company said the contract will have it work on up to 760 Humvees in the factory where the vehicles were built for the U.S. military for many years.

Company spokesman Jeff Adams told the *South Bend Tribune* that preliminary work on the contract has started at the factory where AM General recalled more than 200 laid-off workers last month.

Google Tests Driverless Cars

By JUSTIN PRITCHARD
Associated Press

LOS ANGELES (AP) – Google plans to build and launch onto city streets a small fleet of sub-compact cars that could operate without a person at the wheel.

Actually, the cars wouldn't even have a wheel. Or gas and brake pedals. The company says the vehicles will use sensors and computing power, with no human needed.

Google Inc. hopes that by this time next year, 100 of the two-seaters will be on public roads, following extensive testing. The cars would not be for sale and instead would be provided to select operators for further tweaking and have limitations such as a 25 mph top speed.

The announcement presents a challenge to automakers that have been more cautious about introducing fully automated driving and to government regulators who are scrambling to accommodate self-driving cars on public roads.

Other companies are working on the technology but none as large as Google has said it intends to put such cars in the hands of the public so soon.

To date, Google has driven hundreds of thousands of miles on public roads and freeways in Lexus SUVs and Toyota Priuses outfitted with special sensors and cameras. But with a "safety driver" in the front seat, those vehicles were not truly self-driving.

Instead of the standard controls, the prototypes would have buttons to begin and end the drive. Passengers would set a destination.

The car would then make turns and react to other vehicles and pedestrians based on computer programs that predict what others might do, and data from sensors including radar and cameras that read in real time what other objects are actually doing.

The route might be set by typing a destination into a map or using spoken commands, Chris Urmson, the leader of Google's self-driving car team, told reporters recently.

The car will be powered by electricity and could go about 100 miles before charging. Its shape suggests a rounded-out Volkswagen Beetle – something that might move people around a corporate campus or congested downtown – with headlights and

sensors arrayed to resemble a friendly face.

Major automakers have steadily introduced technology that helps cars stay in their lanes and avoid accidents.

However, all those vehicles come with a steering wheel and pedals – and the expectation that a driver will jump in should trouble arise. Several companies have said they expect by 2020 to market vehicles that can drive themselves under certain conditions.

"Nothing is going to change overnight, but (Google's announcement) is another sign of the drastic shifts in automotive technology, business practices and retailing we're going to witness," said Karl Brauer, a senior analyst at Kelley Blue Book's KBB.com.

A French company, Induct Technology, has produced a driverless shuttle, which in February drove people around a hospital campus in South Carolina. But in terms of a truly self-driving car from a major company, Google looks to be first.

Making a car that drives itself seemed more practical than somehow ensuring that people zoning out behind the wheel could take over at a moment's notice.

The first 100 prototypes will be built in the Detroit area with the help of firms that specialize in autos, Google said. It would not identify those firms or discuss the cost of each prototype.

This summer, Google plans to send test prototypes on closed courses, then later this year on public streets. Those test cars will have a wheel and pedals because under California law a test driver must be able to take immediate control.

By summer 2015, however, California's Department of Motor Vehicles must publish regulations allowing the public to use truly driverless cars. Big questions the DMV is wrestling with include who is liable if a driverless car crashes and how the state can be confident that an automated car drives at least as safely as a person.

That change in the law would allow the 100 prototypes that would be intended for a public "pilot project" – details to be determined – to not have a steering wheel or pedals.

Though next year is the goal for the pilot project, Urmson said public access "won't happen until we're confident in the safety."

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When Storms Come, OnStar Keeps Customers Informed

As the 2014 U.S. Atlantic hurricane season looms, OnStar is offering Crisis Assist services to all customers – regardless of subscription plan – in the event of an extreme weather emergency.

Earlier this year, OnStar provided Crisis Assist services after tornadoes struck in the Midwest and Southern regions of the United States and during the recent outbreak of wildfires in Southern California, said OnStar spokesperson Stefan Cross. OnStar advisors were able to assist subscribers affected by the events even when other forms of communication were unavailable.

OnStar has relationships with more than 6,000 911 emergency call centers nationwide, allowing advisors to get fast, localized assistance in any type of emergency, Cross said.

“At OnStar, we are focused on providing our subscribers with centralized assistance in the midst of these incidents, while also relaying appropriate information to authorities,” said Mary Ann Adams, OnStar crisis incident manager.

The 2014 Atlantic hurricane season runs June 1-Nov. 30 and includes the coastal regions of the Atlantic Ocean, Gulf of Mexico and Caribbean Sea. More than 1.1 million OnStar customers reside in these areas, Adams said.

The National Oceanic and Atmospheric Administration predicts a 70 percent likelihood of eight to 13 named storms during the season, three to six of which could become hurricanes.

In a hurricane or other disaster, a push of OnStar's red emergency or blue button will put drivers in contact with an advisor, who can:

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ders and direct them to the subscriber's exact vehicle location using OnStar's embedded cellular system and Global Positioning System (GPS) satellite technology;

- Provide alternate or evacuation routes and directions to hospitals, hotels or shelters;

- Provide centralized crisis information and assistance, including weather updates, hotel accommodations or help in reporting power outages and road closures;

- Keep subscribers connected to family and friends, even if they have lost power and cell phone service in their homes;

- Help subscribers report dangerous situations or contact emergency responders.

Anyone living near or traveling to a hurricane-prone area should be prepared, Adams said.

OnStar has developed a Hurricane Preparation Checklist.

OnStar also is supporting the Federal Emergency Management Agency's America's PrepareAthon, Adams said. Each spring and fall, this nationwide campaign increases emergency preparedness.

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Four 2014 GM Models Earn IIHS' Superior Safety Rating

Achieving vehicular safety is not something you do once and forget about, which is why GM was again honored by the Insurance Institute for Highway Safety.

General Motors earned half of the superior ratings from the IIHS's rating program on front crash prevention.

The Buick Regal, Cadillac CTS, Cadillac XTS and Chevrolet Impala are all considered industry leaders when purchased with GM's available Front Automatic Braking system, said GM spokesperson Jennifer Ecclestone.

"We applaud GM's commitment to making this important safety technology available not only on their luxury Cadillac products, but also on their more mainstream Chevrolet and Buick vehicles," said IIHS Chief Research Officer David Zuby.

In its public statement, IIHS wrote, "the Buick Regal, Cadillac CTS, Cadillac XTS and Chevrolet Impala earn the highest rating of superior when equipped with GM's forward collision warning and autobrake system."

"The 2014 Buick LaCrosse earns an advanced rating when it has the same system."

"All of these cars also are available with a warning system only, which earns a basic rating. The cars join the superior-rated Cadillac ATS and SRX, which were included in the first round of tests in 2013."

The IIHS previously recognized GM for front end safety, bestowing its highest safety rating – the 2014 Top Safety Pick Plus – on the 2014 Chevrolet Equinox, GMC Terrain and Chevrolet Malibu with available forward collision alert.

The Chevrolet Equinox and GMC Terrain are the only midsize SUVs out of the nine evaluated to earn "Good" ratings in the IIHS's small overlap front crash test.

Less than a year into a new IIHS ratings program for front crash prevention, auto manufacturers are making strides in adopting the most beneficial systems with automatic braking capabilities and are offering the features on a wider variety of models, said Zuby.

Twenty-one of 24 cars and SUVs earn an advanced or higher rating in the latest round of IIHS evaluations.

"We are already seeing improvements from automakers since the initial launch of our ratings last September," Zuby said.

Systems and technology like Front Automatic Braking can apply brakes when the system detects that a crash may be immi-

nent and the driver has not taken action. It can apply hard braking to help reduce the severity of the crash, or it may assist the driver to avoid the crash, Zuby said.

He also noted that Forward Collision Alert features crash-avoidance technologies – that use a camera and sensors to help determine when the driver is getting too close to a vehicle ahead – which are great improvements over safety systems of the past.

This system alerts the driver with visual cues on the dashboard as well as audible signals.

Drivers of the Cadillac XTS and CTS, said Ecclestone, have the added benefit of the Safety Alert Seat, which provides a vibrating pulse on both sides of the seat when a frontal threat is detected.

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Whitacre Donates To Alma Mater

LUBBOCK, Texas (AP) – Former General Motors CEO Edward Whitacre Jr. and his wife have donated \$15 million to his alma mater, Texas Tech University.

The school in Lubbock on June 10 announced the gift meant for graduate student fellowships.

Whitacre, who's also chairman emeritus of Dallas-based AT&T Inc., received his bachelor's degree in industrial engineering from Texas Tech.

The school in 2008 recognized \$25 million in contributions from AT&T and friends of Whitacre by naming the Tech's college of engineering in his honor.

The latest donation will fund about 30 doctoral fellows per year. The donation is eligible for state matching funds through the Texas Research Incentive Program.

The funding created 16 “GM Foundation Early Learning Classrooms” in six Detroit elementary schools to help foster a student-centered approach to teaching and learning.

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2015 Sierra All Terrain HD To Go on Sale This Summer

GMC introduced a new vehicle last week, calling it a “refined, off-road-inspired execution of the brand’s capability that blends exclusive design features with the versatility of 4WD.”

It’s the 2015 Sierra All Terrain HD, and it goes on sale this summer.

“The new 2015 GMC Sierra HD lineup helps customers tackle tough jobs more comfortably, and with the new All Terrain HD, they can do it with greater style,” said Duncan Aldred, vice president of GMC Sales and Marketing.

“Equally comfortable whether it’s a night on the town or traversing a remote job site, it has all the capability that customers demand from a GMC heavy-duty truck on the job.”

The new Sierra All Terrain HD is available on 2500HD and 3500HD double cab and crew cab models, and is offered with SLE or SLT trims – all with 4WD, including an electronically controlled transfer case, Aldred said.

Also included is the Z71 Off Road package, with Rancho twin-tube shocks, hill descent control and a skid plate.

Sierra HD’s 6.0L gas engine is standard and the Duramax turbodiesel is available, Aldred said. Its exclusive design features include a chrome surround on the grille, exterior graphics, aluminum underbody shields and unique 18-inch six-spoke chrome cast-aluminum wheels.

Twenty-inch chrome aluminum wheels are available on 2500HD, while 3500HD models also include adjustable outside camper mirrors with a chrome cap.

Additional exterior content includes light-emitting diode signature headlamps, body-color bumpers (chrome bumpers available), chrome mirror covers and body side moldings and chrome front-lower bumper plate, Aldred said.

Inside, a carbon fiber-inspired theme distinguishes the All Terrain from other models and includes the ALL TERRAIN logo on the instrument cluster. A rearview camera system also is standard.

The new All Terrain HD also includes the latest connectivity technology, Aldred said, including IntelliLink and new OnStar with 4G LTE and standard built-in Wi-Fi hotspot.

Enhanced features for IntelliLink include Text Messaging Alerts for smartphone users with Bluetooth profile (M.A.P.), which reads incoming texts through the vehicle’s speakers, and Siri Eyes Free for iPhone iOS 6 and iOS 7 users to enhance connectivity and convenience.

New OnStar with 4G LTE connection provides a mobile hub for drivers and passengers to stay connected, while the hotspot is on whenever the vehicle is on and comes with a three-month/three-gigabyte data trial.

Additional new and enhanced features introduced on the 2015 Sierra HD lineup include:

- CornerStep rear bumper, EZ Lift and Lower tailgate, standard locking tailgate, standard upper tie-downs and other features that make cargo handling easier;
- Standard StabiliTrak with Trailer Sway Control on all models;
- Integrated cruise control, auto grade braking and diesel exhaust braking, for greater driving control and reduced brake wear on grades;
- Enhanced cooling airflow, which enables the Duramax turbo diesel and 6.0L gas engine to better maintain full power, even under heavy loads and high ambient temperatures;
- New Duralife disc brake rotors that offer up to double the service life (late availability);
- New, heated, power-adjustable trailering mirrors are of-



2015 Sierra All Terrain HD

fered on SLE and SLT – including All Terrain – and Denali (late availability), including back-up lamps.

The large mirrors feature 51 square inches of flat mirror surface positioned over a 24.5-square-inch non-heated or power-adjustable convex mirror surface, Aldred said.

A new auxiliary back-up lamp is integrated in each mirror – to enhance trailer visibility when backing up – as well as an amber auxiliary clearance lamp.

The SLE trailering mirror is black and can be extended and folded manually. The SLT/Denali mirror has a chrome cap and

adds a power-folding feature.

The 2015 Sierra HD also offers segment-exclusive safety features such as forward collision alert, lane departure warning with an active safety seat, and front and rear park assist, Aldred said. Head-curtain and seat-mounted side airbags are standard on 2500HD and available on 3500HD models.

All models are backed by GMC Pro Grade Protection, with two years of scheduled maintenance – including diesel exhaust fluid – a three-year/36,000-mile bumper-to-bumper warranty and a five-year/100,000-mile powertrain warranty.

Author Details Ford’s Role in World War II

DETROIT (AP) – A new book focuses on how Detroit’s transformation from making cars to military aircraft proved vital to the Allies’ effort during World War II.

In “The Arsenal of Democracy: FDR, Detroit, and an Epic Quest to Arm an America at War,” author A.J. Baime delves into how the city of Detroit answered President Franklin D. Roosevelt’s call to action during World War II.

Baime’s book centers on founder Henry Ford and his son, Edsel, who, when asked by government officials if they could deliver 50,000 airplanes, said their auto company could produce a bomber an hour.

And history showed that they pulled it off.

Baime relied on research from the Ford Archives, the National Archives and the FDR Library to write the recently released book.

Baime also is the author of “Go Like Hell: Ford, Ferrari and their Battle for Speed and Glory at Le Mans.”

Pass the Ketchup, Hold the Mayo, Say Ford Researchers

It might seem that tomatoes and cars have nothing in common, but researchers at Ford Motor Company and H.J. Heinz Company see the possibility of an innovative union.

Researchers at Ford and Heinz are investigating the use of tomato fibers in developing sustainable, composite materials for use in vehicle manufacturing, said Eddie Fernandez, project spokesman and senior vice president at Ogilvy Public Relations Worldwide.

Specifically, dried tomato skins could become the wiring brackets in a Ford vehicle or the storage bin a Ford customer uses to hold coins and other small objects.

“We are exploring whether this food processing byproduct makes sense for an automotive application,” said Ellen Lee, plastics research technical specialist for Ford.

“Our goal is to develop a strong, lightweight material that meets our vehicle requirements, while at the same time reducing our overall environmental impact.”

Nearly two years ago, Ford began collaborating with Heinz, The Coca-Cola Company, Nike Inc. and Procter & Gamble to accelerate development of a 100 percent plant-based plastic to be used to make everything from fabric to packaging and with a lower environmental impact than petroleum-based packaging materials currently in use, Fernandez said.

At Heinz, researchers were

looking for innovative ways to recycle and repurpose peels, stems and seeds from the more than two million tons of tomatoes the company uses annually to produce its best-selling product: Heinz Ketchup.

Leaders at Heinz turned to Ford.

“We are delighted that the technology has been validated,” said Vidhu Nagpal, associate director, packaging R&D for Heinz.

“Although we are in the very early stages of research, and many questions remain, we are excited about the possibilities this could produce for both Heinz and Ford, and the advancement of sustainable 100 percent plant-based plastics.”

Ford’s commitment to reduce, reuse and recycle is part of the company’s global sustainability strategy to lessen its environmental footprint while accelerating development of fuel-efficient vehicle technology worldwide, Fernandez said.

In recent years, Ford has increased its use of recycled non-metal and bio-based materials.

With cellulose fiber-reinforced console components and rice hull-filled electrical cowl brackets introduced in the last year, Ford’s bio-based portfolio now includes eight materials in production.

Other examples are coconut-based composite materials, recycled cotton material for carpeting and seat fabrics, and soy foam seat cushions and head restraints.

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